

Research on influencing factors of advertising trust in mobile Internet environment

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Abstract: The rapid development of digital technology and mobile Internet has brought a brand new advertising ecology. With the continuous expansion of the scale of Chinese mobile Internet advertising users, the trust relationship between advertising and users is the core content of advertising trust in the digital era. It is the key to explore the influencing factors and mechanisms of user advertising trust. This study uses the theory of social trust generation mechanism, the theory of trust propensity, the model of persuasion knowledge and the theory of planned behavior to explore the situation of users' advertising trust, the factors affecting their trust, and the correlation between advertising trust and users' behavioral responses.

Key words: advertising trust; Mobile Internet; Communication effect; Influencing factors

The orderly operation of modern social activities is based on the universal trust of human beings. The lack of trust will not only cause the economy to stagger, but also cause other social problems. The sociologist James Coleman has coined the concept of "social capital" : the ability of people within a group or organization to work together toward some common goal. This ability depends on the extent to which norms and values are shared within the community, subordinating the interests of the individual to the interests of the whole, and thus the sharing of values that creates trust, which has a large, measurable economic value.

1. Theoretical Basis and research hypothesis

1. Theoretical basis

(1) Social trust generation mechanism

Three ways of social trust generation proposed by Zuker L G. : Attribute-based Trust, Process-based Trust, and Institutional based Trust are equally present in advertising trust.

(2) The theory of propensity to trust

The Propensity to Trust refers to the general willingness to trust others, that is, a person is willing to always rely on others in different situations (McKnight et al.,1998). When a person chooses to trust another party, he or she will be more vulnerable to harm from the other party. Mayer et al. (1995) believes that based on the individual's judgment of the trustworthiness of others, one's propensity to trust has a great influence on one's trust in others.

(3) Persuade the knowledge model

Kirman et al. (2009) first proposed Persuasion Knowledge Mode. By using "Target" and "Agent" to refer to the person who is persuasive (such as consumers) and the person who is responsible for planning and constructing persuasion attempts (such as marketers and advertising campaign organizers) respectively. The use of "Attempt" to describe the target's perception of the agent's strategic behavior can present the target as information that influences beliefs, attitudes, or decisions.

(4) Theory of planned behavior

The Theory of planned behavior (TPB) points out that attitude, subjective norms and perceived behavioral control can affect intention. Behavioral intention is not only determined by attitude and subjective criteria, but also influenced by perceived behavioral control. Intention will lead to actual behavior regardless of perceived behavioral control (Ajzen, 1991).

2. Research hypotheses

In addition, in addition to the multidimensional analysis of the antecedents of advertising trust, this study proposes the hypothesis of the promotion of advertising trust on the subsequent state of user behavioral response, and analyzes the orientation of the final behavioral response combined with the factors that affect advertising trust.

2. Data analysis

1. Data collection and descriptive statistics

From March 1, 2023 to May 10, 2023, the author used a questionnaire to test the hypothesis. Convenience sampling was adopted in the questionnaire survey, which was designed and edited in the online website "Juanxing", and then distributed online through wechat, QQ, Weibo and other social media channels.

During the survey period, a total of 390 people participated in the questionnaire, of which 378 were valid, and the effective recovery rate of the formal survey was 96.9%. After sorting out the valid questionnaires collected, 72.49% of the samples in this study were aged between 18 and 25 years old, 35.19% were male, 64.81% were female, and 84.39 of the respondents had a bachelor's degree or above.

2. Correlation analysis

Partial correlation analysis was used to study the correlation between advertising trust and trust tendency, persuasion knowledge level, perceived privacy risk, transparent data processing mode, perceived information quality, familiarity, brand reputation, platform reputation, structure assurance, mechanism assurance, and consumer behavioral response, and Pearson correlation coefficient was used to represent the strength of the correlation. The results of data analysis show that there is a significant positive correlation between advertising trust, trust tendency, persuasion knowledge level, transparent data processing mode, perceived information quality, familiarity, brand reputation, platform reputation, structure assurance, mechanism assurance and user behavioral response. There is a significant negative correlation between advertising trust and perceived privacy risk.

3. Result analysis and hypothesis testing

In addition to the final hypothesis testing, the following conclusions can be drawn from the comparison of standardized regression coefficient values (Beta) in the regression model of advertising trust influencing factors: Among the independent variables of significant regression coefficients, the absolute value of Beta coefficient of structural assurance in institutional trust (Beta=0.341) is the largest, followed by familiarity in process trust (Beta=0.300), indicating that these two variables have the greatest and deepest impact on advertising trust.

It can be seen that the influence of individual attributes of users on advertising trust is not absolute; And the factors of institutional trust and process trust can affect users' trust in advertising to a greater extent.

3. Conclusion

1. Meet personalized information needs and enhance the transparency of access to private information

In the advertising production and strategy stage, mobile Internet advertising users should be provided with personalized information needs, appropriate information density, strong subjectivity (that is, targeted at them personally) of the advertising content, so as to stimulate their trust, positive viewing intention and attitude and take further behavioral responses. The promotion of users' perception of advertising trust can be fully realized from the organization and allocation of content in the production stage: in the arrangement of content, the use of short, concise, direct and simple mode to convey the freshness, usefulness and compatibility of advertising content to consumers; Combined with the use preferences and needs transmitted by consumers themselves, the advertisement can be accurately matched to users with secondary needs or potential needs, so as to promote their perception of the value and usefulness of the advertising content.

2. Rebuild the trust relationship between participants and improve the fit degree of the advertising scene

In the future, advertising trust in the digital age will come from the trust relationship between participants, which is a direct and disintermediated relationship construction and a new type of trust relationship based on personal experience and interpersonal communication. In the advertising process in which mobile Internet users participate, advertisers and platforms actually have a greater initiative to enhance users' trust and goodwill through their own strategy optimization and improvement, which focuses on the normal cultivation of familiarity with users and the normal maintenance of social trust and reputation.

The delivery of mobile Internet advertising needs to be context-fit, location-appropriate and theme-related, and should be consistent with the user's media use motivation.

3. Multi-party support to improve the trust mechanism and reduce concerns about information security risks

In the conclusion of this paper, it is concluded that structural assurance has the greatest impact on advertising trust, and institutional assurance also has a greater impact on advertising trust. The reason why institutional trust factors can affect users' trust in advertisements to a greater extent is that the root of the establishment of advertising trust relationship in the Internet environment is the grasp of structural guarantee, that is, the establishment of user privacy protection and other mechanisms, the improvement of social trust system, and the reconstruction of trust structure and trust mechanism in the entire mobile Internet environment.

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Note * : This paper is a general project of humanities and social science research in Henan colleges and universities in 2023, “Research on the integration and Communication Strategy of Henan Cultural Brand from the perspective of Strong Culture Province” (No. 2023-ZZJH-104), and a project of Xinyang Philosophy and social science planning in 2022, “Research on the Shaping and communication Strategy of Xinyang City Cultural Brand in the New Era” (No. 2022XW001), and the key project of Xinyang Normal University Youth Research Fund in 2022, “Research on Cultural Brand Shaping and Communication Strategy of Henan Province from the perspective of Financial Media” (No. : 2022-QN005).