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The Relationship between Perceived Value, Satisfaction, and Behavioral Intention of Mobile Reading among University Students: A Case Study of the Chaoxing Mobile Reading APP Platform (Postprint)

Authors: Zhao Wenjun, Xie Shoumei

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Abstract

[Purpose/Significance] Using the Chaoxing mobile reading APP as the research platform, this study explores the structural dimensions of perceived value of mobile reading among university students, analyzes its influence on satisfaction and behavioral intention, and provides references and recommendations for mobile reading service providers to improve service quality. [Method/Process] A qualitative method combining focus group interviews and in-depth interviews was adopted to analyze the structural dimensions of mobile reading perceived value, construct a relational model of perceived value, satisfaction, and behavioral intention, conduct a questionnaire survey with university students as the research subjects, and utilize structural equation modeling for data analysis. [Results/Conclusions] Knowledge value, convenience value, and emotional value have direct effects on satisfaction and behavioral intention, and also indirectly influence behavioral intention through satisfaction; social value has no significant effect on either satisfaction or behavioral intention. In terms of effect magnitude, knowledge value and convenience value are the main factors influencing satisfaction and behavioral intention.

Full Text

The Relationship Among Perceived Value, Satisfaction, and Behavioral Intention of College Students' Mobile Reading: A Case Study of the Superstar Mobile Reading APP Platform

Zhao Wenjun^{1,2}, Xie Shoumei³

¹Key Laboratory of New Retail Virtual Reality Technology of Hunan Province, Hunan University of Commerce, Changsha 410205

²Hunan Mobile E-Commerce Collaborative Innovation Center, Hunan University of Commerce, Changsha 410205

³Library of South-Central Minzu University, Wuhan 430074

Abstract:

[Purpose/Significance] Taking the Superstar mobile reading APP as the research platform, this study explores the structural dimensions of perceived value in college students' mobile reading and analyzes its influence on satisfaction and behavioral intention, providing references and recommendations for mobile reading service providers to improve service quality. **[Method/Process]** This research adopts a qualitative approach combining focus group interviews and in-depth interviews to analyze the structural dimensions of mobile reading perceived value, constructs a relational model of perceived value, satisfaction, and behavioral intention, conducts a questionnaire survey with college students as the research object, and performs data analysis using structural equation modeling. **[Result/Conclusion]** Knowledge value, convenience value, and emotional value have direct effects on both satisfaction and behavioral intention, and also indirectly influence behavioral intention through satisfaction. Social value shows no significant effect on either satisfaction or behavioral intention. In terms of effect magnitude, knowledge value and convenience value are the main factors influencing satisfaction and behavioral intention.

According to the latest 15th National Reading Survey data released by the China Press and Publication Research Institute, 71.0% of adult nationals in China engaged in mobile phone reading in 2017, with an average daily mobile phone contact time of 80.43 minutes. Mobile phones and the Internet have become the primary media that Chinese adult nationals contact daily [1]. As an important front for reading promotion and improving students' cultural literacy, university libraries have gradually extended traditional reading services to mobile terminals to better adapt to changes in readers' reading methods. Research shows that most domestic universities have currently launched mobile service APP platforms, among which the Superstar Mobile Library APP is widely used in domestic universities [2]. However, mobile reading platforms provided by university libraries generally suffer from low user activity and insufficient utilization of digital resources [3], indicating that the mobile reading services provided by university libraries cannot effectively meet user needs. College students are the main user group of mobile reading services, and their reading behavior is the

starting point and basis for mobile reading services. Accurately grasping the behavioral patterns of college students' mobile reading can provide theoretical support and practical guidance for university libraries and service providers to promote mobile reading services and improve mobile reading service quality.

In recent years, relevant research on mobile reading has been conducted both domestically and internationally. Foreign research has focused on users' cognitive experience with mobile devices and reading performance, including users' evaluation of mobile reading functions, performance, and content preferences [4], the impact of personal preferences and reading habits on reading speed [5], and the impact of text content readability and software functions on user reading performance [6-7]. Domestic research has focused on user reading motivations and behavioral characteristics, such as differences in mobile reading purposes, reading methods, and reading content among different user groups [8], the motivation for social reading among adolescents [9], analysis of mobile reading users' utilization behavior, seeking behavior, communication behavior, and causes of addiction [10-13], and the network structural characteristics of mobile reading users' interactive behavior [14]. Literature analysis shows that research on the internal mechanism of mobile reading usage behavior is still relatively lacking, and systematic in-depth discussion on the relationship between mobile reading satisfaction and behavioral intention in domestic university libraries is rare. Therefore, based on the Superstar mobile reading APP platform and from the perspective of user perceived value, combined with the characteristics of Superstar mobile reading services, this study deeply examines the relevant factors affecting user satisfaction and behavioral intention, hoping to contribute to both theoretical research and practical reference.

2 Literature Review and Research Hypotheses

2.1 Perceived Value and Its Dimensions

Since the mid-1980s, domestic and foreign scholars have conducted in-depth and meticulous research on the concept, connotation, and structural dimensions of perceived value, among which V.A. Zeithaml's research is considered the foundational literature of perceived value theory. According to Zeithaml's [15] interpretation of perceived value, perceived value refers to "the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given," indicating that perceived value is a trade-off between "gains" and "sacrifices." This definition has received widespread recognition and application. However, some scholars believe that understanding customer perceived value as a simple trade-off between quality and price is overly simplistic and should be understood from multiple dimensions. For example, J.N. Sheth et al. [16] believe that the perceived value provided by any product or service includes multiple elements and divides perceived value into five components: functional value, social value, emotional value, epistemic value, and conditional value.

Perceived value is a multidimensional variable, which is recognized by most researchers, but no consensus has been reached on the specific number of dimensions [17]. Zeithaml [15] divided perceived value into intrinsic attributes, extrinsic attributes, perceived quality, price, and other related high-level abstract attributes according to high, medium, and low-level characteristics. This core idea has been inherited by many scholars and concretized in empirical research. Subsequently, Sheth et al. [16] analyzed more than 650 related documents in depth, established consumption value theory, and identified five consumption values affecting consumer choice behavior: functional value, emotional value, social value, epistemic value, and conditional value. Based on absorbing and critiquing consumption value theory, Sweeney and Soutar [18] proposed the PERVAL multi-item scale to measure perceived value, which includes four dimensions of perceived value: social value, emotional value, price value, and quality value. Other scholars have also sought appropriate perceived value dimensions from an experiential perspective, using an extended utilitarian-hedonic value framework. For example, Holbrook [19] categorized efficiency and excellence as economic value, play and aesthetics as hedonic value, status and respect as social value, and ethics and spirituality as altruistic value.

The differences in defining perceived value dimensions mainly stem from differences in research objects and themes. Since the proposal of perceived value theory, it has been widely applied in different fields such as hotels, tourism, and information system usage behavior. Due to differences in research contexts, each context has unique dimensions different from other contexts. This study focuses on mobile reading services in university libraries, whose perceived value dimensions differ from other products or services. Therefore, this study explores the following question based on the thematic characteristics of mobile reading:

RQ: What are the dimensional components of users' perceived value of library mobile reading services?

2.2 Perceived Value, Satisfaction, and Behavioral Intention

The concept of satisfaction belongs to the research category of psychology and is an emotional response caused by the difference between actual feelings and expectations after customers use a product or service [20]. The connotation of satisfaction is relatively close to that of perceived value, and the two are often confused. Some literature uses emotional state indicators reflecting pleasure to measure both variables [21], but there are obvious differences between them [22]. Perceived value can be generated at multiple stages during the usage process and is cognitive-oriented, while satisfaction can only be generated after use and is affective-oriented [23-24]. Social science believes that perception triggers emotional responses through cognitive processes, so perceived value can be considered an important antecedent of customer satisfaction. The positive mechanism of perceived value on satisfaction has been confirmed by relevant domestic and foreign research in marketing, tourism behavior, information systems, and services [21, 24-25]. Therefore, this study proposes the following

hypothesis:

H1: Mobile reading perceived value positively influences satisfaction.

Behavioral intention is also a psychological concept referring to the preparatory state of behavior, that is, the behavioral tendency to respond to certain things or phenomena, specifically manifested as purchase intention, repurchase intention, usage intention, etc. Related research shows that value is an important driving factor of behavioral intention. Whittaker et al. [26] found that in the service industry context, value not only has a direct impact on behavioral intention but also indirectly affects behavioral intention through satisfaction, and the effect of value is greater than that of satisfaction on behavioral intention. Domestic researchers have also confirmed the effect of perceived value on behavioral intention in the tourism and information system fields [27-28]. Therefore, this study proposes the following hypothesis:

H2: Mobile reading perceived value positively influences behavioral intention.

As mentioned earlier, satisfaction is users' evaluation of the product or service process they receive to determine whether it can meet their expectations. The relationship between satisfaction and behavioral intention is one of the core issues in information system usage research. Bhattacharjee [29] introduced satisfaction into the information system continuance model and believed that satisfaction directly affects continuance intention. The study found that satisfaction is the strongest predictor of continuance intention, explaining 32% of the variance in continuance intention. Other empirical studies have also found that satisfaction has a stable and significant effect on behavioral intention [30-31]. Therefore, this study proposes the following hypothesis:

H3: Mobile reading satisfaction positively influences behavioral intention.

3 Research Methods and Steps

3.1 Qualitative Research: Dimensions of Mobile Reading Perceived Value

Exploration of mobile reading perceived value dimensions has not yet formed mature theoretical results. This study uses a grounded theory approach to qualitatively analyze the deep-level value attribution of mobile reading users' reading behavior. According to the research purpose, 19 senior reading users were selected as interview subjects. Data were collected through a combination of focus group interviews and in-depth interviews. The interview period was March 1-15, 2018, including 15 one-on-one in-depth interviews, each lasting 30-40 minutes; four focus group interviews were conducted (4 people per group), each lasting about 1 hour. The interview content mainly included reading motivations, satisfaction, feelings, and deficiencies in mobile reading. The entire interview process was audio-recorded and transcribed to form interview records and memos. The qualitative analysis software NVIVO11 was then used for line-by-line coding, initially obtaining 149 free nodes. These nodes were preliminarily categorized

and merged, ultimately forming 12 nodes. In the focused and selective coding stages, through constant comparison and according to the principle of no repetition and no omission in classification, they were merged until no more similar items existed. Tree nodes were used to connect them, ultimately summarizing library mobile reading perceived value into four dimensions: knowledge value, convenience value, social value, and emotional value, as shown in Table 1 .

Table 1 Mobile Reading Perceived Value Dimensions and Representative Statements

Representative Statements
Our teacher assigned homework in the ideological and political course, requiring us to watch corresponding teaching videos in the Superstar APP
Superstar APP has many free novels, essays, etc. Sometimes I search for books I'm interested in
Superstar APP has some good lecture videos, especially about history
Before going to bed, I use Superstar APP to listen to some audio content
Using Superstar APP, I can check our library's collection information, which is very convenient
Superstar APP is very convenient. I often use it to check my library borrowing information
Using it to share my reading experiences, hoping to get recognition from others
When I encounter good content, I sometimes share it in my social circle
Through Superstar APP, I can find nearby reader friends
When I use it in my leisure time, I feel very relaxed
When I'm bored, reading on this APP platform makes time pass quickly
Reading novels in it makes me feel very enjoyable

3.2 Questionnaire Pre-test and Conceptual Model

Based on the above discussion, this study includes six variables, among which satisfaction and behavioral intention are endogenous variables, and knowledge value, convenience value, social value, and emotional value are exogenous variables. To facilitate comparative analysis with existing research conclusions, the measurement scales for each variable were developed by referring to relevant domestic and foreign scales and making appropriate modifications based on Chinese cultural characteristics and the needs of this study, ultimately forming an initial questionnaire. Knowledge value referred to Li Wu et al.'s research [24, 32]; social value and emotional value referred to Sweeney and Soutar's research [18]; satisfaction referred to Cronin, Chang, and Bhattacharjee et al.'s research [29, 33-34]; behavioral intention referred to Davis and Moon et al.'s research [35-36]; convenience value was independently revised by the research team based on qualitative interview results.

All measurement items used a 5-point Likert scale, with 1-5 indicating degree of agreement, where “1” means strongly disagree and “5” means strongly agree.

The research team invited 100 Superstar mobile reading APP users to participate in the questionnaire pre-test and tested the validity of the questionnaire. Invalid questionnaires were removed, and 91 questionnaires were finally recovered. Exploratory factor analysis was conducted on these 91 questionnaires, revealing that: (1) There was overlap between emotional value measurement and satisfaction measurement in perceived value, with one satisfaction measurement item clustering with all emotional value measurement items. Some researchers believe that satisfaction is the result of psychological experience [37], belonging to emotional content [21], and some studies have adopted emotional state indicators reflecting pleasure to measure satisfaction. This study also added relevant items when measuring satisfaction, but this overlapped with the emotional value measurement items in this study. To solve the repeated measurement problem, this study deleted the emotional measurement item from the satisfaction measurement. (2) The research team deleted one item measuring social value (“Using Superstar mobile reading APP makes me popular”) and one item measuring emotional value (“Using Superstar mobile reading APP makes me feel happy”) because the factor loadings of these two items did not reach the minimum required value of 0.4. After purification, the initial scale and extracted factors all met the standard of being greater than 0.7, indicating that the initial scale had good reliability [38]. The final questionnaire design is shown in Table 2 .

Based on the qualitative research and questionnaire pre-test results, this study determined that users’ perceived value of using the Superstar mobile reading APP includes: knowledge value, convenience value, social value, and emotional value (see Figure 1 [Figure 1: see original paper]). The first and second research hypotheses were also refined into the following two groups of research hypotheses:

H1: Mobile reading perceived knowledge value (H1a), convenience value (H1b), social value (H1c), and emotional value (H1d) positively and significantly influence satisfaction.

H2: Mobile reading perceived knowledge value (H2a), convenience value (H2b), social value (H2c), and emotional value (H2d) positively and significantly influence behavioral intention.

3.3 Formal Questionnaire Survey

After pre-testing and revising the initial questionnaire, the final formal questionnaire was formed for large-scale research. The formal questionnaire consisted of two parts: the first part concerned respondents’ socio-demographic characteristics, mainly including gender, grade, major, and usage of the Superstar mobile reading APP. The second part was the main body of the questionnaire, consisting of items related to the variables involved in the conceptual model. The core

variables involved in this study were six: knowledge value, convenience value, emotional value, social value, satisfaction, and behavioral intention, forming 16 measurement items after scale purification.

The questionnaire survey was conducted from March 16, 2018, to April 9, 2018, using a combination of paper questionnaires and electronic questionnaires. The survey objects were mainly university students. Paper questionnaires were distributed by research team members on campus, while electronic questionnaires used the online platform provided by “Wenjuanxing” and were distributed through social media such as WeChat and QQ groups. After nearly one month of effort, 412 questionnaires were finally recovered. After removing 33 invalid questionnaires, 379 valid questionnaires were retained, including 217 from paper questionnaires (57.3%) and 162 from electronic questionnaires (42.7%). The main reasons for removing other questionnaires were: (1) incomplete questionnaire responses; (2) all items selected the same option, and obvious problems existed in reverse items. The basic information of the questionnaire sample is shown in Table 3. The data shows that among the respondents, the number of females (61.5%) was significantly higher than males (38.5%), users in literature, history, and finance accounted for 48.9%, and users with usage frequency of once per week and 3-5 times per week were relatively numerous, accounting for 56.2% cumulatively, while grade distribution was relatively balanced. The research campus is a finance and economics undergraduate institution with more female students than male students and majors mainly in finance and management. The sample characteristics are relatively consistent with the actual situation of the research campus, indicating that the sample has good representativeness.

4 Data Analysis and Results

4.1 Reliability and Validity Analysis

To ensure the quality of research data, reliability and validity tests are needed. Reliability tests include internal consistency reliability and composite reliability, commonly evaluated using Cronbach’s Alpha coefficient and CR (Composite Reliability) values. It is generally believed that Alpha coefficient values between 0.65 and 0.7 are the minimum acceptable values, and CR values above 0.6 indicate ideal internal quality of the model [39]. The analysis results are shown in Table 4. The Cronbach’s Alpha coefficients of all constructs are greater than 0.763, and all CR values are higher than 0.760, indicating high reliability of the sample data.

Validity tests mainly include convergent validity and discriminant validity. First, the Average Variance Extracted (AVE) is an indicator of convergent validity, representing the ratio of the variance explained by the latent variable to its indicator variables. The test shows that the AVE values of each variable are between 0.514 and 0.781 (see Table 4), all greater than the discriminant standard of 0.5, indicating that the convergent validity of the measurement model meets basic requirements. Discriminant validity means that the latent

trait represented by a construct has low correlation or significant differences with the latent traits represented by other constructs. To meet discriminant validity requirements, the square root of all variables' AVE must be greater than the correlation coefficient between that variable and other variables [40]. The correlation coefficient matrix of latent variables is shown in Table 5 . The diagonal element values are greater than the vertical and horizontal elements, indicating sufficient discriminant validity among variables.

4.2 Structural Model and Hypothesis Testing

This study uses structural equation modeling to test the proposed hypotheses. To ensure data-model fit, model fit indices must meet relevant criteria. Fit indices mainly include absolute fit indices and incremental fit indices. Absolute fit indices include χ^2/df , GFI, AGFI, RMR, and RMSEA, while incremental fit indices include NFI, CFI, and IFI. Specific evaluation criteria are shown in Table 6 .

This study uses AMOS 21.0 software for data analysis, employing the fixed loading method and maximum likelihood estimation. The analysis found that some fit indices of the initial model did not reach standard values, and the effect was not ideal. According to modification indices, the following measures were mainly taken to revise the initial model: (1) Changing error terms e3 and e7 from fixed parameters to free parameters could reduce the chi-square value by at least 49.507; (2) Adding a covariance relationship between error variable e2 and error variable e10; (3) Adding a covariance relationship between error variable e8 and error variable e12. Through repeated analysis and testing, the overall model fit of the revised model performed well, with model fit values shown in Table 6 . The modeling structure is shown in Figure 2 [Figure 2: see original paper]. It can be seen that the main indicators are within acceptable recommended values, so the structural model is comprehensively evaluated as acceptable.

In structural equation models, standardized path coefficients reflect the significance of the relationships between variables, which can be tested through C.R. (ratio of parameter estimate to standard error) values and P values. Table 7 shows the relationships between variables in the conceptual model and other test parameter values.

First, in the first group of hypotheses, knowledge value, convenience value, and emotional value have significant effects on satisfaction (H1a, H1b, H1d are supported), with path coefficients reaching 0.401 ($P < 0.001$), 0.314 ($P < 0.001$), and 0.127 ($P < 0.05$) respectively. However, the effect of social value on satisfaction did not pass the significance test (H1c is not supported), with $C.R. = 1.632 < 1.96$ and $P = 0.270 > 0.05$, failing to reach the 0.05 significance level. In the second group of hypotheses, knowledge value, convenience value, and emotional value have significant effects on behavioral intention (H2a, H2b, H2d are supported), with path coefficients reaching 0.372 ($P < 0.001$), 0.460 ($P < 0.001$), and

0.103 ($P < 0.05$) respectively. Social value also has no direct significant effect on behavioral intention (H2c is not supported), with $C.R. = 1.190 < 1.96$ and $P = 0.077 > 0.05$, failing to reach the 0.05 significance level. Mobile reading satisfaction positively and significantly influences behavioral intention (H3 is supported), with a path coefficient of 0.401 ($P < 0.001$). In addition, the model's explanatory power for mobile reading users' behavioral intention reaches 56.2% (R^2). Compared with the TAM model where perceived usefulness and perceived ease of use explain 51% of behavioral intention variance through attitude [35], this model has higher explanatory power for behavioral intention, indicating that comprehensively examining users' internal psychological needs and behavioral motivations from the perceived value perspective has more comprehensive explanatory power than examining behavioral intention from only perceived ease of use and perceived usefulness dimensions.

5 Results Analysis

5.1 Structural Dimensions of Mobile Reading Perceived Value

Since the proposal of perceived value theory, due to differences in research themes, contexts, or objects, no consensus has been reached on the theoretical connotation and structural dimensions of perceived value. This study takes the Superstar mobile reading APP as the research platform, focuses on mobile reading users' perceived value, adopts a qualitative method combining focus group interviews and in-depth interviews to analyze the structural dimensions of perceived value, and ultimately concludes that the structural dimensions of mobile reading perceived value include four dimensions: knowledge value, convenience value, social value, and emotional value. Then, questionnaire surveys and structural equation model analysis were conducted. The study found that each dimension of perceived value has different mechanisms of action on mobile reading users' satisfaction and behavioral intention. First, this study further confirms the multidimensional characteristics of perceived value. Although most current studies view perceived value as a multidimensional variable [41], a few studies still consider perceived value as a unidimensional variable [42]. This study's qualitative exploration adds empirical evidence for the multidimensional variable perspective. Second, the four dimensions of mobile reading perceived value—knowledge value, convenience value, social value, and emotional value—well explain the deep-level value attribution of users' mobile reading, laying a theoretical foundation for exploring the internal mechanism of users' reading behavior from the perceived value perspective.

5.2 The Relationship Between Social Value and Satisfaction, Behavioral Intention

Social value is the utility brought by a product or service's ability to enhance social self-concept [18], which can be reflected in status, image, recognition, and other values, or in improved social relationships, enhanced reputation, and

friendship [43]. This study found that mobile reading social value has no significant positive effect on either satisfaction or behavioral intention. This result is expected. Earlier research in a survey on college students' social reading APP usage behavior found that social usefulness cognition had no significant relationship with satisfaction and continuance intention, and this conclusion was further confirmed in subsequent research. Li Wu [24] found in a survey on e-book reading client user satisfaction that social value had no significant effect on user satisfaction and loyalty. Surprisingly, in that study, interaction value, which has similar connotation to social value, showed a negative significant relationship with satisfaction. However, in another survey on adolescents' WeChat reading motivation, research found that adolescents engaged in social reading more to maintain communication with friends and gain recognition from others, with social motivation being the most important motivational factor for their social reading activities [9]. Thus, the role of social value in users' reading behavior process remains controversial. This study's empirical research is based on the Superstar mobile reading APP platform, which embeds interactive and social functions, allowing users to write book reviews, forward or share readings, and share annotations or notes. However, in-depth interview results with respondents showed that most respondents rarely used these functions, with only a few occasionally sharing readings through social media such as WeChat. This means most users adopt this APP mainly for reading itself, while social factors beyond reading are not the main driving forces for readers. WeChat Reading differs from Superstar mobile reading APP in that its product focuses more on sharing, communication, and interaction, with stronger social and interactive functions. More importantly, WeChat users have relatively complete social network relationships, creating basic conditions for strengthening social self-concept, such as improved social relationships, recognition from others, and enhanced reputation, which may explain the paradox in existing research on the relationship between social value and reading activities.

5.3 The Relationship Between Other Perceived Value Dimensions, Satisfaction, and Behavioral Intention

This study found that other dimensions of perceived value, including knowledge value, convenience value, and emotional value, all have direct positive effects on satisfaction and behavioral intention, and satisfaction plays an important mediating role between knowledge value, convenience value, emotional value, and behavioral intention. From the perspective of effect magnitude, knowledge value has the greatest impact on satisfaction, followed by convenience value and emotional value; convenience value has the greatest impact on behavioral intention, followed by knowledge value and emotional value. In terms of total effect, knowledge value and convenience value are the main factors influencing mobile reading users' behavioral intention. Considering the mediating role of satisfaction, the effects of the two on behavioral intention are similar. This conclusion is further supported by the research team's qualitative research. Previous in-depth interviews with users showed that most students use the Superstar mobile

reading APP to obtain relevant teaching materials such as videos and books to cooperate with teachers' teaching, and quite a few students also frequently use the platform to obtain library collection information and personal borrowing information in addition to leisure reading. From this perspective, Superstar mobile reading APP should strengthen content construction, focus on the integration of traditional library services and online services, and provide users with knowledge value and convenience value.

It is worth noting that although the effect of emotional value on satisfaction and behavioral intention passed the significance test, the effect is relatively weak, significantly weaker than knowledge value and convenience value. Previous research has shown that in the field of information system usage behavior, integrating emotional or pleasure-oriented factors into cognitive theoretical models to predict users' behavioral intention can improve the explanatory power of traditional cognitive-oriented models, and emotional factors have very obvious positive effects on behavioral intention [44-45]. This study's conclusion seems to contradict previous research. The main reason for this contradiction may lie in platform differences. In terms of information system nature, Superstar mobile reading APP is a functional information system rather than a hedonic information system. Its main function is to provide information services such as teaching, research, and reading for college students, and its entertainment function is relatively weakened. The acceptance models for utilitarian information systems and hedonic information systems are not the same, and the mechanisms of relevant variables on behavioral intention will also differ. Although the effect of emotional value is relatively weak in this study, it does not mean that mobile service providers can ignore the cultivation of mobile reading users' emotional value, because emotional factors as internal factors play a crucial role in users' long-term continuous use and even loyalty to information systems [46-47].

6 Research Contributions and Limitations

This study takes college students as the research object, uses qualitative research methods to explore the structural dimensions of college students' mobile reading perceived value, and tests the influence of each perceived value dimension on satisfaction and behavioral intention, which has certain theoretical and practical significance.

In terms of theoretical significance, first, based on the Superstar mobile reading APP platform, this study uses a qualitative method combining focus group interviews and in-depth interviews to analyze the structural dimensions of perceived value. The study finds that the structural dimensions of college students' mobile reading perceived value include four dimensions: knowledge value, convenience value, social value, and emotional value. This further expands the theoretical and applied research on perceived value and helps to deeply understand the value attribution of college students' mobile reading usage intention. Second, this study explains the internal mechanism of university library mobile reading users' behavioral intention from the perceived value perspective, with

an explanatory power of 56.2% (R^2), higher than the TAM model's 51% (R^2), enriching relevant research in the information technology acceptance behavior field. Third, this study confirms that in the process of college students using the Superstar mobile reading APP, knowledge value, convenience value, and emotional value have significant positive effects on behavioral intention and also indirectly affect behavioral intention through satisfaction. Social value has no significant effect on either satisfaction or behavioral intention, providing empirical evidence for us to deeply understand the behavioral patterns of college students' mobile reading users.

In terms of practical significance, this study provides reference value for mobile service providers to improve college students' mobile reading satisfaction and usage intention. Specifically: First, mobile service providers should focus on resource construction, deeply understand college students' knowledge needs, provide rich and targeted knowledge content, and ensure the enhancement of users' perceived knowledge value. Second, mobile service providers should not only provide functions such as library collection information and personal borrowing information inquiry but also focus on integration with offline library services, such as providing location services, space reservation, and hardware resource reservation services, to enhance users' convenience value. Third, mobile reading service providers can add some entertainment functions in functional design or increase content with stronger entertainment value to enhance users' reading experience and cultivate users' emotional value, thereby enhancing user stickiness.

This study also has limitations. First, in terms of research objects, this study's data sample mainly comes from undergraduate students, and the research platform is based on the Superstar mobile reading APP currently widely used in university libraries, which limits the practical applicability of the research conclusions. Future research can generalize and refine the selection of research objects and platforms. Second, in terms of research methods, this study uses cross-sectional research conducted at a certain time point. Users' perceived value is dynamic. To more accurately grasp the dynamic relationship between perceived value, satisfaction, and behavioral intention, future research can design a longitudinal research scheme to conduct tracking research on changes in perceived value, satisfaction, and behavioral intention. Finally, in terms of research content, the model constructed in this study only focuses on the mechanism of user perceived value, without involving the antecedents of perceived value. Future research can focus on the formation mechanism of user perceived value.

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Zhao Wenjun: Responsible for research proposition, research ideas, writing, and revising the paper.

Xie Shoumei: Proposed research direction and paper structure formulation.

The Relationship Among Perceived Value, Satisfaction, and Behavioral Intention of College Students’ Mobile Reading: Taking the Superstar Mobile Reading APP Platform as an Example**Zhao Wenjun^{1,2}, Xie Shoumei³**

¹Key Laboratory of Hunan Province for New Retail Virtual Reality Technology, Hunan University of Commerce, Changsha 410205

²Mobile E-Business Collaborative Innovation Center of Hunan Province, Hunan University of Commerce, Changsha 410205

³Library of South-Central Minzu University, Wuhan 430074

Abstract:

[Purpose/significance] Taking the Superstar mobile reading APP as the research platform, this paper explores the structure dimension of perceived value on college students’ mobile reading, and analyzes its influence on satisfaction and behavioral intention, so that we can provide references and advice for mobile reading service providers to improve service quality. **[Method/process]** This paper adopts the qualitative method of focus group interview and in-depth interview to analyze structure dimension of perceived value, and constructs research hypothesis model of perceived value, satisfaction and behavioral intention. Then we take Chinese college students as the research object, and use the structural equation to analyze the data. **[Result/conclusion]** The perceived knowledge value, perceived convenience value and perceived emotional value have direct influence on satisfaction and behavioral intention, and influence behavioral intention indirectly through satisfaction; the perceived social value could predict none of them. In terms of effect, knowledge value and convenience value are the main factors that affect satisfaction and behavioral intention.

Keywords: mobile reading; perceived value; satisfaction; behavioral intention

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.