

Research on the Interactive Model of Information Flow Advertising in WeChat Moments

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Abstract: This article uses a combination of qualitative and quantitative research methods to conduct an empirical analysis of the interactive effects of WeChat Moments information flow advertising, and explore the factors that affect the interactive effects of WeChat information flow advertising. Research on information flow advertising is conducive to advertisers to carry out accurate placement at a lower cost and improve advertising effects. Through interviews and questionnaire survey methods, the influencing factors of the interactive effect of the information flow advertising in Moments are analyzed. The main influencing factors of the interactive mode of Moments information flow advertising are advertising form, privacy protection, accuracy, and frequency of delivery. On this basis, the article puts forward strategic suggestions to enhance the interactive effect of WeChat Moments information flow advertising.

Keywords: WeChat, Circle of friends, Information Flow, Advertising

With the popularization of smart phones, the number of WeChat users continues to grow, and WeChat Moments have become a leader in advertising platforms. From BMW to SK-II, the advertising effect of Moments of Friends has greatly exceeded expectations. WeChat Moments advertisements are based on user big data and achieve accurate delivery by matching corresponding users. The reason why Moments can become a platform favored by advertisers is that it has the following advantages: First, the number of WeChat users is large: As of 2020, the number of WeChat users has exceeded 1.16 billion, and the number of users is still increasing. Second, WeChat users are very active: According to statistics, a user visits Moments about 11 times a day. According to data from the WeChat platform, only link sharing has 3.2 billion times in the circle of friends in a day. As we all know, the exposure rate of advertisements depends on user activity. Third, the age of WeChat users is roughly distributed between 16 and 40 years old. People in this age group have purchasing power and strong desire to consume, so they are also positive about product purchase behavior in Moments ads.

1. The Definition of WeChat Information Flow Advertising

Feed advertising originated in the American social network Twitter, and then appeared on Facebook. Since then, information flow advertising has gradually entered people's field of vision. Many state-owned scholars have made relevant definitions of WeChat information flow advertising. Combine these definitions to make a clear definition of information flow advertising.

Han Jie (2015) believes that WeChat information flow advertising is a brand-new form of marketing and promotion that is based on database analysis, can target consumer groups, and inserts into user subscription and sharing information. [1] Cai Ziting (2017) defines information flow advertisements as advertisements that appear in social software and integrate into the dynamics of users' browsing. [2] Wang Yuqi (2017) believes that information flow advertising is a kind of native advertising that is placed on social media platforms and mixed in the dynamic messages of users' friends. [3] Information flow advertising is a kind of native advertising that can integrate brand content into the user's daily experience in the form of different websites or platforms. The content provides users with product value, promotes the association between products and users and generates resonance (Kang Jin 2015). [4]

To sum up, the WeChat Moments information flow advertisement is a kind of native advertising, which is based on a database and advertises to users through the WeChat Moments platform. It allows advertisements to appear in the information stream like friends' dynamics, and integrates

advertisements and content. WeChat News Feed advertising will only appear in the fifth position of Moments.

2. The Marketing Characteristics of Wechat Information Flow Advertising

One is to establish a database and push it accurately. Every user on the WeChat platform is an actual user. They all have their own personalities, hobbies, and consumption habits. Information flow advertisements can take various forms to obtain user's daily attention content, daily social relationships, browsed URLs, and so on. In this way, a database is established to obtain the preliminary personal label of each user, which provides a reference basis for the subsequent push of information flow advertisements. After database analysis and mining, each user will have one or more personal tags of his own. Advertisers can set users as target customers based on these tags to accurately push out advertisements.[5]

The second is the integration of advertising content into the dynamics of the circle of friends and an immersive experience. Due to the increasingly serious commercialization of the market, users are increasingly repelling advertising. The information flow advertisement is attached to the WeChat Moments and is placed in the friends' dynamics. It is almost the same as the content viewed by the user. It also provides the function of like and comment. Can provide consumers with an "immersive" experience. Advertisers ensure the user experience while accurately placing advertisements. It not only solves the user's rejection of advertisements, but also provides high-quality services for brands.

3. Interviews and Questionnaire Surveys

3.1 Interview

3.1.1 Interview Question Design

Through interviews, we have a basic understanding of the influencing factors of the interactive mode of information flow advertising in Moments. Before unsure of the influencing factors, use the form of interviews to communicate with WeChat users and summarize key words. This will provide a reference for the follow-up questionnaire design. The interviews are small-scale, mainly interviews with nearby WeChat friends. The interview topics are designed in accordance with the interview topics in the relevant references. List the interview topics before the interview, and follow up on the interviewee's answers during the interview.

3.1.2. Interview results

Cut in with the interview questions prepared in advance, and follow up on the interviewee's answers during the interview, and finally collate the information to get the following results:

First, in the first interview question, ask the interviewees about their understanding of the information flow advertising in Moments. Respondents' understanding of it is relatively simple, and they only answer in terms of the form of the advertisement, the location of the advertisement, and the product of the advertisement. What is more optimistic is that respondents will often see news feed advertisements and interact with them, such as likes, comments, and clicks to view details. Those who go further will also have buying behavior.

Second, when asked about the difference between Moments information flow advertisements and other advertisements, the interviewees all believed that Moments advertisements had less influence on them, and they would not reject them, and were more willing to accept them. Some interviewees also said that compared with other advertising reports, the content and form of Moments ads are more monotonous, and they merely express product information. Respondents have not only seen news feed ads in Moments, but also in other apps such as Douyin and Toutiao. Therefore, they are not unfamiliar with information flow advertisements, and sometimes share the advertisements with friends, and do not dislike information flow advertisements.

Third, summarize the respondent's answer records. It is found that words such as experience, brand, novelty, frequency of appearance, accuracy, and privacy are more frequent. By questioning one of the WeChat users, he believes that if the content of the advertisement is novel, the brand is well-known, and the advertisement product pushed at the same time is exactly what he needs, he will have a buying behavior; Another user believes that the number of times the ad appears will affect his impression of

the product. Among them, some respondents expressed concern about whether advertisers can protect their personal privacy. It is often necessary to fill in personal information on the advertising page to obtain discounts. Sort out these words and summarize the influencing factors of the interactive mode as follows: Whether the content is useful, easy to use, accurate, privacy, and credibility.

3.2 Questionnaire survey

3.2.1 Questionnaire description

Design the questionnaire based on the interview results. 1=completely disagree, 2=disagree, 3=relatively disagree, 4=general, 5=relatively agree, 6=agree, 7=completely agree.

3.2.2 Statistical Analysis

(1) Basic information of the respondent

The survey adopted the online questionnaire collection method and distributed it in WeChat Moments. A total of 156 valid questionnaires were collected, and the details of the survey subjects are shown in Table 1:

Table 1: Basic information of respondents

Basic Information	Category	Number of people	Percentage
Gender	Male	70	44.87
	Female	86	55.12
Age	Under 16	1	0.64
	16-29 years old	123	78.84
	30-45 years old	28	17.94
	Over 46 years old	4	2.56
Education	Primary school-High School	5	3.2
	Junior college	11	7.05
	Undergraduate	136	87.17
	Postgraduate	4	2.56

In Table 1, it can be seen that the percentages of men and women are relatively even. Therefore, the accuracy of the questionnaire can be guaranteed. The age of the investigators is concentrated between 16-29 years old, which is in line with the trend of younger WeChat. Looking at academic qualifications, most of the respondents are college undergraduates, accounting for more than 70%. Young people are more active about new things, and at the same time, higher education also facilitates users to understand the meaning of information flow advertising.

(2) The degree of agreement of the respondents to each item

Table 2: Respondents' agreement with each item

	Minimum	Maximum	Mean
1. Easy to understand in the ad	1	7	5.074
2. Ability to participate in interaction at any time	1	7	5.4487
3. Some ads are interesting	1	7	5.4702
4. Advertising content makes you happy	1	7	5.263
5. Advertising as entertainment information	1	7	5.0143
6. Advertising allows me to grasp brand information	1	7	4.8711
7. Advertising information close to life	1	7	5.0501
8. Ads are not obtrusive in the circle of friends	1	7	3.26547
9. The advertising time has no effect on me	1	7	3.96231
10. Advertising frequency is moderate	1	7	3.62556
11. Satisfied with the "Not Interested" button	1	7	6.62487
12. The location is the same as mine	1	7	5.06234
13. Often participate in ad likes or comments or reposts	1	7	4.9674
14. The way the ads interact is very good	1	7	5.0549
15. The advertising content matches the product information	1	7	4.9523
16. Advertising will not lead to the disclosure of personal information	1	7	3.6205
17. The products in the ad are real	1	7	3.4654

Use SPSS22.0 for data analysis. The degree of agreement of the respondents on the topic is uniformly expressed by the mean value. See Table 2 for details

Analyze the mean of each item: The average value of the first five questions is above 5, indicating that the respondents still agree with the information about the questions. It can be understood that the respondents feel that the Moments information stream advertisement is still useful, and the content is also interesting and novel, which can bring them entertainment. The average value of the sixth question is 4. This shows that most respondents have a general attitude towards advertising content to grasp brand information. This also reflects the relatively thin information conveyed by advertisements. The average value of the eighth to tenth questions is 3. This shows that most respondents still dislike and reject advertisements. Corresponding to the eleventh question, the disinterest button got their approval. According to the 12th to 14th questions, it can be seen that the placement of advertisements is still relatively accurate. At the same time, respondents also have a positive attitude towards advertising interaction. Finally, from the mean values of the sixteenth and seventeenth questions, we can see that the respondents do not fully trust the privacy protection of advertisements, and they are also skeptical of product information.

4. WeChat Moments Information Flow Advertising Interactive Mode

4.1 Influencing Factors of the Interactive Mode of Information Advertising in WeChat Moments

According to the results of interviews and questionnaire analysis, it is concluded that the influencing factors of the interactive mode of Moments information flow advertising mainly include the form of advertising, privacy protection, accuracy, and frequency of delivery. [6]

The form of advertising is single. Information flow advertisements are mostly presented in pictures and texts in Moments. Therefore, when a large number of advertisements of this type appear in the user's circle of friends, the user will be visually and aesthetically fatigued. Gradually, there is less and less attention to information flow advertising. In this case, the effectiveness of the advertisement will decrease, and the participation of users and advertisements will be affected [7].

Distrust of privacy protection. In the survey, more than half of the users held a distrustful attitude towards the privacy protection of information flow advertisements, believing that it would infringe their privacy. However, whether advertisements can be accurately pushed or not requires a lot of user information. Such precise advertising inevitably requires the collection of some personal information. Therefore, if the user's privacy is not considered, the user will be disgusted and the effect of the interaction will inevitably be weakened [8].

Accuracy needs to be considered. One of the major advantages of information flow advertising is that it can be accurately delivered, and the accuracy is based on a large number of user behavior records collected and further data analysis. Only in this way can a database be established for accurate delivery. On the other hand, the user's key information must be changed in time, otherwise its accuracy will be affected over time [9].

Blindly place advertisements. At present, the frequency of information flow advertising is getting higher and higher, and it has become the advertising method favored by many advertisers. Advertisers have abandoned the original traditional advertising forms and invested in the WeChat Moments information flow advertising. In order to make the advertisements of their own products appear more frequently in the dynamics of users, they do not hesitate to spend a high price to increase the frequency of advertisements. Blindly investing too much in advertising will make users more disgusted with it, and users will be repelled by advertising content [10].

4.2 Strategies to Enhance the Interactive Effect of WeChat Moments Information Flow Advertising

4.2.1 Rich Advertising Formats to Capture Users' Attention

The content and form of Moments ads are relatively simple. In this kind of information explosion environment, the enthusiasm and freshness of users will slowly fade. The frequency of likes and comments will also decrease. Therefore, advertisers should promptly understand the user's sensitivity and interest at this stage. It is not feasible to push ads in Moments solely on the popularity of the product. It also needs to make great efforts to make creative changes in the poster screen and advertising copy. Of course this is far from enough. The advantages of low development cost and short

production cycle of HTML5 pages can be the first choice for advertisers to design advertisements. Advertisers can design their own unique H5 pages through different functions and design goals of the product, implement narrow-to-popular communication when placing advertisements, and design customized personalized exclusive content for target customers, thereby narrowing the distance with users. HTML5 types can have display type, game type, and functionality. In the process of display and interaction, it resonates with users emotionally and points of interest, so that consumers have a deeper impression of the product. Arouse the user's desire to buy, and even direct purchase behavior. Therefore, advertisements mainly make full use of H5 to enrich their own advertising formats and capture the attention of customers.

4.2.2 Protect User Privacy

As consumers, they are more willing to trust and respect companies that protect personal privacy. Therefore, advertisers should be more cautious in protecting the personal information of customers in their hands. On the one hand, advertisers can only analyze and use user data on the basis of understanding and respecting users and protecting the vital interests of users in order to make consumers agree and rest assured. At the same time, reducing the harassment of non-target customers can enable users to enjoy better services. On the other hand, the responsibility for privacy protection should also be implemented on the users of user information. They are responsible for their actions. Advertisers can use the privacy protection method of data classification to classify and rank them according to different categories of users. According to different needs, key data of target customers is protected.

4.2.3. Update the Database in Time and Improve Data Analysis Technology

The monitoring data system can use a trinity approach to complete data tracking and update, that is, guidance + feedback + memory. First, by guiding users to participate in the interaction of information flow advertising, a series of actions they have made are used as feedback information. Record every piece of information to form a data memory. In this way, it is continuously updated to achieve high integrity and high accuracy of the database. Only by constantly improving the database information can we effectively attract consumers, so as to grasp the effect of advertising and achieve accurate push to target customers. Improve product and brand awareness while saving costs.

4.2.4 Seek a Balance between Pursuing Profitability and Protecting User Experience

WeChat Moments information flow advertisements exist for profit, but the protection of user experience should not be overly pursued for profit. Don't over-deliver ads, you should pay attention to the frequency of ads. At present, there is an option in news feed ads that you can click "I am not interested" to block ads that you are not interested in. Advertisers should cooperate with this function to develop a more complete advertising frequency system. Paying attention to the effect of advertising is not a blind pursuit of exposure, you should find the right time to launch. In this way, the user's acceptance of advertisements will also increase.

4.2.5 Advertisers Build Friendships with Users

Advertisers can combine innovations with users' social actions in Moments to guide users to interact with advertisements. You can like, comment and share the ad. On the one hand, advertisers can use the WeChat platform to communicate with users; on the other hand, users can also express their true ideas autonomously and conduct real-time interactive communication with advertisers. Therefore, in addition to promoting products, advertisers also need to establish a trusting relationship with users like friends.

In summary, the rapid development of the Internet, mobile social platforms have become the mainstream of marketers, every business wants to seize this market. Here are the following opinions and suggestions: First, the biggest advantage of Moments information flow advertising is to place ads in the user's Moments dynamics. The common manifestations are mainly text and pictures. There are also a small number of them appearing in the form of short videos. These advertisements are in the same form as the dynamic information of friends, and are integrated with the original content of Moments, so they are not easy to be ignored. Second, the Moments information flow advertisement can enhance the user's interactive experience to improve the effectiveness of the advertisement. Interactive positive experience content includes likes, related comments, and clicks to view details. Corresponding negative experience content can be set to "not interested" and block advertising functions. Advertisements should pay attention to user feedback and modify them in a timely manner. Improve the database and adjust the product marketing strategy. Third, how to enhance the interactive effect of

information flow advertising is the key issue of this research. Not only does the WeChat platform need to have innovative ways of network technology, advertisers also need to protect and mine the relevant information of target customers from multiple angles, and find the points of communication with customers. Only in this way can the marketing effect of the Moments information flow advertisement be maximized.

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