

# The Influence of Perceived Characteristics of Middle-Aged Web Novel Users on Satisfaction and Continuous Use Intention: Mediating Effect of Flow and Resistance.

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- **Abstract:** This study aims to investigate the effects of the characteristics perceived by middle-aged web novel users on the flow, resistance, user satisfaction and intention of continuous use. For this purpose, a survey was conducted on 580 middle-aged users from their 40s to 60s, and the results of the empirical analysis based on the survey are as follows. First, the convenience, usefulness, and responsiveness of middle-aged web novel users in the process of using related websites and contents had a positive effect on the immersion of web novel users. Second, the characteristics of web novels except usefulness had negative effects on users' reluctance. Third, the immersion of middle-aged web novel users was found to have a positive effect on the satisfaction of web novel users, and the negative resistance felt by middle-aged people in the process of using web novel was analyzed to have a negative effect on customer satisfaction. Fourth, the satisfaction of middle-aged web novel users had a positive effect on the intention to use continuously. The results of this study show that, in order to increase the satisfaction of middle-aged web novel users and to improve the resistance and immersion of middle-aged web novel users, the middle-aged web novel users need to reduce the negative resistance and to have a strategic approach to increase the immersion. Moreover, it is necessary to make efforts to improve the web novel so that it can be used more easily and quickly and to feel more convenient and enjoyable in the process of use.
- **Keywords:** Middle-aged, Web novel, Perceived characteristics, Flow, User resistance, Customer satisfaction, Reuse intention