

# Research on Middle-aged and Elderly Users' Continuous Use Behavior of Online Leisure and Entertainment Platform

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**Abstract:** This research aims to respond to the problem of declining user stickiness faced by online platforms providing information services for middle-aged and elderly, and promote the sustainable development of the business model of online leisure and entertainment platform. Based on social cognition theory and perceived value theory, the research constructs an analysis framework of the continuous use behavior of middle-aged and elderly users on online leisure and entertainment platform. It conducts an online questionnaire survey, and uses SPSS and AMOS to analyze and verify the 398 valid data from users. Good information quality and system quality of the platform can bring perceived benefit to middle-aged and elderly users and strengthen their continuous use behavior. However, the information quality of the platform and the perceived risk of users do not significantly affect their continuous use of the platform.

**Keywords:** Online leisure and entertainment platform, Middle-aged and elderly users, Social cognitive theory, Perceived value, Continuous use behavior

## 1. Research background

The wide application of new-generation of information technologies such as mobile Internet and big data in the silver industry has given new impetus to China's growing demand for elderly care services, but it has caused new problems and challenges<sup>[1]</sup>. How to bridge the "digital divide" of middle-aged and elderly people in the era of digital intelligence, and to provide them with convenient digital services has become an important issue which needs to be solved urgently. Relying on intelligent technology, the online platform focusing on the unique needs of middle-aged and elderly people has become an emerging business practice<sup>[2-3]</sup>. However, despite the outstanding development potential of such platforms, many Internet platforms serving for middle-aged and elderly attracted tens of millions of users during the promotion period. But due to the physical and psychological characteristics of the middle-aged and elderly users, their continuous use willingness are far from insufficient, and the later user loss is serious. In this case, the platform cannot accomplish the value transformation through user traffic, and its business model cannot form an effective closed loop.

Whether the daily needs can be effectively met is an important antecedent motivation for the middle-aged and elderly people to continuously use the online platform. Previous studies have shown that the needs of middle-aged and elderly people are distributed at multiple levels, including basic needs such as physiology and safety, as well as high-level needs such as social communication, cultural entertainment and self-actualization<sup>[4,5]</sup>. User demand perception is an important antecedent to their continuous use behavior<sup>[6]</sup>. The user behavior directly determines the sustainable development of the platform<sup>[7]</sup>. In different types of platforms, the needs and use behaviors of middle-aged and elderly have also shown heterogeneous characteristics. For example, research found that middle-aged and elderly users of online health platform will take active information search behaviors out of attention to their own safety and health<sup>[8]</sup>. Meanwhile, satisfaction, perceived usefulness and other factors can also significantly affect their persistent use behavior<sup>[9]</sup>. In social network platforms, the active use behavior of middle-aged and elderly people is more reflected in the emotional connection to social media caused by social needs such as interpersonal attachment<sup>[10]</sup>. However, although some existing leisure and entertainment platforms effectively meet the diverse needs of middle-aged and elderly users, few studies have discussed the internal mechanism of the continuous use behavior of middle-aged and elderly users on such platforms.

To sum up, this research focuses on the online leisure and entertainment platform users, based on

social cognitive theory and perceived value theory, platform environment, cognitive factors, psychological and continuous behavior, the platform use, analyze the potential mechanism of interaction with the platform influence, to explore the influence of the group in the platform, in order to enrich the content of the online platform users' use behavior research system, and provide enlightenment for the practice of online leisure and entertainment platform sustainable development.

## **2. Theoretical basis and model construction**

### **2.1. Social cognition theory**

Social cognition theory puts forward that the subject cognition, individual behavior and social environment are independent and causal, and the three factors are the dynamic and mutually beneficial relationship of interactive influence<sup>[9]</sup>. At present, social cognitive theory has been widely used in the study of the use behavior of online platform users, such as the knowledge sharing behavior, user searching behavior, user purchasing behavior<sup>[11,12]</sup>. At the same time, there are abundant research on the continuous use behavior of users in different types of platforms. The specific research content includes the continuous use of multiple platforms, including online education platform, online health community platform, online knowledge payment platform and other platforms<sup>[13,14]</sup>. In addition, some scholars combine social cognition theory with the continuous use behavior of users' online platforms, such as actively creating a knowledge social environment to promote the continuous use behavior of online knowledge-based community users<sup>[15]</sup>; Promote the continuous use behavior of users in online health communities by changing user cognition and improving the quality of the platform and so on.<sup>[16]</sup> Based on this, this study chose social cognitive theory to study the continuous use behavior of middle-aged and elderly users in online leisure and entertainment platform.

### **2.2. Perceived value theory**

Perceived value is an important factor influencing users' willingness. In the process of value perception, users make an overall evaluation of the utility of the product or service by weighing the benefits and costs<sup>[17]</sup>. In the existing research, scholars mostly analyze the perceptual value theory by using the perspective of benefit and pay balance, and divide the perceptual value into two dimensions: perceived benefit and perceived risk. Among them, perceived benefit refers to the acquired value of users' subjective perception, and perceived risk refers to the cost and cost of users' subjective perception.

The degree of understanding and perception of information of middle-aged and elderly users is different from that of young people. Some studies have found that the assessment of risk degree and the perception of interest-related problems will fluctuate greatly in some contexts. Therefore, in terms of individual cognition, this study adopted the perceived value theory to divide individual cognition into two dimensions of perceived benefit and perceived risk, to explore the perception of middle-aged and elderly people when using online leisure and entertainment platform.

### **2.3. Study the idea of model construction**

#### **2.3.1. External environment**

Environmental factors mainly refer to the environment of the platform itself, usually including information quality, system quality and service quality. Some scholars prove that information quality, system quality and service quality can reflect the quality of the online health community<sup>[16]</sup>. Since the online leisure and entertainment platform mainly provides users with entertainment-related information resources, and the service quality is not significant, the environmental factors are finally divided into two dimensions: information quality and system quality. Specific variables draw on relevant scales to classify information quality into reliability, timeliness, richness and presentation form; system quality is divided into browsing and navigation, easy to use, security, page layout and interaction<sup>[18]</sup>.

#### **2.3.2. Cognitive factors**

Perceived value refers to the psychological feelings that users can compare their expectations with their actual results when using an online platform. The degree of understanding and perception of information among middle-aged and elderly groups is different from that of that of young groups. Some studies have found that the assessment of risk degree and the perception of interest-related problems will fluctuate greatly in some contexts<sup>[19]</sup>. Therefore, this study intends to use the perspective of perceived

value to depict cognitive factors from the two dimensions of perceived benefit and perceived risk, and to explore the perception of risk and benefit of middle-aged and elderly people when using online leisure and entertainment platform. Among them, regarding perceived benefit, this study interprets it as four aspects: social value, information value, emotional value, and enjoyment value<sup>[20]</sup>. As for perceived risk, this study combines the actual scenarios of online leisure and entertainment platform into five aspects: physical risk, time risk, psychological risk, social risk and privacy risk.

### **2.3.3. Continuous use willingness**

Continuous use willingness is the user's willingness to continue to use the information system for a longer period of time<sup>[28-29]</sup>. Reference related research for the definition of continuous use intention, combined with the characteristics of the research subject and object, the willingness of middle-aged and elderly people to continue using the square dance platform is mainly reflected in three aspects: whether they are willing to continue using the platform, whether they think the platform is their first choice, and whether they are only willing to use the platform instead of alternative services of other platforms<sup>[23]</sup>.

### **2.3.4. Continuous use behavior**

Continuous use behavior is the continuous feedback and value output of users during and after the use of the platform, reflecting the user's satisfaction, support, and contribution to the platform. Middle-aged and elderly users can continue to learn the platform videos as learners when using the online leisure and entertainment platform, or they can also continue to upload their own shooting videos as contributors. This reflects the continuous use behavior of the middle-aged and elderly users on the platform in the two dimensions, thus dividing the continuous use behavior into two aspects: continuous use behavior and continuous contribution behavior<sup>[31-32]</sup>.

## **3. Research design**

### **3.1. Research hypothesis**

#### **3.1.1. Impact of environmental factors on cognitive factors**

Platform environment includes two dimensions: information quality and system quality. In the process of using the platform, users will form a subjective emotional experience and evaluation<sup>[26]</sup>. Among them, the information quality of online leisure and entertainment platform will affect the overall perception and preference of middle-aged and elderly users on the platform. When the platform can provide them with strong authenticity and a wide range of information, they will form a more positive psychological perception. On the contrary, if the reliability, timeliness and standardization of the platform information are not guaranteed, the perceived risk degree of middle-aged and elderly users may be increased.

In terms of system quality, most middle-aged and elderly people have relatively low media literacy, and the platform system needs to guide them in the process of learning and contacting new things. Only with the high quality of the system and the smooth use process of the platform, the middle-aged and elderly users are more likely to maximize the value of the platform and obtain stronger perceived benefit. On the contrary, when the system quality is not perfect, it is difficult for middle-aged and elderly users to get familiar with the system functions in a short time, and they can only try them one by one. On the one hand, it increases the difficulty of understanding, and on the other hand, they also need to bear more time risks, physical risks and functional risks. Therefore, this article considers that the following:

H1: The information quality of online leisure and entertainment platform has a positive impact on the perceived benefit of middle-aged and elderly users.

H2: The information quality of online leisure and entertainment platform has a negative impact on the perceived risk of middle-aged and elderly users.

H3: The system quality of the online leisure and entertainment platform has a positive impact on the perceived benefit of the middle-aged and elderly users.

H4: The system quality of the online leisure and entertainment platform has a negative impact on the perceived risk of the middle-aged and elderly users.

#### **3.1.2. Impact of environmental factors on continuous use willingness**

Information quality of users has a positive effect on viscosity tendency<sup>[27]</sup>. Middle-aged and elderly

users are afraid of difficulties in the process of learning and contacting the Internet platform. When the information transmitted on the platform is of higher quality and more reliable, timely and rich characteristics, middle-aged and elderly users will have more trust in the platform, and are more likely to have the intention to continuously use the platform<sup>[24]</sup>.

Regarding system quality, previous studies have shown that system quality can have an impact on user use intention and use satisfaction<sup>[28]</sup>. The quality of the system will directly affect the first experience of users when using the platform, which will further affect whether users are willing to continue to use the platform. For middle-aged and elderly users with low sensitivity of online platforms, good system quality is the basis of improving the use experience, which can bring positive use intention and high use satisfaction. Therefore, this article considers that the following:

H5: The information quality of online leisure and entertainment platform has a positive impact on the continuous use willingness of middle-aged and elderly users.

H6: The system quality of online leisure and entertainment platform has a positive impact on the continuous use willingness of middle-aged and elderly users.

### 3.1.3. Impact of cognitive factors on continuous use willingness

Incentive reinforcement theory suggests that a behavior tends to repeat the behavior if it works to the actor. When middle-aged and elderly users use leisure and entertainment platform in the process, when they have gained the value benefit of emotional and social communication, they will have a stronger willingness to increase the frequency of platform use, so as to achieve the purpose of enhancing the positive impact of the platform on themselves.

At the same time, the degree of risk perceived by platform users significantly affects their continuous use willingness<sup>[29]</sup>. Due to the differences in physical function, the middle-aged and elderly users have a lower risk-bearing ability compared with the young people. In the process of leisure and entertainment platform use, middle-aged and elderly users may perceive a certain extent of risk and loss, such as social risk and time loss, etc., when the cumulative value of such risk and loss to a certain extent, they may in order to avoid the cost input and risk loss, and thus reduce the intensity of the platform, temporarily or completely give up the use of the platform. Therefore, this article considers that the following:

H7: The perceived benefit of middle-aged and elderly users on online leisure and entertainment platform have a positive impact on their continuous use willingness.

H8: The perceived risks of middle-aged and elderly users for online leisure and entertainment platform have a negative impact on their continuous use willingness.

### 3.1.4. Impact of continuous use willingness on continuous use behavior

The willingness to make continuous use can reflect the subjective intention of consumers to purchase and continuous use of certain products or services. The theory of rational action shows that an individual's behavior can be reasonably inferred from the behavior intention, and the positive continuous use intention will promote the generation of continuous use behavior. Therefore, this article considers that the following:

H9: The continuous use willingness of middle-aged and elderly users on online leisure and entertainment platform has a positive impact on their continuous use behavior.

## 3.2. Model construction

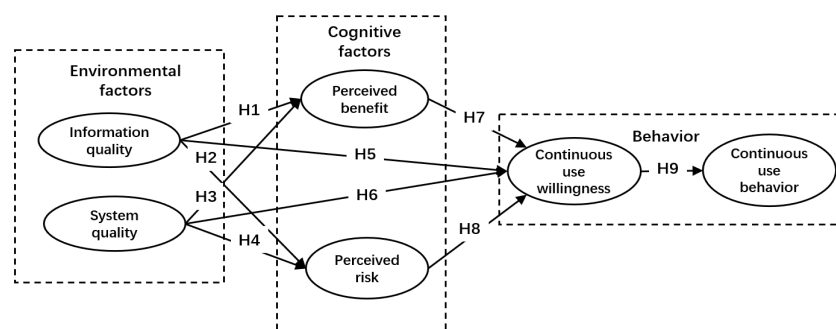


Figure 1: Study model

Through the above related research summary and assumptions, this paper establishes the continuous use of middle-aged and elderly users of online leisure and entertainment platform, and determines the influence relationship among those variables. The conceptual model is shown in Figure 1.

### **3.3. Variable measurement**

This research on the online leisure and entertainment platform for the middle-aged and elderly mainly takes the user data of the square dance platform called Tang Dou, which has the largest user volume in China and mainly meets the leisure and entertainment needs of the middle-aged and elderly people<sup>[22]</sup>. The questionnaire design of the study will also be mainly focused on Tang Dou.

There are four variables in this study: the platform environment mainly refers to the measurement scale of Zheng et al<sup>[18]</sup>, and the representative item is "all kinds of information on the Tang Dou is credible". User cognition refers to the measurement scale of Zhang CB et al<sup>[20]</sup>, and the representative item is "I worry about the low value of the teaching video in the Tang Dou ". Continuous use willingness uses the measurement scale of Bhattacharjee<sup>[21]</sup>, and the representative items is "I am willing to use Tang Dou in the future". Continuous use behavior adopts the measurement scale of Yun Hui et al<sup>[25]</sup>, and the representative item is "I will continue to use Tang Dou in the future".

All items were measured using the Likert 5-point scale standard, assigning values of 1 to 5, respectively, from "complete dissent" to "complete consent".

### **3.4. Data collection**

This study uses online research to collect data and set up screening items: "Have you ever used or are using the Tang Dou ". The respondent clicks "no", and the questionnaire is deemed invalid. Various channels apply: (1) publishes posts on the platform to collect the questionnaire and guides users to fill in, (2) actively communicates with the active users and the module leaders in the community to fill in the questionnaire online, (3) contacts users in the WeChat group and QQ group to fill in the questionnaire.

Questionnaire filling was continued from December 2021 to March 2022. Before the formal questionnaire release, 80 valid questionnaires were collected in the pre-survey, and 353 of such formal questionnaires were conveniently sampled. The questionnaire was screened by the following criteria: (1) respondents who did not meet the age requirements; (2) they did not complete the questionnaire; (3) the same answer for multiple consecutive questions. After screening, 324 valid questionnaires were obtained, with an effective recovery rate of 91.78%. Among them, 138 valid questionnaires were obtained on the platform, with effective recovery rate of 92.5%, 113 were sampled with active users and module leaders in the community, with effective recovery rate of 94.7%; 73 were obtained through WeChat group and QQ group, with effective recovery rate of 85.9%.

In the valid sample, there were 47.59% male women and 52.41% female women, with little difference in the number of gender. Most people were aged from 45 to 59 years old, at 56%, followed by ages from 60 to 70 years old, at 37.96%, and all samples were aged at 45 years or older. At the same time, most of respondents (78%) spent square dancing between 1 and 6 years, and about 67% of respondents used Tang Dou for more than half a year, and 53% of respondents said they would frequently use Tang Dou (more than three times a week), which shows that the data sample is good.

## **4. Data analysis and hypothesis testing**

### **4.1. Reliability and validity test**

Confidence validity analysis was performed using Cronbach's alpha coefficient, KMO values and Bartlett spherical test. It was concluded that the Cronbach's alpha coefficient of the scale population was 0.913. Each variable in the subscales was above 0.7. The factor loads in the validation factor test were greater than 0.6 (minimum 0.646), and all were significant ( $P < 0.001$ ), indicating that the latent variables and measurement items have good consistency, and the questionnaire overall has good validity. Second, the CR was greater than 0.70, and the average variant extraction AVE was greater than 0.50, indicating that the scale had good convergence validity and discriminant validity.

#### 4.2. Assumption test and outcome analysis

The hypothesis testing of this study mainly used the structural equation model of AMOS 26.0 for model fit analysis of related variable data, to verify the influence of perceived benefit, perceived risk and system quality, information quality on continuous use intention, perceived benefit, perceived risk on the quality of the system, information quality, and the influence of continuous use intention on continuous use behavior. After detection, the study model has a good fit,  $X^2 / df$  is 2.465, less than 3; GFI, AGFI, NFI are more than 0.8; PNFI more than 0.7; CFI greater than 0.8; RMSEA less than 0.05. As shown in table 1.

Table 1: Model-fitting index

$\chi^2$	df	p	$X^2/df$	GFI	RMSEA	RMR	CFI	NFI	NNFI
1352.030	395.000	0.000***	3.423	0.869	0.043	0.484	0.923	0.869	0.893

Note: \*\*\*, \*\*, and \* represent the significance levels of 1%, 5%, and 10%, respectively

The standardized regression coefficient and test results between the final potential variables are as follows in table 2:

Table 2: Standardized path coefficients and hypothesis test results

Factor	→	Analysis item (explicit variable)	Standardization coefficient	p	Test results
Information quality	→	Perceived benefit	0.906	0.000***	H1 is true
Information quality	→	Perceived risk	-0.016	0.638	H2 is false
System quality	→	Perceived benefit	0.902	0.000***	H3 is true
System quality	→	Perceived risk	0.050	0.106	H4 is false
Information quality	→	Continuous use willingness	0.108	0.195	H5 is false
System quality	→	Continuous use willingness	0.179	0.060*	H6 is true
Perceived benefit	→	Continuous use willingness	0.669	0.000***	H7 is true
Perceived risk	→	Continuous use willingness	-0.027	0.364	H8 is false
Continuous use willingness	→	Continuous use behavior	0.998	0.000***	H9 is true

①H1 ( $\beta=0.906$ ,  $p < 0.01$ ) and H3 ( $\beta=0.902$ ,  $p < 0.01$ ) hold, and H2 and H4 did not. This shows that when the middle-aged and elderly people use the online leisure and entertainment platform, the perceived benefit of the platform are positively related to its own environment (information quality, system quality); while the perceived risk is not significantly related to the environmental factors of the platform itself. The establishment of H1 shows that the higher the information quality of the platform, the lower the cost of information acquisition, and the greater the benefits perceived by users; The establishment of H3 shows that the higher the system quality of the platform, the more convenient for users to use the platform, and the greater the benefits perceived by users. However, H2 and H4 show that the information quality and system quality of the platform have no impact on users' perceived risks, and the entertainment and leisure platform is only a tool platform to provide them with a variety of entertainment and communication methods for users<sup>[30]</sup>. However, without deep binding with users, users do not care about the loss that the platform itself will cause to it, because it can choose other platforms at a low conversion cost. Therefore, the user's risk perception of the platform is independent of the environment of the platform itself.

②H6 ( $\beta=0.179$ ,  $p < 0.05$ ) and H7 ( $\beta=0.669$ ,  $p < 0.01$ ) hold, H5 and H8 did not. This shows that the system quality and perceived revenue of the platform have a positive impact on users' continuous use willingness, while the information quality and perceived risk have no significant impact on users' continuous use willingness. The establishment of H6 shows that the higher the system quality of the platform, the more likely the users are to continue to use the platform. On the contrary, the system quality of the platform becomes lower, and the middle-aged and elderly users will choose other online leisure and entertainment platform because the operation is no longer convenient. H7 establishment shows that the higher the perceived revenue of users will enhance their willingness to continuously use the platform. The lack of H5 and H8 essentially reflects the weak information screening ability of the middle-aged and elderly users themselves<sup>[31]</sup>. Due to its lack of ability to distinguish platform information and poor sensitivity to risk perception, if the platform is only used for entertainment and leisure purposes, the information quality of the platform and its own perception of risk will not have an impact on whether it continues to continue to use the platform.

③H9 ( $\beta=0.998$ ,  $p < 0.01$ ) was established. This shows that the psychology of platform users' willingness to make continuous use positively affects their continuous use behavior. That is, the higher

the willingness to continue, the more likely it is to show the continuous use behavior; the lower the willingness to continue, the more likely it is to stop choosing the platform and stop showing the continuous use behavior.

## **5. Discussion and enlightenment**

### **5.1. Study results**

This study on the basis of social cognitive theory and perceived value theory, from three aspects of environmental factors, cognitive factors and behavior, respectively from the information quality, system quality, perceived benefit, perceived risk, continuous use willingness and continuous use behavior to establish the psychological and behavioral model of the online leisure and entertainment platform.

The results of this study show that the good information quality and system quality of the online leisure and entertainment platform can bring perceived benefit to the middle-aged and elderly users, and strengthen their continuous use willingness and continuous use behavior. However, middle-aged and elderly users are not sensitive to the screening of information, and they are less aware of the risks potentially brought about by using the platform. Therefore, the information quality of the platform and the perceived risks of users do not significantly affect their willingness to continuously use the platform.

### **5.2. Theoretical contribution and management enlightenment**

Theoretical contribution of this study is to: (1) In the past research mainly in the areas of health, safety and education for senile group of adaptability and customization of interaction with the online platform, this study will be part of a group of middle-aged and old into the new era of online users, and to explore the community in the use of online entertainment platform psychology and behavior. (2) More than previous studies from the macro level of senile group in online leisure entertainment platform of social cognitive and psychological research, and this research using scientific models and using real data information analysis elderly users on the platform of continuous use behavior, in order to enrich the online platform for elderly users use behavior research content, so as to provide suggestions for the sustainable development of the middle-aged and elderly online leisure and entertainment platform.

The conclusion of this study has the following reference for the operators of middle-aged and elderly online leisure and entertainment platform: (1) Attach great importance to the quality of platform information. Further improve the reliability, timeliness and richness of the platform information content, as well as the diversity of display forms, ensure the quality of information, and bring a greater sense of value and benefits to the middle-aged and elderly users, so as to promote their continuous use behavior. (2) Focus on platform system updates. The platform needs to continuously launch new application functions, update the system and applications in time, while ensuring the easy operability of the system, bringing good user experience and interface design for middle-aged and elderly users. (3) Strengthen the possible risks of control platform information. As middle-aged and elderly users are not highly sensitive to information screening and possible risks, online leisure and entertainment platform are more responsible to spontaneously strengthen the management and control of platform risks, such as setting difficulty reminders of dance teaching videos on the platform, and setting security reminders in chat areas and comments. In general, truly service for the middle-aged and elderly user groups, need to both the elderly group service platform to improve and optimize their own environment, also need to pay attention to the needs of the middle-aged and elderly user groups, take effective measures to improve their value perception, and realize the user continuous use behavior, contribute to the sustainable development of the platform business model.

### **5.3. Study limitations**

This study also has some limitations: (1) The measurement variable is self-rated by middle-aged and elderly users of the platform, which may lead to the same method bias. Although the results of the correlation test show that the common method bias problem in this study is not serious, future research can add more other or objective scoring methods. (2) Cross-sectional data cannot accurately reflect the dynamic influence process between variables. Future research can further explore the relationship between variables through longitudinal follow-up survey or experiment. (3) information quality, system quality, perceived benefit and perceived risk are a multidimensional concept. Because each variable thin molecular dimension is more, this study doesn't launch the analysis of the relationship between these

dimensions, future research may also try to explore information quality, system quality, perceived benefit, perceived risk, continuous use behavior between different dimensions of path and mechanism of action.

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