

Association for Information Systems
AIS Electronic Library (AISeL)

WHICEB 2019 Proceedings

Wuhan International Conference on e-Business

Summer 6-26-2019

Research on the Influencing Factors of Enterprise Wechat Official Accounts Marketing Effectiveness

Jiangping Wan

School of Business Administration, South China University of Technology, Guangzhou, China,
csjpwan@scut.edu.cn

Ke Cheng

School of Business Administration, South China University of Technology, Guangzhou, China

Follow this and additional works at: <https://aisel.aisnet.org/whiceb2019>

Recommended Citation

Wan, Jiangping and Cheng, Ke, "Research on the Influencing Factors of Enterprise Wechat Official Accounts Marketing Effectiveness" (2019). *WHICEB 2019 Proceedings*. 38.

<https://aisel.aisnet.org/whiceb2019/38>

This material is brought to you by the Wuhan International Conference on e-Business at AIS Electronic Library (AISeL). It has been accepted for inclusion in WHICEB 2019 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Research on the Influencing Factors of Enterprise Wechat Official Accounts Marketing Effectiveness

Jiangping Wan^{1*}, Ke Cheng¹

¹School of Business Administration, South China University of Technology, Guangzhou, China

Abstract: Based on the Stimulus-Organism-Response (SOR) model, we extract the influencing factors of user information behavior in the enterprise Wechat Official Account marketing, and construct the influencing factor model by using user sentiment and user trust as mediator variables. The theoretical test is carried out through questionnaires and data analysis. Result shows that information entertainment and title novelty positively affect user sentiment, while user sentiment and user trust positively affect information concern behavior. Therefore, to carry out Wechat Official Account marketing, information title should be highlighted and information content should be interesting and novel.

Keywords: Wechat Official Account marketing, SOR model, marketing effectiveness, empirical research

1. INTRODUCTION

Wechat is the most active application tool in mobile applications and has become a new marketing channel for enterprises. Because Wechat marketing has obvious advantages in terms of coverage, accuracy, user acceptance, convenience, et al., many enterprises use Wechat Official Account service to deliver marketing messages to enhance their popularity. However, a large number of Wechat Official Accounts are facing difficulties, such as the stagnation of the number of users, the decrease of the opening rate and reading amount, et al., The information dissemination effect is not satisfactory. Therefore, confirming the influencing factors of the enterprise Wechat Official Account marketing effectiveness and making targeted adjustments and improvements are of great significance to increase the information's reading amount and forwarding rate and strengthen the effectiveness of enterprise Wechat marketing.

This paper is organized as follows, Section 2 is literature review, combing the research on social media marketing and SOR theory, explaining the concept of Wechat Official Account marketing and the problems to be solved; Section 3 is to extract and define variables, and make research hypotheses; Section 4 is to design survey questionnaires and analyze the questionnaire data; Section 5 is management inspiration; Section 6 is research limitations.

2. LITERATURE REVIEW

At present, domestic research on social media marketing mainly start from three perspectives: social media marketing development, enterprises and users. Zhang Y discussed the Wechat instant marketing model, and believed that Wechat mainly uses the functions of QR code scanning, LBS plug-in, and friend circle to realize instant marketing^[1]. Yan X proposed a relational model to study the influence of company micro blog interaction on customer micro blog stickiness and brand loyalty, based on use and gratification theory, organization support theory and union participation theory^[2]; Pei YL et al.(2018) adopted experiment method to analyze whether information content and source influence perceived credibility and quality of information, which would then influence consumers' trust and their purchase intention in the social commerce. The results revealed that both credibility of sources and perceived information quality were positively related to trust and purchase intention^[3]; Wu YL and Li EY(2017) explored the effects of 6S's (social capital, social identification,

* Corresponding author. Email: csjpw@scut.edu.cn(Jiangping Wan)

social influence, SC needs, SC risk, and SC convenience)) on customer loyalty through customer value perception based on SOR model in social commerce^[4]. Through literature review, it is found that there are few studies on Wechat Official Account, and most of the existing literatures are qualitative research on the status of Wechat Official Account, lack of quantitative analysis.

The Stimulus-Organism-Response (SOR) model is a learning model proposed by Mehrabian and Russell (1974)^[5], which modifies the stimulus-response theory of psychological behavior and is widely used in consumer behavior research. Namkung Y et al. used the SOR model to study the impact of service fairness and price fairness on customer sentiment and behavior in restaurant dining experience^[6]. Zhou T et al., based on the SOR model, studied the effect of social support and community quality on user use and sharing in the context of socialized business development^[7].

This paper gives definition of enterprise Wechat Official Account marketing: it refers to a new type of network marketing way in which enterprises (or merchants, collectively referred as enterprises) publish product and service information through Wechat Official Account platform (including subscription account and service account), to promote product and service, and realize peer-to-peer marketing. We attempt to solve the following problems: (1) extract the influencing factors of enterprise Wechat Official Account marketing effectiveness, and define the concept of each factor; (2) verify the influencing factor model, draw the interaction between the various factors, and put forward management implications.

3. RESEARCH MODEL AND ASSUMPTIONS

Based on the SOR model, we extract variables from three dimensions: information quality—user inner state—user information behavior, define concepts and finally construct the influencing factor model of enterprise Wechat Official Account marketing effectiveness (Figure 1).

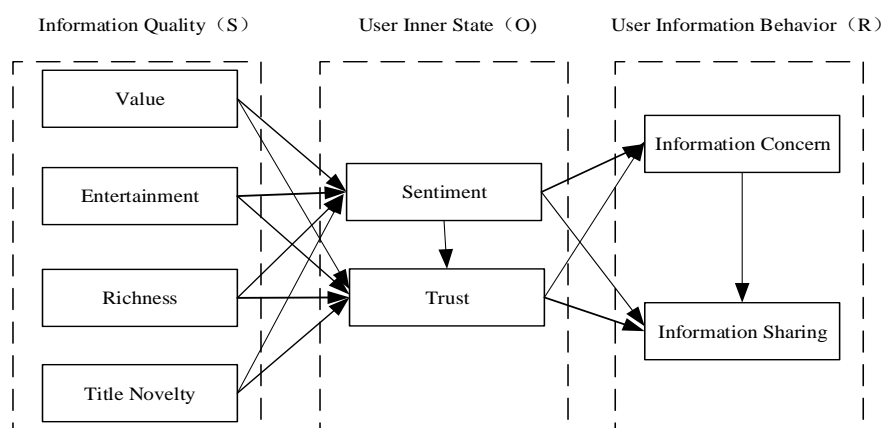


Figure 1. Influencing factors model of enterprise Wechat Official Account marketing effectiveness

(1) Information quality (S)

Information quality refers to the output value of the marketing message issued by Wechat Official Account. In related research, scholars had different standards for the division of information quality. Yan YW divided the information quality into publicity, richness, structural degree, timeliness, reliability and title novelty in the study of government wechat^[8]; Lee et al. classified the quality of negative online consumer comments from four aspects: relevance, reliability, comprehensibility and adequacy^[9]; Xue Y believed that information quality includes informational and entertainment^[10].

This paper divides the information quality into four dimensions: value, entertainment, richness and title novelty. Value refers to the accuracy, relevance and timeliness of the product and service information; Entertainment refers to the information content that can meet the needs of users' recreation, aesthetic, entertainment, enjoyment and emotional release, and bring joy to users; Richness refers to the degree of diversification of the information format and type; Title novelty refers to the attractiveness and innovation of the information title. We propose the following assumptions:

H1a: Information quality has a positive impact on user sentiment.

H1b: Information quality has a positive impact on user trust.

(2) User inner state (O)

In current studies, Organism (O) appears as sensory, cognitive, emotional and other factors. Zhang et al. explored the influencing factors of social commerce customer engagement intentions by taking the customer virtual experience (social support, social existence and immersion) as Organism (O)^[11]; Marilyn Y. Jones (2008) regarded positive emotions and negative emotions as Organism (O)^[12]; He AZ et al. regarded customer sentiment and customer trust as Organism (O) to study the influence mechanism of online store shopping experience on customer behavior experience^[13]; Xue Y regarded user arousal and user immersion status as Organism (O)^[10].

This paper defines Organism (O) as user inner state, which is embodied in two dimensions: sentiment and trust. In the context of enterprise Wechat Official Account marketing, sentiment refers to a positive emotional reaction caused by the company marketing information. Trust refers to user's belief that his partnership with the company is honest and reliable. Studies have shown that user sentiment and trust are factors that stimulate users to generate the next information behavior, and emotions can positively affect trust. Therefore, we propose the following assumptions:

H2a: Sentiment has a positive impact on information concern behavior.

H2b: Sentiment has a positive impact on information sharing behavior.

H3a: Trust has a positive impact on user information concern behavior.

H3b: Trust has a positive impact on user information sharing behavior.

H4: Sentiment has a positive impact on trust.

(3) User information behavior (R)

In the field of marketing, Response (R) is mostly expressed in the forms of purchase intention, re-distribution willingness, satisfaction et al.. Marie O. Richard et al. regarded purchase intention as Response(R)^[14]; Hsu et al. regarded consumer satisfaction and purchase intention as Response(R)^[15]; Zhang Y defined R as users' continuous use behavior in game live broadcast application field^[16]; Xu DL et al. studied the influence mechanism of customer education on customer participation in beauty service industry by taking the customer participation as Response (R)^[17].

Considering the characteristics of Wechat, we regard user information behavior as Response (R), and divide it into two dimensions: information concern and information sharing. Information concern refers to the user's behavior of reading, liking, commenting and collecting; information sharing refers to the direct forwarding and forwarding with comments.

4. DATA COLLECTION AND ANALYSIS

We use questionnaire to collect relevant data. The questionnaire mainly covers two aspects: the first part is the demographic characteristics, including gender, age, occupation, daily use of Wechat et al.; the second part is the participants' subjective attitude to some facts which measures the participants' emotions and behaviors stimulated by enterprise Wechat Official Account information. The questionnaire adopts the 5-point scale of the

Likert scale. The development of the measurement items refers to the mature scales of the existing literature.

The questionnaire was mainly distributed to college students and personnel of enterprises and institution from all over the country. We adopted online distribution of electronic questionnaire. In the end, a total of 261 questionnaires were collected. The questionnaires that did not follow the Wechat Official Account and the non-conforming questionnaires were removed. A total of 193 valid questionnaires were received, with an effective rate of 73.95%(Table 1).

Table 1. Sample basic information

Feature	Classify	Number	Proportion
Gender	Male	94	48.70%
	Female	99	51.30%
Age	Under 18	2	1.04%
	18-24	64	33.16%
	25-34	94	48.70%
	35-44	23	11.92%
	Above 45	10	5.18%
Education	Junior college and below	42	21.76%
	Undergraduate	119	61.66%
	Master	26	13.47%
	Doctor	6	3.11%
Occupation	Student	40	20.73%
	Staff of government organs/institutions	31	16.06%
	Enterprise staff	108	55.96%
	Other	14	7.25%
Monthly income	Under 1000	22	11.40%
	1001-3000	36	18.65%
	3001-5000	70	36.27%
	5001-7000	37	19.17%
	Above 7000	28	14.51%
Daily use of Wechat	Under 0.5 hour	3	1.55%
	0.5-1 hour	29	15.03%
	1-2 hours	61	31.61%
	2-3 hours	45	23.32%
	3-4 hours	29	15.03%
	Above 4 hours	26	13.47%

Based on table 1, 94 males and 99 females were distributed evenly. In terms of age, 18-34 years old were the main force, accounting for 81.87%, which is in line with the characteristics of WeChat users rejuvenation. In terms of occupation, students accounted for 20.73%, and employees accounted for 55.96%. In addition, data showed that 54.92% of people use WeChat for 1-3 hours a day. Overall, the study sample was statistically valid. The questionnaire passed the reliability and validity test to obtain the final path diagram of the relationship

between variables (Figure 2).

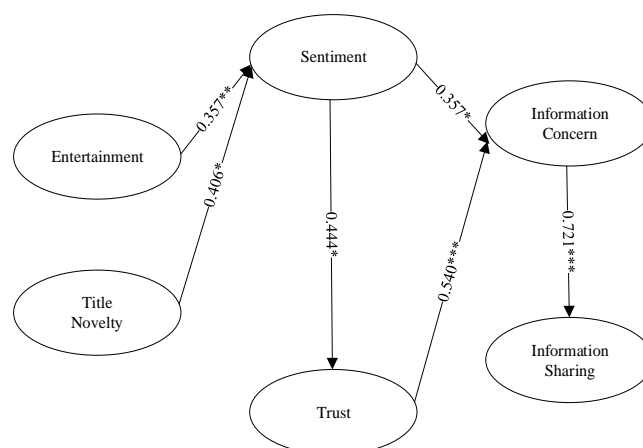


Figure 2. Relationship diagram between variables

The results show that information entertainment and title novelty have a positive impact on user sentiment, and the effect of title novelty on user sentiment is greater than that of entertainment on user sentiment. The relationship between value, richness and user sentiment has not been proved. The possible reason is that, first of all, the number of enterprise Wechat Official Accounts is in a stage of crazy growth, and the functions of the existing Wechat Official Accounts are to provide products, services and other related information. The published content is uniform and has no innovation. Users face many choices, which is prone to aesthetic fatigue and cannot lead to pleasant emotions. Secondly, with the acceleration of people's life rhythm, users' time has become fragmented, and the demand for information has also changed dramatically. The lack of enterprise Wechat Official Account marketing is that information cannot satisfy users' pursuit of individuality and fashion. The results also show that the four dimensions of information quality can not affect user trust. The reason may be that trust is a deeper manifestation of user's intrinsic state than sentiment. Information entertainment and title novelty can only arouse user sentiment at a shallow level but cannot arouse user trust.

Secondly, sentiment and trust have a positive affect on information concern, and the effect of trust on information concern is greater than that of sentiment on information concern. When a user generates trust in an enterprise Wechat Official Account, the next time they will be more inclined to read the content they publish. At the same time, user sentiment and trust do not directly affect user sharing behavior, but indirectly through user concern behavior. The probable reason is that the user's active dissemination of enterprise publishing content is determined by the content after reading, rather than the past experience.

Finally, user sentiment have a positive impact on trust. When users read the information and generate a relaxed and pleasant mood, it can affect their cognition and feeling of the Wechat Official Account, and enhance their trust by reducing the perceived risk.

5. MANAGEMENT IMPLICATIONS

(1) Message title should be highlighted and eye-catching

limited by the screen size of mobile terminals, followers can only see the title and a picture when receiving the enterprise Wechat Official Account published information. If the title is attractive enough, the follower will click on the full text to generate reading, likes, comments, collections, and even become active communicators from passive receivers, forming a secondary spread of information. If the title cannot attract people, this dissemination is not valid. It can be seen that title is of great significance to the enterprise Wechat Official Account published information. Therefore, before releasing an article, companies should select eye-catching

titles to attract attention to users and stimulate reading interest. But it is worth noting that companies should not blindly pursue the title effect and become a "heading party". After all, inconsistent articles are difficult to get secondary transmission through forwarding, and even reduce user trust.

(2) Message content should be interesting and novel

Generally speaking, enterprise Wechat Official Accounts mainly publish content related to the enterprise itself, products and services. The content form is single, and the user will inevitably feel boring. Coupled with the fiercely competitive of Wechat Official Account, companies can only stand out by constantly innovating content. Therefore, enterprises should strengthen the provision of high-quality, interesting and novel information which is easy to attract users' attention, meet users' need for recreation, entertainment and emotional release, and increase user stickiness. However, enterprises should not be excessively "self-entertainment". After all, if the Official Account cannot provide product information to users, it is contrary to their original intention. Enterprises can create "entertainment" marketing by ingeniously linking entertainment segments and product information.

6. RESEARCH LIMITED

Limitations of this paper: (1) Limitation of research perspective. We only consider information quality, and ignore the influence of social network structure and dissemination subject. The extraction of variables is not fully detailed. (2) Limitation of study sample. Although the age, region, occupation and other factors have been fully considered, due to the limitations of the author's communication circle, there is still some bias in the sample distribution. (3) Limitation of research content. The research object is the enterprise Wechat Official Account, which does not involve other Wechat functions such as friends circle and Wechat group.

ACKNOWLEDGEMENT

This research was supported by Guangdong Tobacco Monopoly Bureau (company) science and technology projects (Guangdong tobacco science and technology projects 201708).

REFERENCES

- [1] Zhang Yan. (2013). Instant Marketing Model and Strategic Realization from the Perspective of Communication Science: A Case Study of Wechat Marketing. China Publishing, (16):18-20. (in Chinese)
- [2] Yan X. (2017). The Impact of Consumer-Company Micro Blog Interaction on Consumer Brand Loyalty. 16th Wuhan International Conference on E-Business, Wuhan, China, 535-543.
- [3] Pei YL, Zhang M, Zhang YQ, Wang S. (2018). Convert Traffic to Purchase: the Impact of Social Network Information on Trust and Purchase Intention in Social Commerce. 17th Wuhan International Conference on E-Business, Wuhan, China, 440-448.
- [4] Wu YL, Li EY. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1):74-104.
- [5] Mehrabian A, Russell J A. (1974). *An approach to environmental psychology*. Cambridge: the MIT Press: 132-135.
- [6] Namkung Y, Jang S C. (2010). Effects of Perceived Service Fairness on Emotions, and Behavioral Intentions in Restaurants. *European Journal of Marketing*, 44 (9/10) :1233-1259.
- [7] Zhou Tao, Chen Kexin. (2018). Research on the social business users behavior based on SOR model. *Modern information*, 38(03):51-57.
- [8] Yan Yiwen. (2017). Research on information dissemination mechanism and effect evaluation of government wechat. Ji Lin University. (in Chinese)

- [9] Lee L, Park D H, Han I. (2008).The effect of negative online consumer reviews on product attitude: an information processing view. *Electronic commerce research and applications*, (7):341-352.
- [10] Xue Yang, Xu Zhengliang. (2016).Research on the influencing factors of user information behavior in enterprise wechat marketing:based on the flow theory. *Information theory and practice*,39(06):104-109.(in Chinese)
- [11] Zhang H,Lu Y B,Gupta S, Zhao L. (2014).What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information &management*, 51(8):1017-1030.
- [12] Jones M Y, Spence M T, Vallaster C. (2008).Creating emotions via B2C websites. *Business Horizons*, (51):419-428.
- [13] He Aizhong, Gong Wanchen. (2010).An empirical study on the effect of online sotre shopping experience on customer behavior. *Journal of Beijing Industrial and Commercial University*,25(02):43-47.(in Chinese)
- [14] Richard MO, Chebat JC. [2015].Modeling online consumer behavior: Preeminence of emotions and moderating influences of need for cognition and optimal stimulation level. *Journal of business research*,(69):541-553.
- [15] Hsu H Y, Tsou H T. (2011).The effect of website quality on consumer emotional states and repurchases intention. *African Journal of Business Management*, 15(5): 6195-6200.
- [16] Zhang Yan. (2017). Design and research of continuous use of live game application based on SOR theory. Jiang Nan University.(in Chinese)
- [17] Xu Dongli, Wu Wenzhen, Jiang Ruocheng. (2015).The influence of customer education on customer participation in service industry based on SOR theory and social interaction theory. *Finance and trade research*,26(06):97-103.(in Chinese)