

Research on Perceived Value and Follow-Up Behavior of New Media Users

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Abstract: Firstly, this paper reviews and arranges the relevant literature such as user use intention and consumer attitude. Based on the perceived value acceptance model, combined with the actual situation and the relevant literature of user use intention, this paper constructs the relevant theoretical model and puts forward the relevant hypotheses. The hypotheses are tested by issuing questions, collecting data and analyzing the data. The research conclusions are as follows: (1) Perceived usefulness and perceived entertainment can have a positive impact on functional value, social value and emotional value; (2) Both non-monetary cost and monetary cost can reduce the functional value; (3) Functional value, social value and emotional value can positively promote attitude; (4) Attitude can positively affect use intention. This paper discusses the influencing factors and paths of users' willingness to use the new media platform, and expands the achievements in the existing research field.

1. Introduction

In recent years, with the rapid development of Internet technology in China, more and more Internet technologies have been produced. In 2013, internet live broadcasting platform began to appear in China. In 2016, just three years later, there were hundreds of new media platforms. Yingke, Pepper, Betta, Panda TV and other new media platforms have attracted extensive attention from Internet users. In 2016, the market scale of online game live broadcasting alone reached 2.83 billion yuan. It can be seen that the new media field has great market potential. The webcast platform has become an important way for many Internet users to relax and entertain. It can be predicted that the webcast industry will continue to create more market value and influence in the future. As a new business model, live broadcasting is essentially an online interaction between users. China's Internet live broadcasting mainly presents the characteristics of fragmented viewing time, continuous consumption, interaction and aggregation [1].

Although the average number of daily active users of panda TV reached 2.72 million from September 2017 to February 2018. However, in 2019, the shutdown of panda TV caused an uproar in the industry. It can be seen from this event that the live broadcasting industry still has not found a more mature operation system in terms of operation and profit. How to better obtain and maintain users and improve brand competitiveness and user experience is an urgent problem to be solved for all platforms. Although the existing research has discussed this issue and reached some conclusions

from some perspectives, the existing research still has the following deficiencies: (1) The existing research can systematically explain which factors can affect users' perceived value; (2) How users' perceived value affects users' willingness to use new media, and the intermediate explanation mechanism is not clear.

Based on this, this paper focuses on the perceived value theory, through the behavior analysis of the viewers of the live broadcast platform, studies the users' willingness to use the live broadcast platform, in order to provide guidance for the live broadcast platform, better improve the users' willingness to use, and enhance the profitability of enterprises.

The theoretical significance of this paper includes the following two aspects:

(1) Taking the perceived value acceptance model as the basic model, referring to the previous classical models in the field of consumer behavior, combined with the ABC three-level theory, this paper constructs the user intention model of internet live broadcasting platform, and analyzes the differences of the impact of each path by comparing different live broadcasting platforms.

(2) At present, there have been some achievements in the research on perceived value and use intention at home and abroad, but with the progress of technology and the continuous emergence of various new things, the characteristics of user behavior and external influencing factors have changed greatly. Under such a general trend, interdisciplinary thinking is becoming more and more important. This paper integrates the knowledge of multiple disciplines and cuts into the problem from a broader perspective in order to bring new academic ideas [2].

2. Journals Reviewed

2.1 Concept and Dimension of Perceived Value

Perceived value is considered to be a very important link in marketing and strategic management. In the sense of marketing, value is the satisfaction expected by consumers under a certain overall cost. For the same product, different consumers have different evaluation of its value. Perceived value was first proposed by Peter, which is defined as the gap between the perceived benefits and payments of consumers. Woodruff defined customer value in his research. He believed that customer value is the impact on users' achievement of goals and the degree of their preference in a specific environment. In his definition, he believed that value comes after use behavior. However, in fact, the value judgment of products already exists before users use products. Holbrook believes that perceived value is an experience with preference for products or services, and users can generate value through their experience of goods or services. a domestic scholar, proposed that perceived value is the ratio of consumers' total income to total cost. Song M.Z. defined perceived value as consumers' cognition that goods or services can bring specific value [3]. He believes that perceived value has five characteristics: subjective, hierarchical, multidimensional, contingency and comparison. Cheng Haiqing believes that users' cognition of the matching degree of products or services with themselves is perceived value. Yaya, Yang L.M., Yang H.B. defined perceived value as the user's evaluation of the utility of a commodity, and the product manufacturer will improve the product based on these evaluations [4].

Generally speaking, the academic community has not formed a unified conclusion on the definition of perceived value. The research believes that perceived value refers to the loss evaluation of products made by users according to their perceived gains and payments. Existing research divides perceived value into three dimensions: functional value, social value and emotional value.

(1) Functional value

Zhang, Yang & Yan defined functional value as the perception of the utility of goods or services in terms of practicability and natural attributes, which refers to the attributes of products or services

that can solve problems or meet needs for users. Function performance and service quality are the core elements of management in the Internet platform. For the live broadcasting platform, it is also one of the important influencing factors of user perceived value [5].

(2) Social value

Users' consumption and use behavior is not limited to the commodity function itself, but also includes users' self-expression. Zheng believe that social value is the ability of products or services to strengthen users' self-concept in the group or society. People usually prefer to choose products or services that can win praise from others. For the new media platform, users can obtain a sense of identity and better interactive experience in the community, which is an embodiment of social value [6].

(3) Emotional value

Emotional value is the emotional utility of products or services, which originates from the emotional factors of products. For live broadcast platform users, emotional value reflects the degree of emotional pleasure when users use the platform.

2.2 Influencing Factors of Perceived Value

Chen X.X., Li Z.B. believes that perceived value refers to all the product evaluations made by customers according to their perceived gains and gifts [7]. It includes four meanings: (1) Low price, that is, the monetary price to pay; (2) The benefits that users hope they can obtain, that is, goods or services; (3) The quality of goods, that is, the comparison between cost and quality; (4) Pay and return, that is, the benefit return brought by all costs, has been recognized by many scholars in this field. Yang L.Q., Lin Y., Huang Y.H. proposed that customer perceived value refers to the comparison of two aspects that customers feel beneficial and harmful to themselves from a purchase behavior [8]. Wang J.H. defined it based on the benefits and costs in the purchase process. For perceived value, commodity functionality is the most important point, that is, the final perceived evaluation of value through the overall perception, gain and loss [9].

According to the review of the perceived value acceptance model (VAM) and the related theoretical research of perceived value, the academic community generally tends to use the two dimensions of perceived benefit and perceived pay to measure perceived value. According to the definition of perceived value in this paper, the research believes that perceived benefit and perceived pay are the antecedent variables affecting perceived value.

(1) Perceived benefits

Perceived benefit consists of perceived usefulness and perceived entertainment. Zhang Zhiqian believes that perceived usefulness plays a very important role in predicting users' use behavior [10]. The research believes that perceived usefulness refers to the degree to which users subjectively believe that the new media platform can improve their work performance and help users achieve specific goals. Deng, X., Xu, Y. proposed that the change of users' emotions may have an impact on subsequent behavior [11]. Luarn P., Lin H.H. also proposed that when the platform is highly entertaining and users feel happy when using it, they will be more willing to use the platform. This paper holds that perceived entertainment refers to the degree of entertainment that users experience the new media platform, that is, the degree of pleasure that users feel when using the new media platform [12].

(2) Perceived pay

Perceived cost includes monetary cost and non-monetary cost. Perceived pay is the cost that users expect to incur. Wang Y., Fesenmaier D R. believes that equipment cost and transaction cost are the main factors affecting users' use intention [13]. Potential users will compare this cost with the possible benefits, so as to judge the perceived value of goods or services. In this paper,

monetary cost refers to the economic cost that users expect to incur in the process of using the new media platform, including reward, purchase of hardware products, paid services, etc.; Non-monetary cost refers to the non-economic cost expected by users in the process of using the new media platform, including time waste and energy consumption.

3. Hypothesis Proposal

3.1 Perceived Benefit and Perceived Value

According to the previous combing and review, it can be found that the current academic circles generally believe that consumers' perceived benefits can have a positive impact on perceived value. Davis F.D., Bagozzi R.P., Warshaw P.R. juxtaposed perceived entertainment and perceived usefulness as the main factors affecting attitude and acceptance intention [14]. confirmed that the perceived usefulness and perceived ease of use of information technology have an impact on customers' attitude, and then on use intention. Andersen P H conducted research on college students, analyzed customer perceived value from the perspective of overall value, and confirmed that entertainment has a positive impact on customer perceived value [15]: and other scholars took smartphone app as the research object and confirmed that entertainment has a positive impact on customer perceived value. Based on the Internet perspective, divided perceived benefits into perceived usefulness and perceived entertainment, and proved the impact of perceived usefulness and perceived entertainment on perceived value. Therefore, according to the characteristics of the new media platform, this paper puts forward the following research assumptions about the relationship between perceived revenue and perceived value:

- H1a: Perceived usefulness positively affects the functional value of perceived value
- H1b: Perceived usefulness positively affects the social value of perceived value
- H1c: Perceived usefulness positively affects the emotional value of perceived value
- H2a: Perceived entertainment positively affects the functional value of perceived value
- H2b: Perceived entertainment positively affects the social value of perceived value
- H2c: Perceived entertainment positively affects the emotional value of perceived value

3.2 Perceived Pay and Perceived Value

At present, many studies have confirmed the influence relationship between perceived pay and perceived value. Referring to the definitions of perceived value by scholars such as Zeithaml, Monroe, Anderson and Narus, perceived pay has a negative impact on perceived value [16]. Wang used VAM model to study consumers' perceived value of products and confirmed its significant influence relationship. Although some scholars have proposed that the impact of perceived pay on perceived value may be indirect [17]. However, based on the above combing and review, as well as the research practice, this paper puts forward the following research assumptions about the relationship between perceived pay and perceived value:

- H3a: Non-monetary cost negatively affects the functional value of perceived value
- H3b: Non-monetary cost negatively affects the social value of perceived value
- H3c: Non-monetary cost negatively affects the emotional value of perceived value
- H4a: Money cost negatively affects the functional value of perceived value
- H4b: Money cost negatively affects the social value of perceived value
- H4c: Money cost negatively affects the emotional value of perceived value

3.3 Perceived Benefit, Perceived Pay and Willingness to Use

"Cognition-emotion-behavior" ABC three-level theory is an important content of consumer behavior theory, which reflects the transformation process of consumers from cognition to behavior intention for external factors. When applied to the new media platform model, users will generate corresponding cognition after receiving the external factors of perceived benefit and perceived payment. Then it produces a certain perceived value for the platform, that is, emotion. Then the attitude is generated, and finally the use intention is formed. Ajzen confirmed the influence path of evaluation on attitude and attitude on use intention in his research. Davis constructed a classical model of attitude-intention-behavior in his model. At the same time, rational behavior theory (TRA), planned behavior theory (TPB) and Technology Acceptance Model (TAM) all take attitude as the antecedent variable of use intention. The relationship between attitude and use intention has also been confirmed by many researchers. According to the above combining and review, this paper puts forward the following research hypotheses about the relationship between perceived value, attitude and use intention:

- H5a: The functional value of perceived value has a positive impact on attitude
- H5b: The social value of perceived value has a positive impact on attitude
- H5c: The emotional value of perceived value has a positive impact on attitude
- H6: Attitude positively affects use intention

4. Data Collection and Hypothesis Testing

4.1 Data Collection

This paper uses questionnaire survey to obtain data, and completes the distribution and collection of questionnaires by cooperating with a professional third-party survey enterprise - Questionnaire star. After three months, 585 questionnaires were obtained from the questionnaire star. In order to ensure the quality of samples, this paper screened 585 questionnaires collected. The screening criteria are as follows: (1) Deleted the questionnaire with a filling time of less than five minutes; (2) Delete the same questionnaire; (3) Delete those questionnaires that have selected "never used a new media platform"; (4) Delete incomplete questionnaires. After screening, 441 valid questionnaires were obtained, and the effective rate was 75.38%, which was used for subsequent data analysis.

4.2 Sample Characteristics

The distribution characteristics of 441 questionnaires obtained through questionnaire survey for follow-up analysis are shown in Table 5-1. In this study, 239 questionnaires of male subjects and 202 questionnaires of female subjects were obtained; There were 321 unmarried subjects, accounting for 72.79% of the total sample, and 120 married subjects, accounting for 17.21% of the total sample; In terms of age distribution, the vast majority of subjects are in the range of 18-25 years old, accounting for 74.83% of the total sample; In the distribution of subjects' occupations, the vast majority of subjects' occupations are students, accounting for 82.77% of the total sample, which also shows that the main target group of new media users is students; In terms of education distribution, the vast majority of subjects' education is undergraduate, accounting for 79.14% of the total sample. Through the sample descriptive statistical analysis in Table 1, it can be seen that the main force of new media users is young people. In addition, in terms of new media use time, this study found that more than 80% of the subjects used the new media for more than 3 hours, and more than 40% of the subjects used the new media for more than 6 hours a day, which also shows that the current new media has deeply affected people's daily life.

Table 1: Basic statistics of survey samples

Variable	Category	Frequency	Percentage
Gender	Male	239	54.20%
	Female	202	45.80%
Marriage	Unmarried	321	72.79%
	Married	120	17.21%
Age	Under 17 years old (including 17 years old)	10	2.27%
	18-25 years old	330	74.83%
	26-35 years old	79	17.91%
	Over 36 years old (including 36 years old)	22	4.99%
Occupation	Enterprise staff	64	14.51%
	Student	365	82.77%
	Other	12	2.72%
Education	High school or Below	9	2.04%
	Specialty	29	6.58%
	Undergraduate	349	79.14%
	Master	50	11.34%
Duration of using new media / day	Doctor	4	0.90%
	<=1hours	21	4.76%
	(1-3)hours	67	15.19%
	(3-6)hours	175	39.68%
	>6hours	178	40.36%
Population		441	100%

4.3 Variable Measurement

Perceived usefulness: This paper uses the following four items to measure perceived usefulness [18]: (1) Using new media can improve my information reserves; (2) Using new media makes it easier for me to understand information; (3) Using new media helps me understand information more comprehensively and accurately; (4) Using new media makes me very profitable.

Perceived Entertainment: This paper uses the following three items to measure perceived entertainment, which are (1) The process of using new media is interesting; (2) Using new media is very entertaining and can kill boring leisure time; (3) I am curious and willing to try new media [19].

Non monetary costs: This paper uses the following three items to measure non monetized costs, namely: (1) It takes me a lot of time to use new media; (2) Using new media makes me miss something else; (3) Using new media is very energy-consuming and often makes me feel exhausted [20].

Currency cost: This paper uses the following two items to measure the monetary cost, which are: (1) Watching the content released by new media costs me a lot of money; (2) Using new media makes me pay extra for operator traffic [21].

Functional value: this paper uses the following two items to measure functional value: (1) I think we can better communicate with others around by using new media; (2) I can get valuable information by using new media.

Social value: This paper uses the following four items to measure social value: (1) I can gain the trust of other members of the new media; (2) I can exchange views with other members of the new media; (3) I can meet some like-minded friends in the new media and keep in touch; (4) I can enjoy the atmosphere with other members of the new media.

Emotional value: This paper uses the following three items to measure emotional value: (1) I can find self-identity in new media; (2) I can find a sense of belonging in the new media; (3) I can find emotional connections in new media.

Attitude: This paper uses the following three items to measure attitude: (1) I am willing to recommend new media to others; (2) I am willing to try to watch the latest content on new media; (3) I will give priority to the content released by new media.

Willingness to use: This paper uses the following two items to measure the willingness to use. They are: (1) Assuming that I have the opportunity to use new media, I will not hesitate to use them; (2) I intend to increase the use of new media in the future.

In order to eliminate the influence of individual characteristics, this paper also sets up some control variables, including gender, age, education, marriage and occupation, so as to ensure the objectivity of the research as much as possible.

4.4 Reliability and Validity Analysis

All items in this study were measured by 7-point Likert scale, in which "1" stands for "very disagree" and "7" stands for "very agree". Before hypothesis testing, confirmatory factor analysis is needed to ensure the reliability and validity of the questionnaire. Amos 22 was used as confirmatory factor to test the reliability and validity of related variables. The results of confirmatory factor analysis are shown in Table 2. As can be seen from table 5-3, NFI=0.902, RFI=0.909, IFI=0.934, TLI=0.941, CFI=0.942, CMIN/DF=1.712<2, RMESA=0.059<0.1, the fitting of the model is good. It can be seen that the factor load of all items is more than 0.7, and the combination reliability is greater than 0.8, and the Cronbach coefficient is greater than 0.7, indicating that the questionnaire has good reliability and validity.

Table 2: Results of exploratory factor analysis

Variable Name	Measurement items / indicators	Factor load	AVE	CR	Cronhach α
Perceived Usefulness	Using new media can improve my information reserves	0.801	0.668	0.890	0.804
	Using new media makes it easier for me to understand information	0.823			
	Using new media helps me understand information more comprehensively and accurately	0.815			
	Using new media has benefited me a lot	0.831			
Perceived Entertainment	The process of using new media is interesting	0.796	0.687	0.0.868	0.815
	Using new media is very entertaining and can kill boring free time	0.835			
	I am curious and willing to try new media. Using new media makes my relationship with others more harmonious	0.855			
Non- Monetary Cost	It takes me a lot of time to use new media	0.822	0.729	0.890	0.900
	Using new media makes me miss something else	0.863			
	Using new media is very energy-consuming and	0.875			

	often makes me feel exhausted				
Monetary Cost	It costs me a lot of money to watch the Content released by new media	0.876	0.753	0.859	0.899
	Using new media makes me pay extra for operator traffic	0.859			
Functional Value	I think we can better communicate with others around us through the use of new media	0.901	0.766	0.868	0.878
	I can get valuable information by using new media	0.849			
Social Value	Using new media is a wise choice for me	0.799	0.636	0.840	0.798
	I am satisfied with choosing to use new media	0.789			
	Choosing to use new media is exactly what I need	0.805			
Emotional Value	I can find self-identity in new media	0.904	0.832	0.937	0.854
	I can find a sense of belonging in the new media	0.912			
	I can find emotional connections in new media	0.921			
Attitude	I am willing to recommend new media to others	0.900	0.831	0.936	0.867
	I am willing to try to watch the latest content on new media	0.923			
	I will give priority to the content released by new media for viewing	0.911			
Willingness to Use	If I have the opportunity to use new media, I will not hesitate to use them	0.912	0.834	0.909	0.816
	I intend to increase the use of new media in the future	0.914			
Overall fit	NFI=0.902, RFI=0.909, IFI=0.934, TLI=0.941, CFI=0.942, CMIN/DF=1.712<2, RMESA=0.059<0.1				

The discriminant validity of the scale is shown in Table 3. It can be seen from table 3 that the Pearson correlation coefficient between potential variables is less than the square root of ave value of corresponding variables. Therefore, it shows that the scale of this study has good discriminant validity.

Table 3: Pearson correlation analysis of latent variables

Variable	Perceived usefulness	Perceived Entertainment	Non-monetary cost	Monetary cost	Functional value	Social value	Emotional value	Attitude	Willingness to use
Perceived usefulness	0.817								
Perceived Entertainment	0.311***	0.828							
Non-monetary cost	0.281***	0.476***	0.854						
Monetary cost	0.244***	0.246***	0.435***	0.868					
Functional value	0.086***	0.232**	-0.276***	-0.199**	0.875				
Social value	0.047***	0.174*	-0.185**	-0.069	0.600***	0.797			
Emotional value	0.218***	0.316**	-0.377***	-0.349**	0.319**	0.431*	0.912		
Attitude	0.547***	0.214***	-0.217***	-0.417**	0.300**	0.281**	0.288*	0.912	
Willingness to use	0.279**	0.315***	-0.412***	-0.269***	0.154***	0.189***	0.315***	0.318**	0.913

(Note: * significantly correlated at 0.05 level, ** significantly correlated at 0.01 level, *** significantly correlated at 0.001 level)

4.5 Common Method Deviation

The Harman single factor method was used to test. After the non-rotation exploratory factor analysis of all items of the research variable, the total variation interpretation of all factors with

characteristic roots greater than 1 was 79.237%, of which the variation interpretation of the first principal component was 15.481%, which did not exceed the maximum value of 40%. There was no common method deviation.

4.6 Correlation Analysis

The correlation analysis between various variables is shown in Table 4. As can be seen from table 4: There is a significant positive correlation between perceived usefulness and functional value ($\beta=0.189$, $p<0.01$); There is a significant positive correlation between perceived usefulness and social value ($\beta=0.367$ usefulness and emotional value $\beta=0.048$, $p<0.01$); There is a significant positive correlation between perceived entertainment and functional value ($\beta=0.252$, $p<0.01$); There is a significant positive correlation between perceived entertainment and social value ($\beta=0.198$, $p<0.05$); There is a significant positive correlation between perceived entertainment and emotional value ($\beta=0.245$, $p<0.01$). There is a significant negative correlation between non-monetary cost and functional value ($\beta=-0.226$, $p<0.001$); There is a significant negative correlation between non-monetary cost and social value ($\beta=-0.321$, $p<0.01$); There is a significant negative correlation between non-monetary cost and emotional value ($\beta=-0.285$, $p<0.001$); There is a significant negative correlation between monetary cost and functional value ($\beta=-0.239$, $p<0.01$); There is a significant negative correlation between money cost and social value ($\beta=-0.145$, $p<0.05$); There is a significant negative correlation between monetary cost and emotional value ($\beta=-0.322$, $p<0.01$). There is a significant positive correlation between functional value and attitude ($\beta=0.314$, $p<0.01$); There is a significant positive correlation between social value and attitude ($\beta=0.211$, $p<0.01$); There is a significant positive correlation between emotional value and attitude ($\beta=0.315$, $p<0.05$); And there is a significant positive correlation between functional value and use intention ($\beta=0.214$, $p<0.001$); There is a significant positive correlation between social value and use intention ($\beta=0.241$, $p<0.001$); There is a significant positive correlation between emotional value and use intention ($\beta=0.138$, $P<0.001$). In addition, there was a significant positive correlation between attitude and use intention ($\beta=0.158$, $p<0.001$). This provides a premise for the subsequent test of causality.

Table 4: Correlation Analysis between variables

Variable	Perceived usefulness	Perceived Entertainment	Non-monetary cost	Monetary cost	Functional value	Social value	Emotional value	Attitude	Willingness to use
Perceived usefulness	1								
Perceived Entertainment	0.211***	1							
Non-monetary cost	0.253***	0.376***	1						
Monetary cost	0.264***	0.336***	0.215***	1					
Functional value	0.189**	0.252**	-0.226***	-0.239**	1				
Social value	0.367***	0.198*	-0.321**	-0.145*	0.411***	1			
Emotional value	0.048**	0.245**	-0.285***	-0.322**	0.245**	0.331*	1		
Attitude	0.065**	0.321***	-0.296***	-0.052**	0.314**	0.211**	0.315*	1	
Willingness to use	0.020	0.214	-0.040*	-0.321	0.214***	0.241***	0.138***	0.158***	1

(Note: * significantly correlated at 0.05 level, ** significantly correlated at 0.01 level, *** significantly correlated at 0.001 level)

4.7 Hypothesis Test

Firstly, we test the impact of perceived usefulness, perceived entertainment, non-monetary cost and monetary cost on perceived value (including functional value, social value and emotional value). This paper uses Stata regression analysis to test. Before regression analysis, it is necessary to test the same variance of all explanatory variables. The test results show that there is heteroscedasticity among all explanatory variables ($P < 0.05$). Therefore, in the regression test, the OLS regression method of robust standard error is adopted in this study, and the results of regression analysis are shown in Table 5. Perceived usefulness can positively promote functional value ($\beta = 0.138$, $p < 0.001$); Perceived usefulness can positively promote social value ($\beta = 0.334$, $p < 0.01$); Perceived usefulness can positively promote emotional value ($\beta = 0.058$, $p < 0.05$); That is, hypothesis H1a, H1B and H1C have been verified; Perceived entertainment can positively promote functional value ($\beta = 0.102$, $p < 0.05$); Perceived entertainment can positively promote social value ($\beta = 0.083$, $p < 0.01$); Perceived entertainment can positively promote emotional value ($\beta = 0.088$, $p < 0.05$); That is, H2A, H2B and H2C are verified. Non-monetary costs can significantly negatively promote functional value ($\beta = -0.148$, $P < 0.01$), i.e. h3a was verified; the negative effect of non-monetary cost and social value has not been verified ($\beta = -0.153$, $P > 0.05$), i.e. H3B was not verified; The negative effect of non-monetary cost and emotional value has not been verified ($\beta = -0.235$, $P > 0.05$), i.e. H3C was not verified. Money cost can significantly negatively promote functional value ($\beta = -0.083$, $P < 0.01$), that is, h4a was verified; The negative effect of money cost and social value has not been verified ($\beta = -0.108$, $P > 0.05$), i.e. H4B was not verified; The negative effect of monetary cost and emotional value has not been verified ($\beta = -0.401$, $P > 0.05$), i.e. h4c was not verified.

Table 5: Results of regression analysis

Variable	Functional value		Social value		Emotional value	
Perceived usefulness		0.138*** (0.038)		0.334** (0.105)		0.058* (0.022)
Perceived entertainment		0.102* (0.041)		0.083** (0.031)		0.088* (0.037)
Non-monetary cost		-0.148** (0.050)		-0.153 (0.122)		-0.235 (0.210)
Monetary cost		-0.083** (0.031)		-0.108 (0.240)		-0.401 (0.358)
Gender	0.027 (0.028)	0.015 (0.026)	0.013 (0.027)	0.018 (0.025)	0.033 (0.035)	0.022 (0.045)
Age	-0.046 (0.039)	-0.062 (0.101)	-0.044 (0.101)	-0.057 (0.100)	-0.039 (0.099)	0.004 (0.125)
Marriage	0.131 (0.095)	0.1510 (0.0933)	0.145 (0.094)	0.155 (0.094)	0.152 (0.093)	0.261* (0.128)
Occupation	Control	Control	Control	Control	Control	Control
Education level	Control	Control	Control	Control	Control	Control
Constant term	5.775*** (0.629)	5.360*** (0.585)	5.158*** (0.612)	5.070*** (0.595)	5.871*** (1.051)	5.770*** (1.136)
F value	1.98	3.95	2.90	3.99	3.80	5.14
R ²	0.100	0.154	0.109	0.166	0.111	0.276
RMSE	0.507	0.493	0.500	0.491	0.498	0.478
Sample size	441	441	441	441	441	441

(Note: * significantly correlated at 0.05 level, ** significantly correlated at 0.01 level, *** significantly correlated at 0.001 level)

In order to test the effects of functional value, social value and emotional value on attitude and attitude on use intention. This study uses OLS regression method of robust standard error to test.

Table 6 shows the regression results of functional value, social value, emotional value, attitude to attitude, and attitude to use intention. It can be seen from table 6 that functional value can significantly and positively promote attitude ($\beta= 0.315$, $p<0.05$); Social value can significantly and positively promote attitudes ($\beta= 0.139$, $p<0.01$); Emotional value can significantly and positively promote attitude ($\beta= 0.118$, $p<0.001$); That is, it is assumed that h5a, H5B and h5c have been verified. It can be seen from model 6 that attitude can significantly and positively promote use intention ($\beta= 0.088$, $P < 0.05$), therefore, hypothesis H6 was verified.

Table 6: Regression analysis results

Variable name	Attitude					Willingness to use
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Attitude	-					0.088* (0.037)
Functional value		0.235* (0.110)			0.315* (0.124)	0.235* (0.110)
Social value			0.084* (0.037)		0.139** (0.049)	0.153*** (0.029)
Emotional value				0.059** (0.022)	0.118*** (0.034)	0.131*** (0.004)
Gender	0.041 (0.043)	0.045 (0.043)	0.048 (0.042)	0.052 (0.042)	-0.103 (0.108)	0.200 (0.148)
Age	-0.145 (0.134)	-0.140 (0.043)	-0.203 (0.125)	-0.199 (0.127)	-0.252 (0.326)	-0.294 (0.192)
Marriage	0.020 (0.017)	0.020 (0.017)	0.014 (0.017)	0.014 (0.017)	-0.023 (0.047)	0.385* (0.181)
Occupation	Control	Control	Control	Control	Control	Control
Education level	Control	Control	Control	Control	Control	Control
Constant term	2.967*** (0.642)	4.466*** (0.955)	3.719*** (0.720)	5.295*** (1.046)	0.840 (1.319)	6.604* (2.957)
F value	2.43	3.39	3.47	3.31	3.38	3.49
R ²	0.164	0.170	0.184	0.206	0.222	0.259
RMSE	1.410	0.635	0.631	0.623	0.618	0.596
sample size	441	441	441	441	441	441

(Note: * significantly correlated at 0.05 level, ** significantly correlated at 0.01 level, *** significantly correlated at 0.001 level)

Table 7 shows the test of the assumptions proposed in this paper. As can be seen from table 7, most of the assumptions proposed in this paper have been verified, and only H3B, H3C, H4B and h4c have not been verified.

Table 7: Research hypothesis test results

Number	Research hypothesis	Inspection results
H1a	Perceived usefulness has a significant positive impact on the functional value of perceived value	Support
H1b	Perceived usefulness has a significant positive impact on the social value of perceived value	Support
H1c	Perceived usefulness has a significant positive impact on the emotional value of perceived value	Support
H2a	Perceived entertainment has a significant positive impact on the functional value of perceived value	Support
H2b	Perceived entertainment has a significant positive impact on the social value of perceived value	Support
H2c	Perceived entertainment has a significant positive impact on the emotional value of perceived value	Support
H3a	Non-monetary cost has a significant negative impact on functional value	Support
H3b	Non-monetary cost has a significant negative impact on social value	Unsupported
H3c	Non-monetary cost has a significant negative impact on emotional value	Unsupported
H4a	Money cost has a significant negative impact on functional value	Support
H4b	Money cost has a significant negative impact on social value	Unsupported
H4c	Money cost has a significant negative impact on emotional value	Unsupported
H5a	Functional value has a significant positive impact on attitude	Support
H5b	Social value has a significant positive impact on attitude	Support
H5c	Emotional value has a significant positive impact on attitude	Support
H6	Attitude has a significant positive impact on use intention	Support

5. Discussion and Prospect

By reviewing and sorting out the classical theories, this paper constructs a theoretical model and puts forward research hypotheses. Taking the new media platform as the theme, through investigation and data analysis, this paper finds the relationship between perceived income, perceived pay, perceived value, attitude and use intention. According to the results of the research data, some suggestions are put forward for the actual operation of the enterprise, in order to provide some new ideas for the development of the live broadcasting platform and provide guidance and help in business practice.

5.1 Research Conclusion

(1) Perceived usefulness and perceived entertainment can positively promote the promotion of social value, functional value and emotional value. This shows that users' perceived usefulness and perceived entertainment of new media can promote their perceived value of new media.

(2) Both non-monetary cost and monetary cost can have a negative impact on functional value, but the impact on the other two types of value is not significant.

(3) According to the ABC three-level theoretical model, the study believes that perceived value has a significant impact on consumers' attitude. In this paper, the impact of three-dimensional perceived value on attitude has been confirmed. Among them, the functional value and emotional value of perceived value positively affect consumers' attitude. The research and analysis believe that when the live broadcasting platform can better meet users' needs for function and entertainment, and has a good impression on it, and recognizes the live broadcasting platform, that is, the platform meets the functional value and emotional value of users' needs, then users may think that the platform has complete functions, Comfortable use and positive evaluation.

(4) Impact of attitude on Use Intention: According to the ABC three-level theoretical model, the research believes that attitude has a significant impact on users' use intention, and the results of this paper also confirm this conclusion. When users have a positive evaluation and understanding of the platform, they are likely to be willing to use and continue to use the platform.

5.2 Management Recommendations

(1) Pay attention to entertainment and create a "leisure platform" for users' Leisure

The influence of perceived usefulness on the three-dimensional degree of perceived value has been confirmed, and the three-dimensional degree of perceived entertainment on users' perceived value has also been confirmed. The research shows that the vast majority of users use the live broadcast platform for leisure, entertainment and physical and mental relaxation. The platform should fully explore the live content required by users to meet their needs for perceived usefulness, and develop interesting functions to improve the entertainment of the platform. For example, develop quiz and other entertainment functions.

(2) Pay attention to sociality and build more convenient user interaction

Interaction and social networking is a very important function and component of the new media platform. According to the previous analysis, the research believes that the interaction with bloggers and other users is an important means to improve perceived value. In this regard, Betta has done something, and its community function gives users more interactive social space. Creating a better interactive experience for users can enhance their perceived value, enhance their impact on attitude and use intention, and form a good user atmosphere in the platform. Good interaction, compared with the anchor's one-way output information, can better retain users, make users have emotion and dependence, and improve their loyalty to the platform.

(3) Rich functional experience and deep binding with users

In the research conclusion, we found that the impact of user perceived pay on perceived value is limited, and even some dimensions have no significant impact, but we still can not ignore the impact of perceived pay on user perceived value. The research shows that while paying non-monetary costs, users are bound to the platform and have an in-depth understanding of the process. Therefore, the platform needs to improve the user experience, enhance the friendliness of the interface, attract and bind users through a series of "new" marketing activities, and increase users' "invisible" investment in the platform through rich functions and high-quality content, including online time, function exploration, etc. The methods that can be used include: inviting traffic anchors, developing new functions, carrying out online and offline activities, etc.

(4) Benign guidance, pay attention to social responsibility

As a platform for all ages, it shoulders certain social responsibilities. We should not be blindly guided by drainage and profit, but pay more attention to the standardization and guidance of users' use behavior, such as reasonable use of time, controlled payment activities, youth anti addiction, etc.

5.3 Research Deficiency and Prospect

In the Internet age, technology is changing with each passing day, and all kinds of new technologies and new things are emerging, which have been closely linked with people's daily life. Since its birth, the new media industry has experienced several times of integration and reshuffle, including emerging and falling platforms, but there is still little academic research in this field. In order to help the live broadcasting industry develop more healthily and orderly, theoretical research is a necessary foundation, and this paper enriches and develops the theory in this field. Combined with the shortcomings of the previous research, there are the following two prospects for future research:

(1) In the future research, we should conduct more extensive research to make the samples more representative. The amount of research can be expanded by increasing delivery channels. At the same time, we should pay attention to the rationality of data structure, and we should also use more scientific sampling statistical methods in statistical methods.

(2) There are many types of live broadcasting platforms, corresponding to customers with different demands. This paper only focuses on the two leading live broadcasting platforms in the industry, which have certain similarities in attributes. In future research, we should carry out special research on different types of live broadcasting platforms in more detail, so as to provide more accurate management suggestions, so as to better guide enterprise decision-making and operation.

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