INFLUENCING FACTORS OF CONTINUOUS USE INTENTION OF LIBRARY SERVICES BASED ON USER ENGAGEMENT

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ABSTRACT

The development of modern technology provides technical support for mobile information service, and also provides an opportunity for library business to expand to mobile service mode. Online mobile library service has become a new direction of library development, which is valued by many researchers at home and abroad. Major libraries, including university libraries, have invested a lot of resources in the construction of online mobile library service. At present, most of scholars 'research on the use behavior of online mobile library users focuses on the adoption and acceptance stage of users. However, the continuous willingness to realize the use of online mobile library services based on users' own perception is the key to promote the sustainable development of online mobile library services. Whether the university online mobile library can play its maximum efficiency depends on the continuous use of users.

This paper aims to explore the influencing factors of the sustainable use intention of online mobile library services in colleges and universities based on user stickiness. This paper studies and analyzes the students' willingness to continue to use the online mobile library services of colleges and universities in China Beijing Vocational College of Information Technology, and combs the task technology matching theory, technology acceptance model (TAM model), information system success model (D&M model) The antecedents and outcome variables of the ECM-ISC model; Based on the literature review, the theoretical model and research hypothesis are proposed; The research data are tested on the hypothesis through reliability verification, mean value, standard deviation, regression analysis and structural equation to confirm the significance of task technology matching, perceived usefulness, perceived ease of use, self-efficacy, community impact, user satisfaction and the impact on continuous use intention.

Keywords: Online mobile library service, willingness to continuous use

INTRODUCTION

1.1 Background

For college students, the convenience of mobile library service is far more convenient than that of traditional libraries, which undoubtedly has a great sense of freshness and appeal. However, after the initial novelty, it can still obtain the long-term and continuous use of college students, which is the long-term source of library development. The construction of domestic mobile library has lasted for nearly ten years, and all parties have invested more resources, but there is still a gap between the actual utilization effect and the expectation. Ming junren (2020),

the current low user usage is the main dilemma facing the development of mobile library development, effective use of information resources is crucial to the long-term development of mobile library, xiao-qing zhang also found that more than 30 "985" colleges and universities adopt unified commercial development of mobile library APP, lack of pertinence, user engagement is low. How to give full play to the value in the daily life of college users, promote college students' more active and long-term use of mobile libraries, and then improve the breadth and depth of mobile library services? These problems have become the focus of university libraries in recent years, which need to be solved in the practice and exploration of university libraries.

1.2 Research objective

To study the influence factors of college online mobile library services based on user engagement.

1.3 Research hypothesis

H1: Task-technology matching degree has a positive impact on the continuous use intention of online mobile library service users in universities

H2: Perceptual usefulness has a positive impact on the continuous use intention of online mobile library service users in universities

H3: Perceived ease of use has a positive impact on the continuous use intention of online mobile library service users in universities

H4: Self-efficacy has a positive impact on the continuous use intention of online mobile library service users in universities

H5: Community influence has a positive impact on the continuous use intention of online mobile library service users in universities

H6: User satisfaction has a positive impact on the continuous use intention of users of online mobile library services in universities

1.4 Research significance

1.4.1 Theoretical significance

Taking the users of college students, using the relevant models of the user acceptance stage and the use model (technology acceptance model, information system user continuous use model, technology adoption and utilization integration model, etc.), this paper analyzes the willingness of college students to continuously use the mobile library, further enriches the expansion of user behavior theory in the library, builds the model for the influence factors of mobile library service, and improves the development strategy of university library mobile service.

1.4.2 Practical significance

In the era of the Internet of everything, it inevitably becomes the transformation focus of various information service organizations to objectively explore the user experience, explore the characteristics of mobile library user groups, and summarize the influencing factors of their continuous use willingness. This research attempt through the actual investigation, induction from the user actual experience of mobile library promotion direction, enhance its information service ability, make the service efficiency of the user in the process of use and use experience for greater promotion, so as to establish the library in the user group of good reputation, provide channels for library long-term high-quality development, stimulate the social value of library services.

1.5 Definition of variable meaning

Online mobile library: Mobile library, also known as mobile phone library, refers to the mobile users receiving wireless access to the services provided by libraries through mobile terminal devices (such as mobile phones, handheld computers, etc).

User engagement: User stickiness means that the user starts to enter and use the product, and the user can continue to use the product after a period of time. The higher the user engagement, the longer the users use the product, and the higher they can bring cash flow and capital valuations to the product.

Task technology Matching Degree: Information technology should improve user work performance, only if the technology is adopted and has a good match between the technology and the user tasks it supports. From the user's point of view, the gap between the actual use effect and the expected expectation before use, the higher the task-technology matching degree, the closer the user expectation, and the lower the versa.

Perceived usefulness: In this research situation, college students can only be satisfied with the services of mobile library when they clearly realize the needs of learning, meet the needs of mobile library and improve their efficiency of information acquisition.

Perceived ease of use: In the mobile library information system, the perceived ease of use variable is manifested by the operating cost of library users, which involves the perceived ease of using mobile library services

Self-efficacy: In the field of information technology, self-efficacy describes a user's ability to perform corresponding tasks with certain types of information technology that it uses.

Community influence: Community influence refers to the extent to which the user senses an important influence believes that he should use the information system, representing the influence of the surrounding environment and people on the user's individual will. In the context of this study, the community influence of college students mainly comes from the surrounding students and teachers, the campus publicity and promotion of mobile library services, and the social reputation.

Continuous willingness: the user's decision to use an information technology over an extended period of time. In this study, the willingness to continuously use college library

services refers to the subjective tendency of college students to continue to use mobile library services after using the service for the first time.

LITERATIRE REVIEW

This paper will study the influencing factors of the continuous use willingness of university online mobile library services based on user engagement. The investigators hope to explore its core concepts, relevant theoretical bases, and related research before conducting formal research. A research conceptual framework is then developed and applied to empirical research based on relevant concepts, theories and research and related research, and will be developed according to the following outline:

2.1 Concept of research

2.1.1 User engagement

The term "stickiness" was early mainly used in the field of economics to describe the concepts of price, interest rate, and so on, such as wage stickiness, price stickiness, interest rate stickiness, etc. It is also used in other disciplines, such as industrial design, knowledge management, network consumer behavior, etc. Especially with the development of Internet technology, the types of Internet products are gradually enriched, and a huge consumer group has been formed online, and the competition between Internet enterprises is becoming more and more fierce. The mobile application market is also transformed from the Blue Sea area to the Red Sea, and the conversion cost of the products or services that users use is very low. In this case, to the users. Attraction and retention became the focus of enterprises, and engagement research emerged from a user perspective. On the definition of user stickiness, the academic community has different views and conclusions on this. According to the differences in research fields, scholars give the concept of differentiation. Nemzow et al. (2000) believe that stickiness is equal to customer loyalty; but KimGuenther et al. (2004) believes that the two cannot be completely equated; Liu Lingling (2019) also discusses the difference between customer stickiness and customer loyalty, indicating that the preference characteristics and repetitive behaviors do not indicate emotional loyalty, which represents higher customer loyalty than customer stickiness. Dahui Li (2006) believes that stickiness represents the continuous use behavior of the user, and even if there are conversion triggers, the user's reuse of the site is not affected by any external environment. Some scholars also explain the connotation of user stickiness from a psychological perspective. Zhang Yunxia (2015) believes that the continuous use of users is related to perception. When the pressure and influence in the conversion process are greater, they will give up the conversion behavior. Zhao Qing (2012) pointed out that users will have continuous psychological changes in the use process of products or services, and the confirmation degree of habits and expectations will affect the strength of stickiness.

The research and academic circle of viscosity measurement indicators also holds different views, but generally speaking, it is basically studied from the perspective of user behavior, such as continuous use intention, use frequency and access depth. Lin (2007) measured the user stickiness of online website users by the analysis of user click rate and visit time. Du Weijun

(2009) studied user engagement in B2C e-commerce scenarios, which divides user engagement into access frequency, browsing duration, interaction degree, and user publicity on the platform. Tian Tenglong (2019) studied user engagement on social networking sites, and measured user engagement from three perspectives of attitude, reuse behavior, and word-of-mouth communication.

2.1.2 Online mobile Library services

Li Qian (2020) believes that online mobile libraries originally referred to the "Book automobile" of the mobile points of carrying books and materials traveling regularly. After the 1990s, the Internet technology explosive, changed the way of information transmission, mobile library has experienced the SMS, WAP, APP mode of development process, lead to the academic circle for mobile library expression is diversified phenomenon, such as "digital library", "handheld library", "library mobile service", etc. At present, for the concept of mobile library, the academic discussion has gradually stabilized, Cai Xiaobing, Liu Na (2013) that mobile library refers to the library through the mobile Internet network to transport library resources and services to readers' mobile terminal devices, so that users can access the library resources, reading and search query.

Since libraries provide users with resources and services, the scholar Wu Zhipan (2004) believes that mobile library can also be called library mobile information service. Jiang Bo (2012) distinguishes the difference between mobile library and mobile library from a theoretical perspective. Longquan (2013) believes that: library mobile service refers to the way that libraries provide mobile services on mobile phones, iPad and other mobile devices. With the help of handheld mobile devices, users can access and use library related services anytime and anywhere. Scholar MAO Yihong (2013) to the mobile information services to make "through the mobile / wireless information network and handheld mobile information terminal to provide users with information services, is the mobile information service" definition.

2.1.3 Users' willingness to continue to use

The definition of the willingness to make continuous use comes from the earliest proposer, Bhattacher-jee (2001), who defined it as the user's decision to use an information technology over a relatively long period of time. Many researchers are based on this basic concept and explain their own research situation. Yi-Ming, Zhao Kexin, (2013) and others believe that users 'willingness to continue to use it is a subjective expression of users' continuous participation behavior oriented towards information systems. Zhu Yaru (2020) and others take the mobile reading APP as an example, and limit their willingness to continue using to the subjective willingness of users' willingness to continue to use the mobile reading APP once or more in the future.

2.2 Relevant theoretical basis

2.2.1 Task-Technical Matching Theory

Task-technology matching theory is the basic theory of enterprise internal information system research proposed by Goodhue (1995). The core content is that information technology

should improve user work performance, only if the technology is adopted and has a good match between the technology and the user tasks it supports. According to the task-technology matching theory, there is a positive correlation between the task-technology matching degree and the work performance, that is, when the task-technology matching degree is high, the user work performance is improved, while the task-technology matching degree depends on the specific user task characteristics and information technology characteristics.

Task-technology matching theory includes the specific task environment and technology environment into the scope of research. Goodhue (1995) believes that, as a combination of task and technology, the theory studies the user's evaluation of the information technology from the perspective of matching, and to a certain extent becomes the basis for the formation of "user evaluation". That is, once the technology is used, the user will perceive its use performance, and if the user senses a higher (lower) use performance than expected, it will change his expectation of use and affect his future use. Task-technology matching theory provides an interface for its integration with other models at these levels. For example, Dishaw (1999) and others established an integrated model of task-technology matching and technology acceptance, which showed a significant positive correlation between task technology matching and behavior willingness; Larsen (2009) found that the continuous use of online learning systems directly affected user perceived usefulness and thus affected user satisfaction; Wang Changlin (2011) and others found that it directly impacted on user perceived usefulness and satisfaction.

2.2.2 Technical Acceptance model (TAM model)

The Technology Acceptance Model (TAM), proposed by Davis in 1986, is a classic model for explaining and predicting people's attitudes towards using emerging technologies, and its effectiveness has been widely verified by scholars in various fields. The model is proposed on the basis of rational behavior theory (TRA), different from rational behavior theory that people have rational ability to control themselves, Davis (1986) that users' "perceived usefulness" and "perceived ease of use" has a key impact, where perceived usefulness reflects the use of new technology to help users, and perceived ease of use reflects the ease of use. The model is designed to predict users' willingness to behave (Behavior Intention) and system use (System Use) through more flexible external variables, as shown in Figure 2.1. In 1989, Days also proposed that users 'system use behavior is directly affected by users' behavior intention, and that perceived usefulness and user attitude are both factors affecting users' behavior intention.
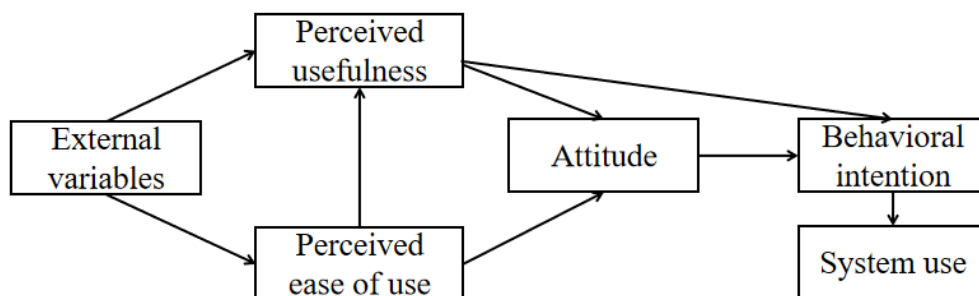
Figure 2.1 The T A M model (Source:Davis, (1986))

In 1996, to further enhance the explanatory power of the model, Venkatesh and F. David (1996) proposed that, in the original model. At attitude variables not only further complicated the model, but also fail to achieve other related factors. For the regulation of willingness, the attitude variable was removed. The modified TAM model is shown in Figure 2.2 with a solid theoretical and empirical foundation has attracted extensive attention of the academic circles.
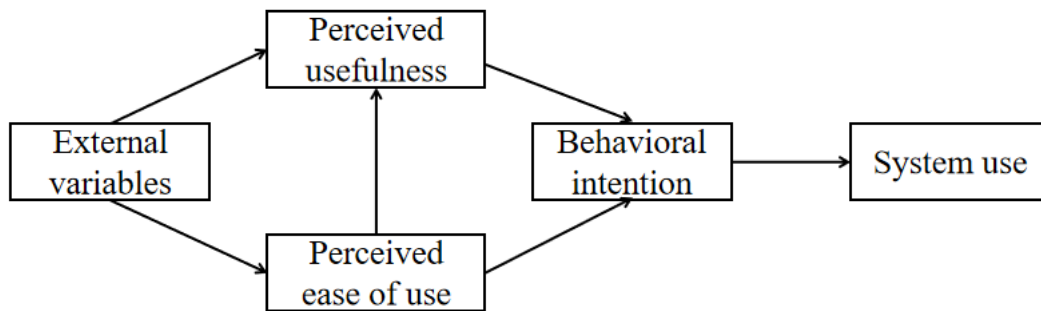

Figure 2.2 Modified technical acceptance model

Source: Venkatesh & F. David (1996)
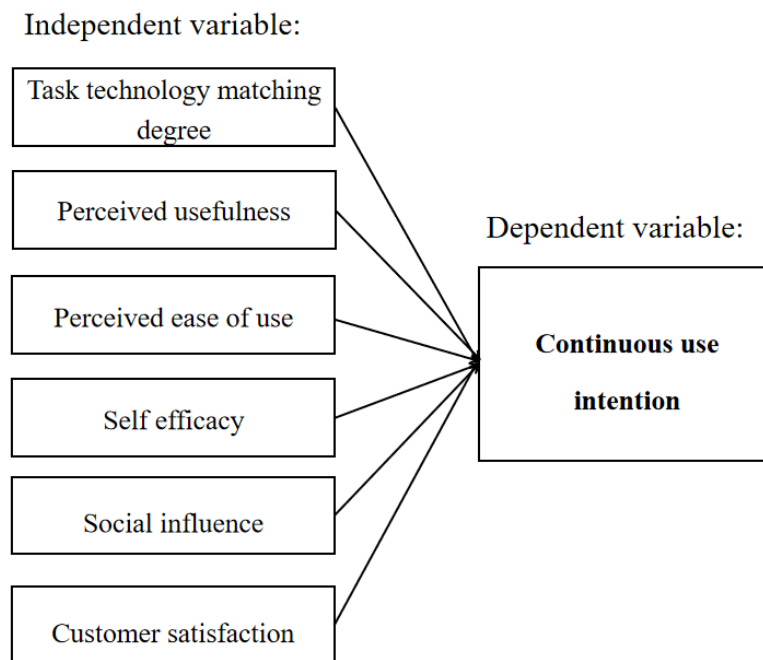
2.3 Concept Framework

Figure 2.3 Conceptual Framework

RESEARCH METHODOLOGY

In order to study the influencing factors of the continuous use willingness of university online mobile library services based on user engagement, the researchers consulted a large number of literature, relevant teaching materials and research concepts, and constructed quantitative research. The study process is as follows:

3.1 Population and samples

3.1.1 Population

The survey consisted of 6,875 students from China Beijing Vocational College of Information Technology (Beijing, 2022).

3.1.2 Samples

The survey sample was 379 students from China Beijing Vocational College of Information Technology. The researchers used a simple sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The confidence level is 95%. The tolerance of the sample is at the level of 0.05 according to the following formula:

$$n = \frac{N}{1+N(e)^2}$$

n = sample size

N = study population size

e = sample tolerance which is set to be equal to 5 percent (0.05).

$$n = \frac{6,875}{1+6,875(0.05)^2}$$

n = 368.32 Samples

n = 368 Samples

3.2 Research tools

This study was mainly conducted by questionnaire, specifically as follows:

3.2.1 Steps for creating the questionnaire

(1) Based on the research purpose, establish the concept, theory and research data of the previous study, and then design the questionnaire of this study.

(2) According to the literature review, find out the knowledge points and content related to the research, screen and refine them, develop it into the conceptual framework of this research, and clearly describe the definition of each variable to improve the operability of the research.

(3) Design the questionnaire according to each variable in the research framework. Select the questions that meet the evaluation criteria and create the original questionnaire, which consists of 3 parts and contains 30 questions, with the following details:

Part 1: Basic information of the questionnaire filling person.

Part 2: Study the influencing factors of the willingness to continuous use of online mobile library services based on user engagement.

(1) Task technology matching degree

Task-Technology matching degree is measured mainly based on Goodhue (1995), Dishaw (1999), Larsen (2009), Wang Changlin (2011), the theoretical interpretation, from "the services provided by school mobile library are appropriate", "school mobile library is sufficient", "school mobile library is helpful, in general", "the services provided by school mobile library well meet the needs of the task" three aspects.

(2) Perceived usefulness

Measurement of perceived usefulness was mainly based mainly on Davis (1986), Venkatesh and F. David (1996), W Delone and ER Mclean (1992), Bhattacher-jee(2001), The theoretical interpretation of the Bhattacher-jee (2008), "Product bloggers will make me more concerned." "Bloggers with a lot of fans will make me more focused", "Bloggers with high visibility in a certain field (such as Li Jiaqi) will pay me more attention.", "Bloggers with rich practical experience (such as having tried many brands of mobile phones) will make me pay more attention to them" are four aspects.

(3) Perceived ease of use

The perceived ease of use was measured, based mainly on Davis (1986), Venkatesh and F. David (1996), W Delone and ER Mclean (1992), Bhattacher-jee(2001), The theoretical interpretation of the Bhattacher-jee (2008), "I can use mobile library services without the help and guidance.", "I think the mobile library service system interface operation design is friendly and easy to use", "The convenience of mobile library services will affect my use of its information services" in three aspects.

(4) Self-efficacy

Self-efficacy measurement is mainly based on Zhang Min (2020), Yin (2019) theory explanation, from "I think mobile library service operation process is very simple", "through the mobile library service to meet my information demand is very easy, will not cost me a lot of energy", "whether I have the ability to use mobile library service will affect whether I use it" three aspects.

(5) Social influence

The measurement of social influence is mainly based on the theoretical explanation of W Delone and ER Mclean (1992), Bhattacher-jee (2001), Bhattacher-jee (2008), which will be

measured from "if people around me, I will be willing to use mobile library service", "if teachers or classmates recommend mobile library service to me, I will be willing to use", "if a mobile library service has a good outside reputation, I will be willing to use" three aspects.

(6) Customer satisfaction

The measurement of customer satisfaction is mainly based on the theoretical explanation of Larsen (2009), Wang Changlin (2011) and Ying-Hung Pu (2015), which will be measured from "the services provided by school mobile library satisfy me", "the services provided by school mobile library make me feel happy", and "the satisfaction of mobile library service will affect my willingness to continuously use it".

Part 3: Continuous use intention

Continuous use intention measurement mainly based on Dahui Li (2006), Zhang Yunxia (2015), Zhao Qing (2012), Lin (2007), Du Weijun (2009), Tian Tenglong (2019) theory explanation, will be from "I plan to continue to use the mobile library services, I will continue to use mobile library services in daily life, I will recommend to others I use mobile library service" three aspects of measurement.

3.2.2 Scoring

The measurements of the variables included in this study were made using Likert five component scale, and each question was answered from 1 to 5, where 1 was strongly disagree, 2 was disagree, 3 was neutral, 4 was agree, and 5 strongly agree (Sullivan & Amp. Artino, 2013). Therefore, the scores in the questionnaire with five opinion ratings are determined as follows:

Scoring 5 points means strongly agree

Scoring 4 points means agree

Scoring 3 points means neutral

Scoring 2 points mean disagree

Scoring 1 point means strongly disagree

3.3 Collection of data

This study conducted an online survey of 368 students, from China Beijing Vocational College of Information Technology, through the Wenjuanxing and WeChat program.

3.4 Data analysis

This study used the data statistical software to analyze and study the collected questionnaire survey data, whose analysis module involved the reliability analysis, the descriptive statistical analysis, $\overline{X}$, S.D. values, correlation analysis, and regression analysis, etc.

3.4.1 Descriptive statistical analysis

Statistical software of descriptive statistical analysis module is mainly for the research sample of the demographic characteristics such as gender, age, the number of different stratification and total percentage of specific description, but also for some of the mean and standard deviation to make some calculation, so as to intuitively present the fluctuation of the data.

3.4.2 Reliability analysis

In this study, the relevant modules in the statistical software are still used for the reliability analysis of the questionnaire. In them, the magnitude of the reliability, the higher the coefficient value to 1, the higher the survey reliability of the questionnaire. Under normal circumstances, the Cronbach a coefficient above 0.6 can meet the experimental requirements. In this survey, the system will use this value to measure the reliability of the six variables: task-technology matching degree, perceived usefulness, perceived ease of use, self-efficacy, social influence, and customer satisfaction.

3.4.3 Sample mean and standard deviation analysis

Descriptive statistical analysis of the independent variables and dependent variables affecting the willingness to use in the questionnaire survey can be achieved by calculating the mean and standard deviation of the scores of various variables. The larger the average of the sample data, the higher the support obtained by the study variable, while the standard deviation of the sample data reflects the dispersion of the sample data. The larger the value of the standard deviation, the stronger the volatility and the higher the sample data dispersion.

Sample mean interpretation:

Scores between 4.50-5.00 are at the highest level.

Scores between 3.50-4.49 are on a high level.

Scores between 2.50-3.49 are moderate.

Scores between 1.50-2.49 are low.

Scores between 1.00-1.49 are at the lowest level.

3.4.4 Correlation analysis

This study needs to analyze the direction of change and the degree of the variables, so as to find out the internal law of the interaction between the variables. The output of the regression analysis includes the correlation analysis results between the variable factors for presentation and study.

3.4.5 Multiple regression analysis

After performing the correlation analysis, it is still necessary to further view the results of the regression analysis. If the correlation analysis is to study the influence relationship between the pairwise variables, then the regression analysis is to study the influence of the respective variables on the dependent variable and the fixed data relationship under the condition of the specified dependent variable. The continuous use intention in this study was set as a dependent variable, so it is necessary to use regression models to deeply analyze the role between continuous use intention and the other six independent variable factors.

CONCLUSIONS

4.1 Ensure the quality of information content by enriching and integrating collection resources.

In the process of mobile library service to college students, should pay attention to the improvement of information quality, the content of information resources construction is the top priority, university library is a bridge connecting college users and electronic resources, can through active cooperation with resource suppliers, strengthen the richness of digital collection resources construction, establish meet the characteristics of the user demand of electronic library, ensure the quality of information resources, and establish efficient mobile library alliance, realize resource sharing.

Besides, take the WeChat public platform and client, which are frequently used in college students' daily study and life, as an example, On the one hand, we can set up many special topics on the WeChat public platform, such as lecture and training information, library activity publicity, new books and beautiful articles recommendation, literature use tips and so on, In the form of an active push, With the frequent update frequency, provide users with a wealth of rich and timely information, Improve the users' positive evaluation of library mobile services; on the other hand, For the mobile clients, It is recommended that, based on the user's background data, Accurately grasp the user's reading preferences. Forming demand label, Providing higher-quality information content, You can also issue questionnaires regularly to your users, To understand their use and satisfaction, To constantly debug the information content of the mobile services. .

4.2 Meet the personalized needs of users and enhance the service level.

At present, the online services of university libraries in Chinese universities are still flat, and most universities only transfer the traditional service content to mobile terminals. Shen Yang (2016) pointed out that according to the survey, only 23% of domestic "985" universities provide personalized subscription services to their users. University users have a strong demand for personalized services, and they have a strong desire for their own specific needs. Mobile library can through advanced technology means mining user potential demand, such as focusing on the user account usage (use time, frequency, browsing records, etc.) to push accurate information service, such as active open service zone for specific students, meet as one's deceased father grind, reading communication, English improve the needs of the user experience. Through the big data algorithm, providing intelligent services for college students can significantly improve the user experience and enhance the user stickiness.

4.3 System self-stability and high-quality design cannot be ignored.

The fierce competition in the software application market has promoted the birth of more high-quality systems and platforms to some extent, thus elevating the general quality level of information systems to the height of update. Although college students do not have clear requirements for the advanced design degree of the mobile library service system, the patience degree of users is generally low if the system function defects occur. According to the statistics of China Industry Information Network (2021), the total quarterly average amount of APP installed by Chinese citizens in 2020 exceeds 50. If the system quality gap between mobile library APP and other APP is too large, it needs to be improved as soon as possible to improve the willingness of users to continue to use it.

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