

Reader Innovation Behaviour of Chinese Internet Literature

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ABSTRACT

In the era of Internet +, more and more traditional industries have been transformed and fully integrated with the Internet. In China, the field of literature creation has gradually derived a new way of creation under the trend of the Internet, which is called internet literature creation. This article clarifies reader innovative behaviour of internet literature by studying the relationship among the quality of internet literature interactive channel, reader innovation intention, reader innovation capability and reader innovation behaviour. The article investigates internet literature readers by randomly filling out online questionnaires. The survey collected 204 valid questionnaires and used SPSS software to perform regression analysis. Through analysis, it is found that the quality of internet literature interactive channel does not directly related to the innovative behaviour of internet literature readers. However, it has a positively significant impact on the innovation intention and innovation capability of internet literature readers. The higher quality of the internet literature interactive channel, the more comprehensive the content provided by enterprises, and the reader innovation intention and innovation capability will be significantly improved. Reader innovation intention and innovation capability have a positively significant relationship with reader innovative behaviour. Thus, Reader innovation intention and innovation capability play the role of intermediary variables in the quality of internet literature interactive channel and the innovative behaviour of internet literature readers. The research results play an intuitive guiding role in the operations management of internet literature enterprises. If enterprises want to achieve sustainable development and encourage reader innovative behaviour, they must provide readers with high-quality interactive channels.

Keywords

Internet Literature; Innovation Behaviour; Interactive Channel; Mediating Effect

Introduction

In the modern society, innovation is essentially the effective combination of technology and market, and users can be regarded as the synonymous with the market. Therefore, understanding user needs and identifying market trends are indispensable for enterprises' product innovation and service innovation (Dai and Chen, 2003). In the traditional process of innovation, the responsibility of product or service innovation is borne by the enterprise, so the enterprise has to struggle to collect customer demand information. Because of the complexity and variability of customer needs, it is necessary to accurately identify the very subtle differences in the needs of different users. This kind of innovation is difficult. So, in some product and service development processes, it is quite appropriate for users to innovate on their own.

Eric Von Hippel (1998) stated in his book "The Source of Innovation" that user innovation applies to the innovation of industrial products and processes. According to Dai and Chen (2003), User innovation is carried out on the client side which refers to the reciprocating process of

traditional product innovation, such as design, development, prototype construction and feedback. Users' motivations for product innovation and product development are entirely based on the principle of fully meeting their own needs. In the past, the research on user innovation mainly focuses on Business-to-Business field. Now, the research on user innovation has extended to Business to Customer filed. In order to obtain mass customization of standard products, lots of innovative enterprises offer the toolbox which is called "product generators" to consumers.

Compared with the general user innovation, the innovation behavior of internet literature readers is more universal. Based on the same linguistic and cultural background, readers of internet literature have the ability to organize languages and operate mobile phones or computers, so they already have basic "innovation tools". Taking the text as the carrier and writing down the divergent thinking derived from the original internet literature, the preliminary innovation behavior can be formed. This kind of written narration based on mental work can also be regarded as the expression of intellectual knowledge

achievements. If reader innovate internet literature with attractive theme and content, rigorous logic, thus making internet literature produced by reader innovative behaviors popular, then such innovative behaviors can be regarded as successful. There is no doubt that reader innovation is also inseparable from the internet literature interactive channels provided by internet literature related enterprises.

If we regard an internet literature writer as a producer, an internet literature as a product. Then, the innovative behaviors generated by readers through reading internet literature can be divided into three types which are creation new product, upgrading new product, improving new product. For creation new product, reader innovation on internet literature shows a highest innovation, that is creation a totally new internet literature which could not be find any correlation from original internet literature. For upgrading new product, reader innovation on internet literature shows a derivative innovation, that is creation the prequel or the sequel from the original internet literature. For improving new product, reader innovation on internet literature shows a simplest innovation, that is to complement the nebulous plot of the original internet literature.

In the process of reading internet literature, if readers are attracted by the content of internet literature, they may have the intention of innovation, which will lead to the innovation behavior of internet literature. If readers have the capability to innovate internet literature, they may be prompted to innovate internet literature. Because the internet literature relies on the Internet, and the internet literature industry is the concrete manifestation of the Internet + traditional literature industry in the new era. Therefore, the quality of internet literature interactive channel provided by internet literature enterprises might play a significant role that influence reader innovation intention and reader innovation capability.

Literature Review

Chinese Internet Literature

In the later 1990s, with the advent of the information era and the popularization of the Internet, it is greatly enriched the channels for publication and dissemination of the literatures with the emergence of the internet, mobile phones,

satellites and other information dissemination tools (Cai, 2016). Chinese Internet literature which is called "Wang Luo Wen Xue". Internet literature is different from internet news, internet video and other ways of communication. The main feature of internet literature is words information, except, there are almost no other forms of information expression. The interactive channels of internet literature are relatively fixed, which usually through the internet literature related enterprises to provide internet literature interactive platforms. The main subject matter of internet literature is internet novels. Therefore, the internet literature usually refers to internet novels in China. This research maintains the same view. According to He (2001), the Internet literature is different from traditional literature form. It is a new novel writing and publishing model different from the traditional publishing model. It is not the traditional "author to editor to publisher to bookstore to reader" model, but the "author to internet to reader" model. Wu (2012) mentioned that Internet Literature is one of the new things derived from the internet platform. It is based on the Internet as a display platform and communication media, with the help of hypertext links and multimedia interpretation and other methods, to express the novel, fiction text. It is mainly composed of original internet literature, that is, novels that are edited and published at will by individuals. Liu and Zhao (2017) in the qualitative way cleared that the operation of the copyright of internet literatures have taken initial shape in the exploration of more than ten years. Generally speaking, the writers register and publish their original internet literature on the internet literature platform, then, some excellent potential-welcomed literatures will be pushed to fans by internet literature related enterprises. Then through the clicking, payment, rewarding to evaluate the welcomed literatures in the fangroups, screening out high-quality original internet literatures with the high-data supporting. Premium internet literatures are pushed to different content providers to co-operate by internet literature related enterprises. Tang (2015) discussed the ten profit ways of the Internet literature industry, explaining that internet literature enterprises through payment reading, knowledge service, advertisement, internet platform, original internet literatures operations, online to offline marketing, e-commerce,

technology-media-telecom, investment incubation, financing IPO to get profit.

This research based on the interactive channel provided by internet literature related enterprises, trying to make sure that if the quality of interactive channel directly influences on internet literature reader innovation behaviour. What is more, this study tries to clarify the relationship among quality of interactive channel, reader innovation intention, reader innovation capability and reader innovation behaviour.

Reader Innovation Behaviour

The concept of innovation first emerged in 1912 in the Theory of Economic Development, published by Harvard University professor Joseph Alois Schumpeter. He systematically elaborated the theory of innovation from the perspective of economics and defined the concept of innovation. Innovation is the introduction of an unprecedented new combination of production factors into the production system. The purpose of innovation is to obtain potential profits. According to Yang et al. (2020) that innovation is the key to the survival of enterprises in the market, and it is also the core power of sustainable development of enterprises. The book Innovation Management, written by Chen Jing and Zheng Gang (2016), pointed out that innovation is the whole process from the generation, research, development, trial production and manufacturing of new ideas to the first commercialization. It is the ability to transform vision, knowledge and spirit of adventure into wealth, especially the effective combination of scientific and technological knowledge and business knowledge into value. Broadly speaking, all activities that create new business value or social value can be called innovation. Therefore, according to Chen and Zheng (2016), innovation is not necessarily a technological change, nor is it a tangible object, it can be an intangible thing. Ma (2019) noted that the degree of product innovation, new products can be classified into breakthrough products, Next-generation products, and derivative products.

If internet literature is regarded as an intangible product, internet literature readers, who can also be regarded as users of internet literature products. Based on reading the original internet literature, readers are guided to create new internet literature based on their own innovation capability. Readers to create new internet literature exactly shows

reader innovation behavior. According to the degree of correlation of reader innovation internet literature and original internet literature from writer, the innovation internet literature also can be classified into breakthrough products, Next-generation products, and derivative products. However, considering that internet literature does not tangible product, the classified contents could be creation new internet literature, upgrading original internet literature and improving original internet literature. Besides, web-based platform is the foundation of internet literature, whether increase the quality of the web-based interactive channel could directly or indirectly influence reader innovation behavior is worthy thought.

Innovation Intention

Innovation intention is the desire to perform innovative actions. According to Zaltman, Duncan, and Holbek (1973) Innovation intention is a variable used to measure how receptive an organization or individual is to new things, new ideas, and innovations. The innovation intention of readers of internet literature is the behavior that readers have the intention to make improvement for internet literature products. The specific form of expression will vary with the reader innovation ability and participation degree, which will be manifested as reader knowledge sharing or reader independent innovation. Zhang and You (2014) mentioned that for employees in the enterprises, the stronger the employees' behavioral intention, the more likely to participate in the actual behavioral activities. Therefore, in the process of enterprises' innovation management, in order to stimulate the innovative behavior of employees, first of all, enterprises should let employees have the willingness to innovate. Only when employees have positive innovation intention and innovation enthusiasm, can they be encouraged to show more innovative behaviors at work. The results could equally well apply to consumers for enterprises. This research speculates that high quality of interactive channel could encourage the innovation intention of internet literature readers. Han and Xu (2012) noted that when enterprises have strong innovation intention, enterprises are more willing to take innovative activities. Therefore, enterprises will actively collect all kinds of innovation information and actively develop all kinds of resources needed for innovation activities, thus, the innovation behavior were increased (Hurley & Hult, 1998; Gaba &

Bhattacharya, 2012). According to social psychology, any behavior of an individual must be driven by a certain amount of consciousness. Ajzen (1985) put forward the Theory of Planned Behavior, A very mature and influential theory is now being developed. This theory has been widely accepted and used to explain the intention and behavior of individuals in many fields. Ajzen (1991) noted that, intention is the most appropriate predictor of behavior. Intention is the most important predictor of behavior (Hagger, Chatzisarantis, & Biddle, 2002; Armitage & Conner, 2001). Therefore, the following hypothesis is presented:

H1: Reader Innovation Intention positively associate with Reader Innovation Behavior

Innovation Capability

Innovation capability is the objective factor that influences the enterprise or individual to create new ideas, and the power that the enterprise or individual can use to achieve new ideas, new processes and new processes (Burns, & Stalker, 1961). Prahalad and Ramaswamy (2000) predicted that customer capability itself has value, inimitability, scarcity and ductility, so it has become a core capability of enterprises. And it is pointed out that "the ability to make full use of customer innovation capability" is the key to the success for enterprises in the future. The value of customers' capability to an enterprise is not only directly reflected in the total amount of products purchased, but also in the powerful information and knowledge value they provide to the enterprise (Tang & Yuan, 2003). Especially for providing customers' innovation capabilities for enterprise. According to Wu (1996) Innovation capability is the foundation of user innovation. Which is the innovation capability of readers representing the possibility of reader innovation. The capability to innovate arises from the need for innovation by customers who are very familiar with the product. This need arises because customers have an updated need for existing products. According to Wu and Xie (1997), there are three conditions to drive users' innovation behaviour, one of which is users' innovation capability. Wang and Zhen (2016) mentioned that not all users can participate in collaborative innovation. General users often lack of the desire or ability to innovate, they usually pretend not to make the innovation behaviour. Only the small part of users may participate in users' innovation

activities. And this small part of users usually possesses the special capability of innovation. This phenomenon happened to the internet literature field. Therefore, the following hypothesis is presented:

H2: Reader Innovation Capability positively associate with Reader Innovation Behaviour

Interactive Channel

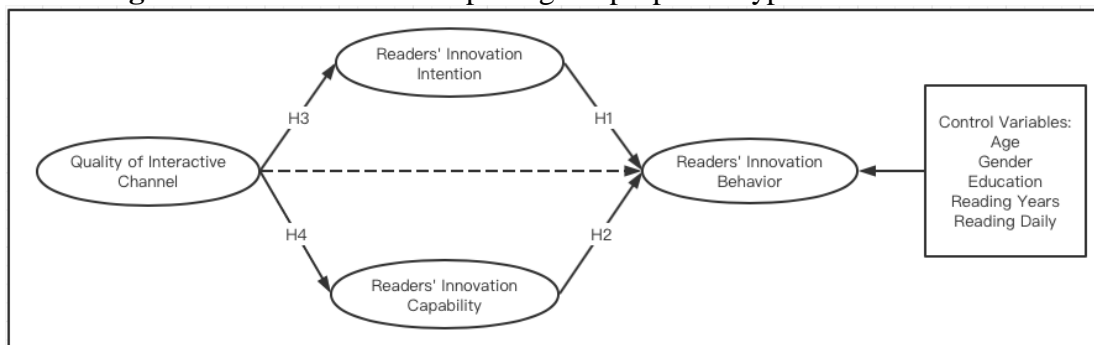
The research argue that reader innovation intention and reader innovation capability affect reader innovation behaviour depends on the level of Interactive Channel that readers can use. According to Peter F. Drucker, the competition among enterprises is not among products, but among business models. In the nine elements of the business models, Interactive Channel is the path that contact enterprises and customers (Alexander Osterwalder & Yves Pigneur, 2010). At the background of Internet+, the meaning of interactive channel becomes more extension. Which is not only the interact between enterprises and customers, but also customers to customers. Wang et al. (2018) mentioned that in order to make consumers join the innovation, some enterprises usually build the internet interactive channel for their own consumers. There might be different interactive requirements in the different development stage for enterprises and their customers.

Reviewing the characteristics of the internet literature, it is an intangible product. Both the marketing of products by enterprises and the process of reader enjoyment of products are carried out under the virtual situation. Therefore, Internet literature related enterprises have to establish complete virtual interactive channels to improve the business model and to increase the relevance between internet literatures web-based platform and internet literature readers. What is more, Interactive may happened between enterprises include writers and readers, or readers and readers. Which increase the invisible knowledge sharing and participants' innovations. On the contrary, without interactive channel, there might not be so many participants and innovations. Thus, the following hypotheses are presented:

H3: Quality of Interactive Channel positively associate with Reader Innovation Intention;

H4: Quality of Interactive Channel positively associate with Reader Innovation Capability.

Figure 1. Research model depicting the proposed hypotheses as follows



Methodology

Samples and data collection

The participants of the research are readers in the internet literature virtual platforms related enterprises of China. The sample selection comes from randomly online internet literature related readers. What calls for special attention is that most of these readers are the fans of Chinese most famous internet literature related enterprises, such as China Literature Limited, Jinjiang Literature, Baidu Literature and so on. Besides randomly sampling technique, the convenience sampling technique and the snowball sampling technique also be used (Oh et al., 2014). Questionnaires

were distributed through internet. Internet literature readers are welcome to fulfill the online questionnaires from January 11, 2021 to January 25, 2021.

The total of 235 questionnaires was fulfilled by Chinese internet literature related volunteers. After the inspection, 3 questionnaires invalid without answer the first question "Age" in the questionnaire. 28 questionnaires were excluded because of answer "No" in question four or five, which were used to eliminate the question of the no-target group. Finally, 204 valid answersheets were left, which in the 86.8% first-pass yield. Demographic and reader-related information of the samples are summarized in Table 1.

Table 1. Descriptive statistics of the samples

Age	Means: 26.92 Standard Deviation: 8.303
Gender (GEN)	Male: 72 (35.3%) Female: 132 (64.7%)
Education Level (EDU)	Below bachelor's degree: 21 (10.3%) Bachelor's degree: 149 (73.0%) Master's degree: 32 (15.7%) Doctoral degree: 2 (1%)
Years of Reading (YR)	Less than 1 year: 25 (12.3%) 1-2 years: 45 (22.1%) 2-3 years: 33 (16.2%) More than 3 years: 101 (49.5%)
Daily Hours of Reading (DR)	Less than 1 hour: 77 (37.7%) 1-2 hours: 80 (39.2%) 2-3 hours: 30 (14.7%) More than 3 hours: 17 (8.3%)

Measures

Innovation behaviour was measured referred to Taloy (1995) and Ajzen (2002) and Han (2013). The scale consists of 5 questions. These questions were scored from one point to five points shows the degree from strongly disagree to strongly agree. That is there are five degrees in total, from lowest to highest. Innovation Intention was

measured referred to Scott and Bruce (1994). The scale consists of 3 questions. These questions were scored from one point to five points shows the degree from strongly disagree to strongly agree. Innovation capability was measured referred to Zhou and George (2001). The scale consists of 3 questions. These questions were scored from one point to five points shows the

degree from strongly disagree to strongly agree. Interactive Channel was measured referred to Du (2015). The scale consists of 3 questions. These questions were scored from one point to five points shows the degree from strongly disagree to strongly agree.

Data analysis

The research analyses the data through Ordinary Least Squares (OLS) regression. Ordinary Least Squares Regression Clearly shows the relationship between the set of dependents variable and the independent variable. The analysis was performed using IBM SPSS Statistics version 23.

Results

After data collection, first, Cronbach alphas coefficient was used to evaluate the structural reliability of the concepts measured by the multi-item scale. If all Cronbach alphas coefficient were more than value of 0.7 (Fornell&Larcker, 1981). Which indicates that the reliability of all structures is satisfactory. The result shows that the reliability in innovation behavior five items is satisfactory

(Cronbach's Alpha Coefficient = 0.831). The reliability in innovation intention three items is satisfactory (Cronbach's Alpha Coefficient = 0.859). The reliability in innovation capability three items is satisfactory (Cronbach's Alpha Coefficient = 0.843). The reliability in interactive channel three items is satisfactory (Cronbach's Alpha Coefficient = 0.823).

Then, the scores of various multi-question scales with the same concept were averaged, in order to regression analysis was conducted. Next, bivariate correlations among variables are analyzed using Pearson correlation coefficients. The correlation analysis was performed in order to explore the one-on-one relationships between key variables. The correlation shows that innovation behavior, innovation intention, innovation capability and interactive channel are related in pairs. Beside correlation of reading years and reading daily, other control variables do not have any correlation. Results from correlation analysis are presented in Table 2.

Table 2.Correlation among variables

Correlations									
Variables	Age	GEN	EDU	YR	DR	ICN	IC	II	IB
Age	1	0.122	-0.08	-0.09	-0.11	-0.04	-0.03	0.04	0.06
GEN		1	0.05	-0.04	0.1	-0.05	-0.1	-0.06	-0.07
EDU			1	0.004	-0.03	0.02	0.04	0.05	0.08
YR				1	0.33**	-0.03	-0.12	0.04	-0.06
DR					1	-0.07	-0.339**	-0.219**	-0.305**
ICN						1	0.533**	0.440**	0.506**
IC							1	0.576**	0.722**
II								1	.666**
IB									1
** . Correlation is significant at the 0.01 level (2-tailed).									
* . Correlation is significant at the 0.05 level (2-tailed).									
Notes: ICN=Interactive Channel, IC=Innovation Capability, II=Innovation Intention, IB=Innovation Behavior.									

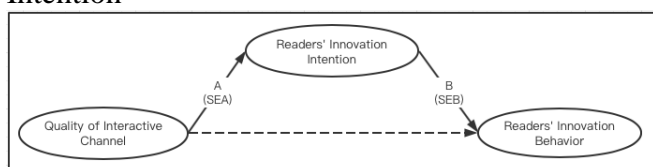
According to the results from the Ordinary Least Squares (OLS) regression analysis with dependent variable innovation behavior, Hypothesis 1 and Hypothesis 2 are supported. Hypothesis 1 predict that reader innovation intention will have a positive influence on reader innovation behavior. The relationship is positive and statistically significant ($\beta=0.301$; $p<0.001$; $VIF=1.619$).

Therefore, Hypothesis 1 is supported. Hypothesis 2 predicted that reader innovation capability will have a positive influence on reader innovation behavior. The relationship is positive and statistically significant ($\beta=0.543$; $p<0.001$; $VIF=1.955$). Therefore, Hypothesis 2 is supported. It is worth mentioned that quality of interactive channel is positively but insignificant

with reader innovation behavior ($\beta=0.084$; $p=0.089$; $VIF=1.482$), which means interactive channel does not directly influence on reader innovation behavior. Results from Multiple OLS Regression are presented in Model 1 of Table 3. According to the results from the Ordinary Least Squares (OLS) regression analysis with dependent variable innovation intention, hypothesis 3 is supported. Hypothesis 3 predict that quality of interactive channel will have a positive influence on reader innovation intention. The relationship is positive and statistically significant ($\beta=0.429$; $p<0.001$; $VIF=1.012$). Therefore, Hypothesis 3 is supported. Results from Multiple OLS Regression are presented in Model 2 Table 3. And according to the results from the Ordinary Least Squares (OLS) regression analysis with dependent variable innovation capability, Hypothesis 4 is supported. Hypothesis 4 predict that quality of interactive channel will have a positive influence on reader innovation capability. The relationship is positive and statistically significant ($\beta=0.504$; $p<0.001$; $VIF=1.012$). Therefore, Hypothesis 4 is supported. Results from Multiple OLS Regression are presented in Model 3 of Table 3.

From the previous results, high quality of interactive channels provided by internet literature related enterprises do not directly influence reader internet literature innovation behavior, but they will directly positively influence the reader internet literature innovation intention and increase the reader internet literature capability. Readers with high innovation intention and innovation capability, would create more original and attractive internet literatures which belong to the “new product” of internet literature related enterprises. Thus, in order to verify the mediating effect of reader innovation intention and reader innovation capability, the research use Sobel test, as recommended by Preacher and Hayes (2004) to confirm the significance of the mediating effect.

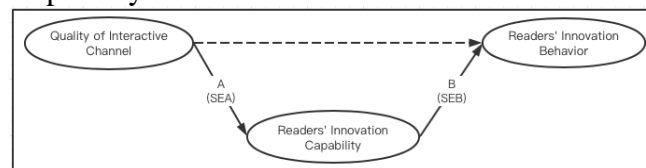
Figure 2 The mediating effect of Innovation Intention



Sobel test statistic: 4.45037666;
 One-tailed probability: 0.00000429;

Two-tailed probability: 0.00000857.

Figure 3 The mediating effect of Innovation Capability



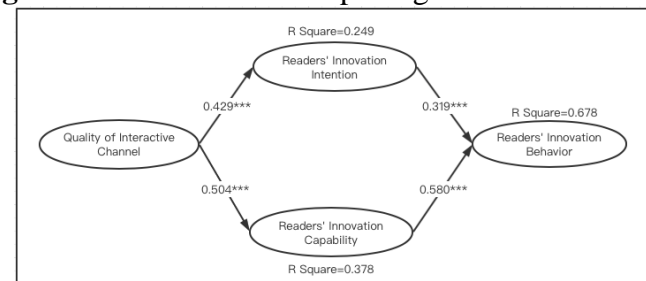
Sobel test statistic: 6.52571148;
 One-tailed probability: 0.0;
 Two-tailed probability: 0.0.

Table 3 Multiple OLS Regression

Independent Variables	Model 1		Model 2		Model 3		Model 4	
	Dependent Variable Innovation Behavior		Dependent Variable Innovation Intention		Dependent Variable Innovation Capability		Dependent Variable Innovation Behavior	
	B	VIF	β	VIF	β	VIF	β	VIF
(Constant)	0,005		1.102		1.996		0.061	
Age	0.076	1.06	0.054	1.048	-0.045	1.048	0.074	1.059
Gender	0.002	1.048	-0.02	1.045	-0.045	1.045	0.002	1.048
Education	0.046	1.018	0.043	1.015	0.019	1.015	0.046	1.018
Years of Reading	0.014	1.167	0.135*	1.135	-0.013	1.135	0.011	1.165
Daily Hours of Reading	-0.043	1.317	-0.221**	1.165	-0.296***	1.165	-0.031	1.291
Innovation Intention	0.301***	1.619	-	-	-	-	0.319***	1.552
Innovation Capability	0.543***	1.955	-	-	-	-	0.580***	1.657
Interactive Channel	0.084	1.482	0.429***	1.012	0.504***	1.012	-	-

Results from Figure 2 shows that reader innovation intention fully mediates the relationship between quality of interactive channel and reader innovation behavior. Results from Figure 3 shows that reader innovation capability fully mediates the relationship between quality of interactive channel and reader innovation behavior. So, the research makes new Ordinary Least Squares (OLS) regression analysis with dependent variable innovation behavior in Model 4 Table 3, to check the Hypothesis 1 and Hypothesis 2 again without Independent variable interactive channel. The relationship is still positive and statistically significant ($\beta=0.319$; $p<0.001$; $VIF=1.552$) for Hypothesis1. The relationship is still positive and statistically significant ($\beta=0.580$; $p<0.001$; $VIF=1.657$) for Hypothesis2. Thus, Research model depicting the results as figure 4.

Figure 4 Research model depicting the results as follows



Conclusion

In brief, the main objectives of this research are investigating the relationship among quality of interactive channel, reader innovation intention, reader innovation capability and reader innovation behavior. The results from conceptual framework analysis showed that reader innovation behavior of internet literature will be positively significant affected by reader innovation intention and reader innovation capability. The high quality of internet interactive channel provided by enterprises will significantly improve innovation intention and innovation capability of internet literature readers. It is worth mentioning that research showed that quality of interactive channel could not directly influence the reader innovation behavior, but internet literature enterprises provide high quality interactive channel will indirectly positively improve reader innovation behaviors. Although, internet literature enterprises cannot directly improve reader innovation behavior, they could improve reader innovation behavior through provide a high quality of interactive channel. And reader with positively innovation behavior could increase the valuable internet literature for enterprises.

As a matter of fact, nowadays, countless of Chinese traditional enterprises are trying to combine the business model with the Internet in the era of internet+. For internet literature related enterprises which belong based on internet, how to effectively manage the interactive channels of internet literature platform is particularly important. The main products of Chinese internet literature related enterprises are attractive stories expression by Chinese written words. Many internet literature enterprises operations through free chapters of one internet literature to attractive readers. When readers develop strong loyalty to the internet literature they read, enterprises will charge the new chapters, so that enterprises get the profits. It is worth to mention that attractive internet literatures come from writers or readers of internet literature platform which is provided by internet literature enterprise. Both writers and readers are interactive through the internet literature platform. Writers publish internet literatures through internet literature platforms. Readers read internet literatures also through internet literature platforms. And the position between the writer and the reader is easily

switched. That is, some readers are also writers, or will be writers, and some of the writers are also experienced readers of internet literature. Therefore, in the field of internet literature in China, the two concepts between readers and writers are not completely unrelated. By providing a high-quality interactive platform, internet literature enterprises can attract a large number of participants, and cultivate and explore potential internet literature innovators and consumers through the community formed spontaneously by the participants. The research directly provides data and theoretical support, indicating that it is necessary for internet literature related enterprises to improve the quality of the interactive channels. Perhaps some of the internet literature related enterprises ignore the quality of interactive channel in order to save costs, these enterprises might believe that providing a basic platform for interaction is enough, quality is irrelevant. Through the research, these enterprises could be reminded that a high-quality internet literature interaction channel is very significant. It is not only related to the creativity and novelty of the internet literature provided by the enterprise, but also related to the profit profile of the enterprise.

The contribution of this paper lies in the first quantitative study of reader innovative behavior in the field of Chinese internet literature. It provides a reference for the later academic research on the innovation behavior of Chinese internet literature readers. The research combination the background of Internet+, illustrates the internet+ traditional literature into internet literature of China. It provides reference for the further studies of Internet + traditional industry.

There are two main limitations of the research. Firstly, this research discusses the indirect impact of internet literature interactive channels on reader innovative behavior, based on the background of Chinese internet literature industry. There is no clear explanation as to whether the conclusion is also applicable to the field of internet literature in countries with different cultural backgrounds. Forthcoming researches could test if the research conceptual framework and research results also feasible in the different country with different culture background. Secondly, the model of this research only investigates the effect of reader innovation intention and innovation capability on reader innovation behavior. Based on the

conclusion of this paper, R square of reader innovation behavior is 0.678, which is confirmed that there are other variables that will also affect reader innovation behavior. Forthcoming researches could investigate other effective variables that influence the reader innovation behavior.

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