

**FACTORS THAT INFLUENCE USERS TO TAKE PART IN
WECHAT MARKETING ACTIVITIES**

JUNYING LI

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Supervisor:

Prof. Rui Vinhas da Silva, ISCTE Business School, Department of Marketing, Professor As-
sociado com Agregação

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Abstract

With the penetration of smart phones and mobile Internet, Instant Message Tool is one of the important channels that was developed in order to meet the communication need. Driven by the strong demand, WeChat is the fastest growing Instant Message Tool, and gradually replace the others such as QQ, Weibo, becomes the most popular one in China. Since WeChat has been released new version with functions for business, WeChat marketing has started to become a hot topic which concerned by many enterprises. Enterprises push information and hold activities by using WeChat functions such as “Subscription Account”, “QR Code”, in order to obtain more attention and reach more sales. The purpose of this dissertation was to study factors that will influence users’ participation in WeChat Marketing.

Based on the Technology Acceptance Model, marketing features and social characteristics are also considered in the research model. After running Factor Analysis, Usage Performance, Privacy Concern, Perceived Entertainment, Perceived Interactive, Subjective Norm, Perceived Behavioral Control were the new independent variables; Attitude as the immediate variable; Behavior Intention as the dependent variable. Final result shows that Usage Performance has significant positive impact on Attitude and Behavior Intention. Perceived Entertainment and Perceived Interactive have significant positive impact on Attitude. However, Privacy Concern has not significantly influence on Attitude. Subjective Norm has significant impact on Attitude and Behavior Intention, while Perceived Behavioral Control has not significantly influence on Attitude and Behavior Intention.

Key Word WeChat WeChat Marketing Behavior Intention Technology Acceptance Model

JEL Classification M3 M31

Abstracto

Com a penetração de *smartphones* e Internet móvel, Ferramentas de Mensagens Instantâneas tornam-se num dos mais importantes canais desenvolvidos de forma a satisfazer a necessidade de comunicação. Derivado pela forte procura, WeChat é a ferramenta de mensagens instantâneas com maior crescimento, gradualmente substituindo outras plataformas como QQ e Weibo, tornando-se num dos mais populares na China. Desde o surgimento do WeChat com novas funções para os negócios, o seu marketing tem começado a ser um importante tópico de análise por muitas empresas. As empresas enviam informação e mantêm actividades usando a opção de “Registar Conta” e “código QR”, de forma a obter maior atenção e obter mais vendas. O objectivo desta dissertação consiste em estudar os factores que influenciam a participação dos usuários no marketing do WeChat.

Com base no Modelo de Aceitação Tecnológica, recursos de marketing e características sociais também são considerados no modelo de pesquisa. Depois de executar uma análise factorial, as variáveis independentes foram Desempenho de Uso, Preocupação com a Privacidade, Entretenimento Percebido, Interactividade Percebida, Norma Subjectiva, Controlo Comportamental Percebido; tendo como variável imediata Atitudes, e Intenção de Comportamento como variável dependente. Os resultados finais mostram que o Desempenho de Uso tem um impacto positivo significativo nas Atitudes e Intenção de Comportamento. Entretenimento Percebido e Interactividade Percebida têm um impacto positivo significativo nas Atitudes. No entanto, a Preocupação com a Privacidade não tem influência significativa nas Atitudes. Normas Subjectivas têm um impacto significativo nas Atitudes e Intenção de Comportamento, enquanto que o Controlo Comportamental Percebido não tem influência significativa nas Atitudes e Intenção de Comportamento.

Palavras-chave: WeChat WeChat Marketing Intenção de Comportamento Modelo de Aceitação Tecnológica

Classificação JEL M3 M31

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List of Abbreviations

PU	Perceived Usefulness
PEOU	Perceived Ease of Use
PE	Perceived Entertainment
PIR	Perceived Interactive
PIF	Perceived Inteference
PR	Perceived Risk
ATT	Attitude
SN	Subjective Norm
PBC	Perceived Behavioral Control
BI	Behavior Intention
UP	Usage Performance
PC	Privacy Concern
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior

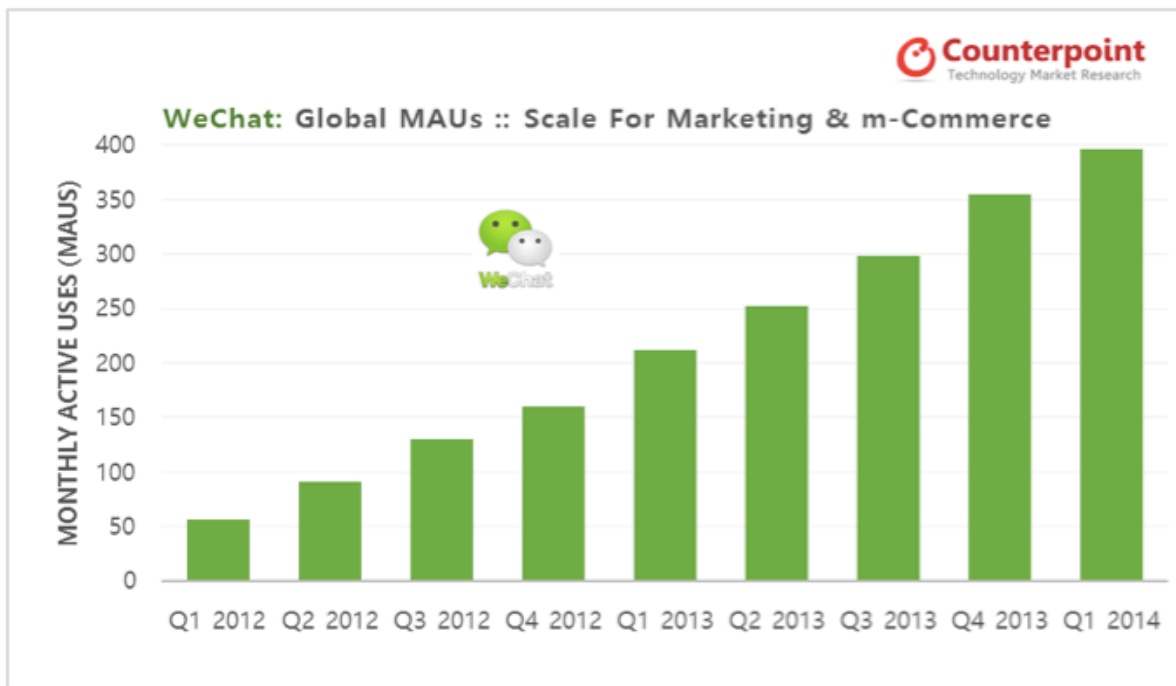
1 Introduction

WeChat was launched by Tencent Company in January 21st, 2011. It is a free application which provides instant messaging services for a smart phone. Users can send voice, video, images and text rapidly through mobile phone, tablet, and web. WeChat provides the Public Platform, Moment and other functions. Users can add friends by shaking, searching numbers, sweeping QR Code and viewing the nearby people. At the same time, WeChat users in the same group could share the contents within their friends and repost the contents that seen from Moment(Liao, *et al.*, 2013).

After launching for seven months, registered users has reached 15 millions. By November of 2013, WeChat registered users has more than 6 billions, more than 1 billions are international users and the others 4 billions are from China. Also active users everyday has up to 10 millions. The growth of WeChat Global MAUs could be shown from the graph below(Figure 1), The MAUs has been increasing in a rapid speed, Earlier this year, Tencent, the company that owns WeChat, reported that four-year-old WeChat now has 549 million monthly active users (MAUs)(Kosoff, 2015). As WeChat 5.0 launched, enterprises and brands can use WeChat to develop business through theses four methods: 1,LBS 2,Public Platform 3,Moment 4,QR Code. So far, 90 millions enterprises and people have access to WeChat Public Platform, the marketing demand increase day by day, WeChat has become the biggest entrance of internet in China.

According to the data published by iiMedia Research(2013), users who use WeChat mainly are male(63%); from the age, 20 to 30 young people are the mandatory users(74%); from the social status, colleague students play a big part of it(64%). As the market based on WeChat has a huge potential, it's important to study about the factors that will influence the users' behavior to join the activities that proposed by the enterprises. The research is focus on the people which active on WeChat, and aim to help enterprise to be more precise when communicate with customers and develop more efficient ways to maintain customers.

Figure 1 WeChat Global MAUs



source: www.counterpointresearch.com

2 Literature Review

2.1 WeChat

2.1.1 Definition and Features

WeChat (literally “micro message”) is a mobile app, allowing text and voice messaging communication service. It was developed by Tencent in China. It was also regarded as the future marketing tools after Weibo. However, WeChat is not like Weibo, it is not a broadcast platform but a one to one platform that allows brands and users to create small (less than 100 members) groups (Roberg, 2014). WeChat also provides social media networking via photo/video sharing, shared streaming content feeds and location-based social plug-ins (“Shake”, “Look Around”, and “Drift Bottle”) to chat with and be friend with local or international WeChat users. The app now generates 700 million location-based activities each day. (Philip, 2013) According to Kaplan (2014), “*WeChat, has been building an entire ecosystem of inter-related services and functions that can be integrated directly within WeChat. [...] WeChat user can now shop, book hotels, play games with friends, buy and sell stocks, purchase flight tickets and do many other things without ever leaving the app.*”

2.1.2 Literature Review on WeChat

So far, the studies on WeChat mainly focus on four aspects: first, the broadcast system; second, the influence to social life; third, the impact on social media and fourth, the WeChat Marketing. WeChat is mainly operated on the point to point broadcast system, and the broadcast content is private and personal. It is a communication app that based on the strong human relationships(Fang, *et al.*, 2013). In February 2011 , John Doerr first proposed the concept “SoLoMo”, which combine “Socia”, “Local” and “Mobile”, and WeChat becomes the best application which presents this innovative idea in China. For WeChat users, it’s not more a simple social app, it becomes a life style. By using WeChat, Users can buy product, and call a taxi and distribute “Red pocket” and so on, it totally change every aspect of our life and make it become more easier and convenient(Chou,2014). Han, *et al.*, (2014) studied the motivation of users to accept WeChat, taking the Usage and Expectation Theory as basic model, the result showed that obtain information, social network, and functional experience have significant impact on motivation. When comes to the social feature of WeChat, Zhou(2014) did a research among 319 students, the result showed that WeChat has positive impact on expending social circle, inspire subjective participation, and realise self-value, strengthen relationship.

2.2 WeChat Marketing

2.2.1 WeChat Marketing Tools

Zhang(2013) defined WeChat Marketing as a marketing strategy which offer enterprise to use the Public Platform, through the transfer of valuable information to users and finally realize the goal that strengthen the brand and product, make good service or sales. WeChat marketing activities have five methods to connect with users as following.

Drift Bottle

Users can choose voice or text messages to make a "Drift Bottle," which they throw into a virtual “sea”. If someone picks up the bottle, they can start a conversion. China Merchants Bank, one of the popular case by using “Drift Bottle” to improve brand reputation by taking actions of charitable. It used the function to send messages to users outside their circles. For every 500 replies, the Bank would donate professional training courses to autistic children around China. “*People don’t buy what you do, they buy why you do it.*” (Schuster, 2013)

QR Code

Users can add a friend or follow subscription accounts by scanning their QR Code. It's a good way for brands to start an O2O (online to offline) model (which combines digital and real-life actions) by setting up their own QR Code, then attracting people with information about discounts and special offers, designed to drive them to brick-and-mortar stores.(Harca, 2013)

Qunar launched a WeChat public account call center customer service. One of the most successful case of taking advantage of QR Code to promote is Qunar, as one of the largest online booking platform, developed QR Code scanning sharing button and coupons cloud wallet apps suitable for travel decision-making and travel products purchasing. Its WeChat customized menu had strong and useful functions. Since the launch of Qunar WeChat public account, its followers increased 2,000 per day. Qunar put a precise-target, small-scale and high Return On Investment(ROI) social marketing into practice on WeChat public platform. Recently, several travel products snap up were limited within WeChat followers. *"WeChat selected consumers by multiple labels (city, gender, inquiring records, purchase history, preference) and invited them to the promotion activities. One of the activity sold out 150,000 travel products in two hours"*(Physeon, 2014).

Location Based Services

WeChat offers location-based services - users can choose "find people nearby" under the "friend" option. Brand accounts can find their target clients through the "person near you" function and push messages to them. Location-based precision can make marketing more efficient(Cai, 2014). One of the representative example is Mercedes-Benz Arena, the company created a bilingual English-Chinese navigation menu with weekly updated content. The account also features a calendar, information on upcoming shows, stores, and restaurants, Arena Location LBS (location-based service), and customer service. *"A new tool that will also go live in a few weeks is an internal WiFi system allowing thousands of customers to go online when at the arena, as well as a WeChat check-in option allowing customers to collect loyalty points regarding their location or the shops, restaurants, and shows they attend and spend money at"*(Daily, 2014).

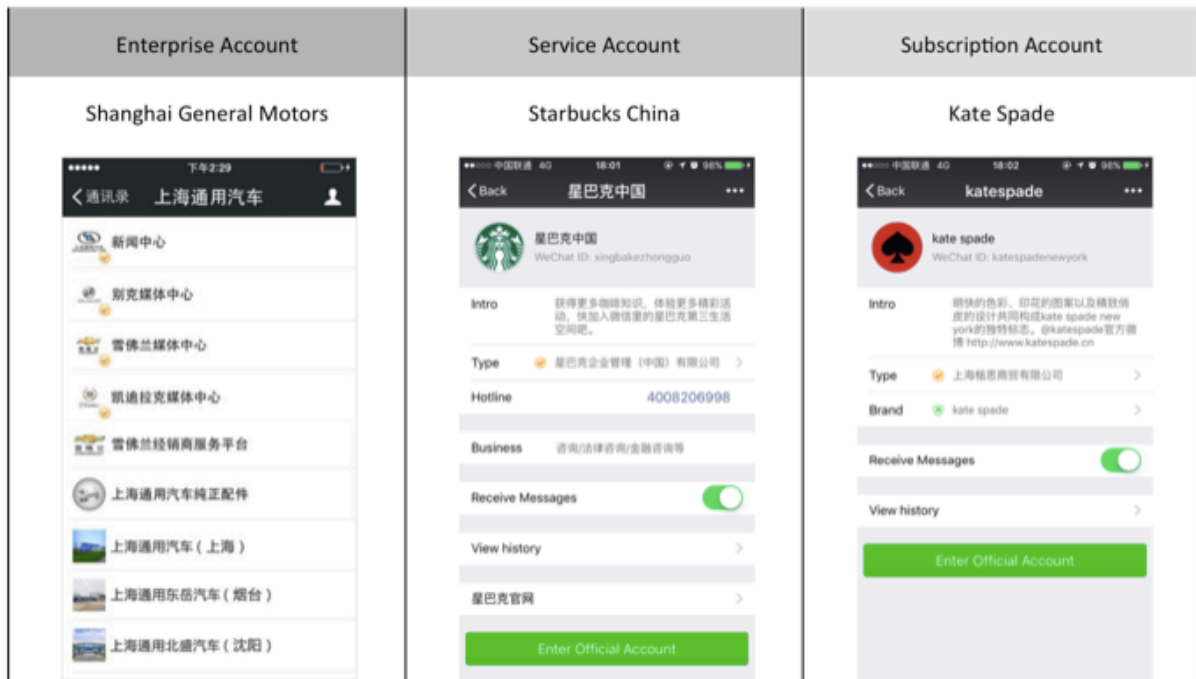
“Weishang”-Personal Account

Many people starts to do business through their own personal account, it was called “WeiShang” in Chinese. Most common is selling luxurious bags and cosmetics, clothes and so on. Their close friends and colleagues are the main targets. “Weishang” is trendy right now in China. It means that people share promotional messages on their “Moments WeChat feed” to tempt their friends to buy products(Gentleman, 2015). Senior e-commerce industry observer Gong(2015) estimated that around 10 million people in China work in Weishang ventures, creating an annual turnover of 65 billion yuan (US\$10.5 billion), including 45 billion yuan (US\$7.25 billion) through posting on Moments, 15 billion yuan (US\$2.4 billion) through on-line shops, and 10 billion yuan (US\$1.6 billion) through e-commerce channels. *“How does Weishang work? A woman, for example, buys twenty sweaters at a wholesale price, then takes a selfie wearing one. She sends this out to her 300 contacts on WeChat. Though the message includes neither the price nor much of a sales pitch, since both may be monitored by Tencent, she will often get back replies asking how to buy and how much. The sales are closed either by phone call, or through voice messaging over WeChat, with payment sent directly to the seller’s bank account”*(Fuhrman, 2015).

Official Account

There are three kinds of Official account, which includes subscription account, service account and business account(see figure 2). Subscription account allows the account manage to broadcast one message everyday. With service account, companies can build own websites, get inquiries and broadcast own promotion within WeChat official account followers. Business account can broadcast unlimited information and these messages will be show on the top of the WeChat users’ discuss area. Brands can send one message per day to their groups and can also create post on their official brand pages. Because WeChat is not mass broadcasting, many brands are looking to create O2O (online to offline) content. *“Brands are offering special discounts and access to events through their WeChat groups. This strategy is strengthening brands CRM systems and creating strong one to one relationships”*(Roberg, 2014).

Figure 2 Types of Public Account



source: www.socialbrandwatch.com

2.2.2 WeChat Marketing Theories

Considering the benefits of developing business on WeChat, the main benefit is increasing sales numbers. When customers become confused or have questions that can make or break a sale, you can immediately communicate with them and provide solutions. You can also make on-line promotion message to them directly and automatically. On the other hand, brand can also benefit from WeChat marketing. By creating a customer database through official account, brand can access their basic information and customer service information. This makes it convenient for you to see what questions are most cared about by customers and how is the distribution of age and gender. From the data and also the feedback from customer, brand could make further decisions and build strategies towards different targeted groups more efficiently and precisely (Catchymarketing, 2013). According to Grata (2014) *“There is no cost to register, but there is a 300RMB (around US \$41) annual fee if you choose to verify your account to get access to the many advanced API/features.”* Thus, it is low cost to own an official account, and get access to enormous user database. WeChat has become an important tool for brands in order to increase the consumer communication. Consumer use WeChat for collect information, opinions and comments about products and companies. Although they are

not thinking in purchase, they are open to the idea if it is well targeted. *“For companies, WeChat has advantages such as real-time interactivity which allows an efficient relationship management and consumer service. The change to offer a personalized treatment, WeChat has become in a useful tool to engage consumers and fans”*(Olivier, 2015). In conclusion, WeChat marketing have key advantages of increasing sales numbers, improve efficiency of decision making and promotion, low cost, real-time interactivity, and engage more customers. There are many researches also demonstrated characteristics or advantages of developing WeChat Marketing, for example, Topway(2013) indicated five characteristics of WeChat Marketing, High Arrival Rate, High Exposure Rate, High Acceptance Rate, High Accuracy and High Convenience. However, the classification is similar to the key characteristics or advantages concluded as above. According to the characteristics of WeChat marketing, it mainly related to Precise Marketing, Relationship Marketing and Word of Mouth Marketing.

Precise Marketing

Precise Marketing means using all sorts of new media to push marketing information to the audiences in a precise manner. The purpose is to both save marketing cost and maximize marketing effects. With the rapid development of technology and mobile internet, the latest O2O business model means that the location-based precision can also make marketing more efficient(Cai, 2014). Also “precise” could be represents to target customer group precisely, for example, Jumei is a Chinese brand cosmetics and skincare product group buy website. *“Jumei targets at female customers precisely, with content catering to the need of female consumers, such as skincare methods, how to look pretty, fashion circle, in fashion and group buy information. Jumei WeChat official account supports Alipay and pay on delivery, stimulating consumption greatly”*(Sabrina, 2014).

Relationship Marketing

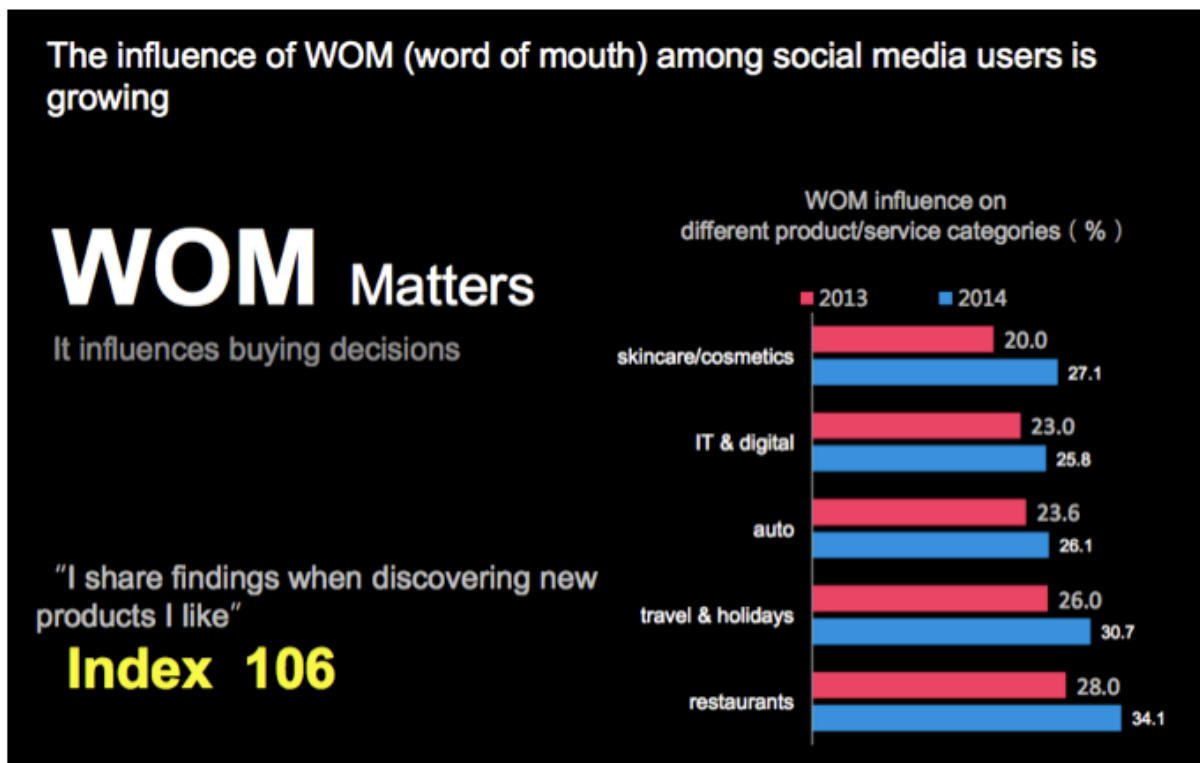
Relationship Marketing is *“a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales”*. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads(Rouse, 2014). WeChat is a CRM magnet. One of its best uses is for customer relationship management and loyalty programs that allow a more personal and

one-to-one conversation between brands and their followers. These conversations are personal and cannot be seen by the brand's other followers, giving it a more intimate feeling and resulting in a rich two-way conversation that makes users feel engaged and hence, makes them more loyal to the brand. One of the popular case is Coach, sponsored a combined Weibo/WeChat campaign. Anyone who texted "Modern New Yorker" to Coach's WeChat account received nine puzzle pieces of a photo of brand ambassador Leehom Wang. *"They could then upload the completed image on Weibo for the chance to win a Coach poster autographed by the superstar. This helped Coach interactive with their followers while also adding depth to their New York heritage"* (Sabrina, 2014).

Word of Mouth Marketing

The 2015 edition of the Kantar China Social Media Impact Report captures the growing influence of word-of-mouth on Chinese consumers. *"Over the last year, social media users' reliance on WOM when making purchasing decisions has grown across categories – particularly for cosmetics, restaurants, and travel."* As a population that has rapidly been exposed to new brands and products through digital and social, while simultaneously gaining access to the world through easing travel policies and growing wealth – Chinese shopper archetypes are heavily reliant on recommendations from friends and relatives as consumers place the most trust in shared knowledge from within their immediate circles to navigate new landscapes(Kantar, 2015). As the majority of the users in WeChat, College students are loyal users of WeChat, its pursuit of individual style, with a convergence of psychology and the "conformity" and other characteristics make the WeChat word of mouth marketing with deep social, precise propagation characteristic strongly adapt. Therefore, the WeChat word of mouth marketing will generate even more profound impact on consumer behavior(Tang & Mai, 2015).

Figure 3 The influence of WOM among social media



source: www.resonancechina.com

2.2.3 Literature Review on WeChat Marketing

Guan (2012) described the generation of WeChat that its' mission as : the generation of a social application, the real competitive advantage is its' ability to generate business value rather than have a large user base. Long(2013) demonstrated that the core of WeChat marketing is to increase the amount of positive exposure, and moving to precision marketing , which leads to all marketing channels are open to users. Wang(2013) declared that the significance of WeChat marketing is to achieve self-promotion, in fact, this is core that leads to the success of WeChat marketing. The implementation of this model, by using the old customers to develop new customer is the key to explore WeChat marketing. Xiong(2014) mentioned that there are mainly three models of APP marketing, including the advertising model, user participation model and shopping sites transplant model. Since the APP platform has these low cost, precision, richness and persistence characteristics which attract many companies to join it.

So far, the studies on WeChat Marketing can mainly separate into two categories: first, explore analysis of factors that might influence development of WeChat marketing; second, empirical analysis of model with different factors that might influence user acceptance or participant in WeChat marketing. Qiu(2014) regards WeChat as a hot platform on which enterprises develop marketing strategy through word-of-mouth. She pointed out that user as a information sender has its ID information open for public, the motivation of broadcasting, the professional and interesting information, the professional ability of acceptors will influence the reliability of the WeChat word-of-mouth information. Wang(2014) indicated that precision of information and one to one interaction is the most remarkable factors that influence brand attitude, and brand attitude is the important factor on purchase intention. And then purchase intention has significant impact on purchase behavior.

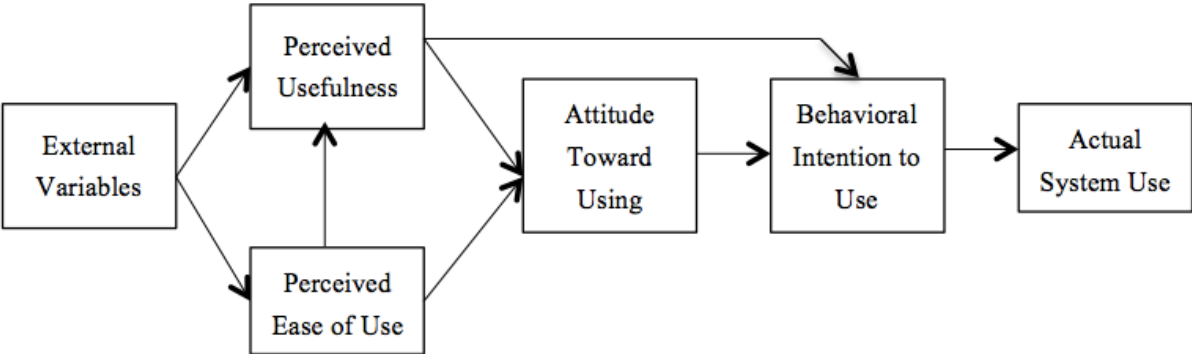
2.3 Theoretical Model

Technology Acceptance Model (TAM) was developed by Davis *et al.*, in 1989, combined expectations theory and self-efficacy theory on the basis of theory of reasoned action (TRA), proposed to describe and study users' adoption behavior towards new techniques or information systems. It believes that behavior depends on the attitude, including Perceived Usefulness and Perceived Ease of Use these two main factors. Through a lot of empirical research, Technology Acceptance Model was shown to be effective estimate whether users can adopt information technologies, and analyse factors that influence individual acceptance of new technologies. Now, with the Internet background, Technology Acceptance Model is being widely used in theoretical and empirical research on user accepting the Internet, online shopping, and mobile commerce.(Peng, *et al.*, 2009). On the basis of TAM model. Lei Zheng(2013)developed a study on factors that impact user Adoption of WeChat, based on the Technology Acceptance Model(TAM), and combined the Network Externalities, Perceived Fun, Perceived Risks, Trust and Subjective Norm these variables. He found out that all variables "Perceived Usefulness, Perceived Ease of Use, Perceived Fun, Perceived Risk, Trust and Subjective Norm" have impact on WeChat Adoption. Meanwhile, Gender, Age, Education Level and Network Experience have significant impact on WeChat Adoption. However, Income Level and Marital Status does not have significant impact on WeChat Adoption. Wang(2013) from the users' perspective, executed a study on users' intention and behavior with a Technology Acceptance Model framework and the reference from Uses and Gratifica-

tions Theory. The result indicated that People who are between 19 to 35 years old, and with high education background are the majority of users. Subjective Norm are the most important factor that influence users' intention and behavior the most. The usefulness of WeChat is better to stimulate users' intention and users consider usefulness and ease of user are the same important. Wu(2013) from users' point of view, carried out a study about factors that influence users' attitude, based on the Technology Acceptance Model, added Perceived Fun and Network Externalities two variables, also increased user characteristics as extrinsic variable. The result showed that Perceived Usefulness, Perceived Ease of Use and Perceived Entertainment have significant positive impact on Attitude; Network Externalities has indirect impact by influence these three variables. Perceived Ease of Use and Network Externalities have positive impact on Perceived Usefulness; Perceived Ease of Use has positive impact on Perceived Entertainment. Chen(2012) studied the users' adoption of WeChat, and he found out that Perceived Usefulness could not well explain Intention, while Social impact, Motivation, Privacy concern are three important dimensions that would affect Intention. Within all variables, Social Impact, Improper Access, Low Consumption Cost, Perceived Ease of Use, Interpersonal Communication are the key factors that influence Intention.

Since the goal of this study focus on the Behavior Intention of users toward marketing activities, it does not involve the conversion of specific acts, therefore abandon the variable "Actual Behavior".

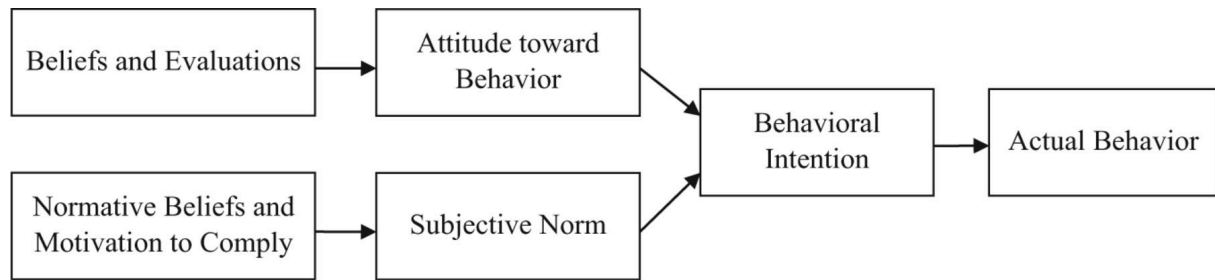
Figure 4 The Technology Acceptance Model, version 1. (Davis, Bagozzi & Warshaw, 1989)



Fishbein & Ajzen(1975) declared the Theory of Reasoned Action(TRA) model, they demonstrated that actual behavior is decided by the users' Behavior Intention. And the

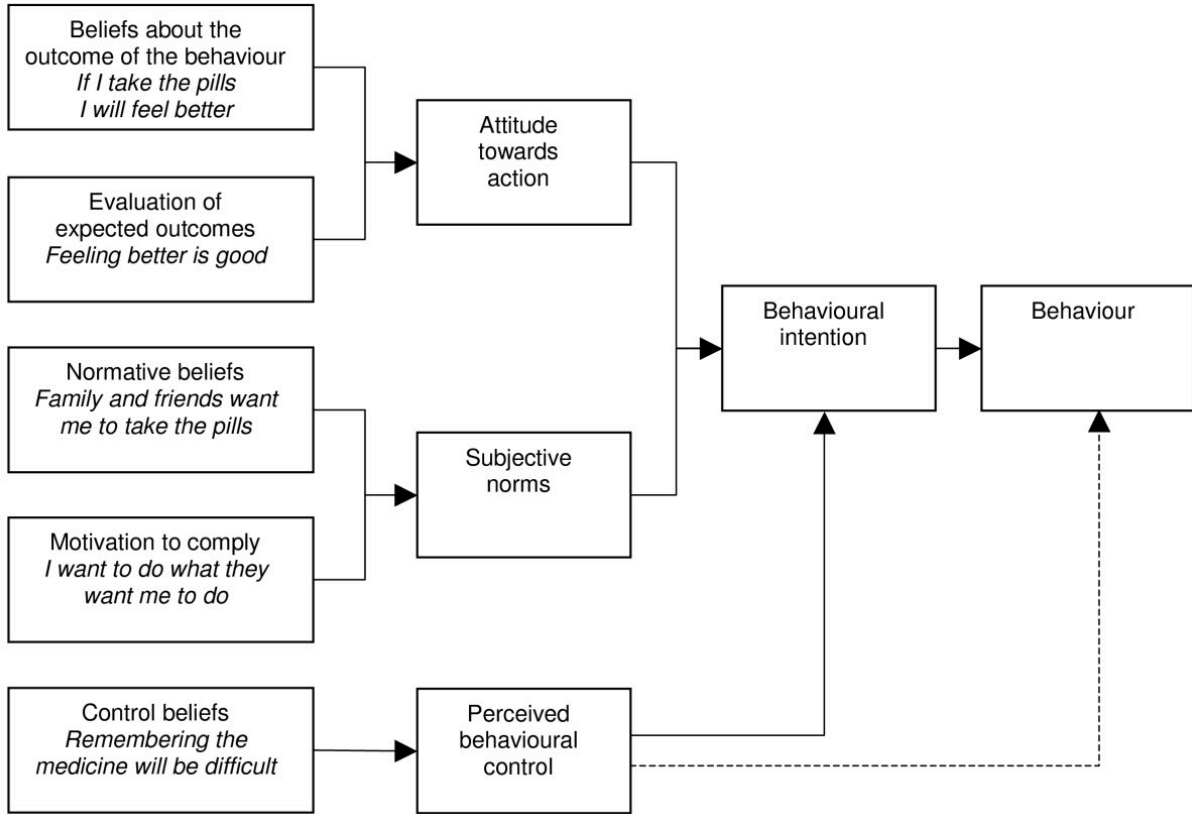
Behavior Intention was decided by attitude toward behavior and Subjective Norm. In the field of information technology research, based on the TRA model, Chou(2014) studied WeChat marketing strategy basic on the college student’s intention in online shopping. She adopted attitude as the immediate variable, and proved that attitude has significant impact on Behavior Intention.

Figure 5 Theory of Reasoned Action Model. (Fishbein & Ajzen, 1975)



TPB (Theory of Planned Behavior, TPB) is proposed by Ajzen (1991), is inherited and improved theory of rational behavior. This theory insists that human behavior is deliberate results. Ajzen consider all factors that might indirectly affect the performance of behavior is via behavioral intention. The Behavior Intention affected by three factors, the first is from the personal perspective toward taking a particular action attitude. The second is from the "Subjective Norm", and the third is from the "Perceived Behavioral Control." In general, when the more positive attitude, the stronger the individual's behavioral intentions. The more positive Subjective Norm, the stronger behavioral intention. And the more positive Perceived Behavioral Control, the stronger behavioral intentions. Ma(2012) clarified “Subjective Norm” and “perceived behavioral” control under the category of “social need”, in the study on Customers’ Behavior of Micro-message Software in China, he verified that Subjective Norm and perceived behavior control have significant impact on Behavior Intention

Figure 6 Theory of Planned Behavior. (Ajzen, 1991)



3 Research Model

3.1 Research Hypotheses

Perceived Usefulness

According to the definition of Davis (1989), Perceived Usefulness refers to the degree to which a person believes that using a particular system would enhance his or her job performance. In short, when people use a new information technology, the degree of benefit obtained. Davis believes that Perceived Usefulness will affect users' wiliness to use this technology. Later, some relative academic researches also confirmed the Perceived Usefulness of attitude has a positive impact toward users' Attitude. User regards the more useful of WeChat, the more interaction they will go through with enterprises.

H1a. Perceived Usefulness has significant positive impact on Attitude.

H1b. Perceived Usefulness has significant positive impact on Behavior Intention.

Perceived Ease of Use

According to the definition of Davis (1989), the Perceived Ease of Use is the degree to which a person believes that using a particular system would be free from effort. When people use a new information technology, the task can be understood and easy to operate. Davis (1989) proposed in the Technology Acceptance Model that Perceived Ease of Use will strength Perceived Usefulness, both combined to be affective to Attitude.

In this study, Perceived Ease of Use is defined as the degree of ease of use for users, such as WeChat is easy to operate, easy to communicate and so on. WeChat is different from any previous social media, message can be sent directly through voice, video to friends, and the new feature “Scan” that make more easier for users to deliver information. Wang *et al.*, (2011) also confirmed that Perceived Ease of Use will affect users online operations. If WeChat is easy for users to operate, easy to find their own information, that they have a positive attitude and also regards it as a reliable software. Only when users find out that WeChat is easy to use that they will discover the other functions. If a software is difficult to use, even if the software has lots of function, users would not find out.

H2a. Perceived Ease of Use has significant positive impact on Perceived Usefulness.

H2b. Perceived Ease of Use has significant positive impact on Attitude.

Perceived Entertainment

Trevino(1992) found out that through the online communication, “Flow theory” can greatly interpret the effect of Perceived Entertainment in the process of user accepting information. “Flow” also called "Optimal experience" is a concept developed by Csikszentmihalyi(1990). “... *flow – the state in which people are so involved in an activity that nothing else seems to matter; the experience itself is so enjoyable that people will do it even at great cost, for the sheer sake of doing it.*” In the study of consumer behavior, many researches demonstrated that Perceived Entertainment has significant effect on user acceptance of information technology. While Xiao(2012) studied users’ adoption behavior of mobile advertisement, he illustrated that the entertainment of information content has significant effect on attitude of user to accept mobile advertisement. Jiao(2013) proved that Perceived Entertainment has

significant effect on adoption of social media of users. He stated that when designing the adoption of social media model, Perceived Entertainment should be take in consideration, in the meanwhile, he also advised enterprises should pay attention to user's Perceived Entertainment when doing social media marketing promoting. In the article of Xiong(2014) which study the impact about APP marketing on the consumer purchase behavior, she considered Entertainment as one of important elements of APP marketing, and the empirical result also proved that Entertainment has significant effect on how user perceived the value, brand, usefulness, which means it indirectly influence user buying behavior. WeChat as an instant messenger, including the function of deliver information and entertainment. For example., "Shake" and "Drift Bottle" these functions are developed in order to improve the entertainment, also users follow Subscription accounts are not only eager to obtain useful information but also interesting content. Therefore, it is important for enterprise to entertain users, attract users to follow, in oder to promote their marketing activities.

H3. Perceived Entertainment has significant positive impact on Attitude.

Perceived Interactive

Fang(2013) indicates that the value of WeChat marketing is its interactivity. Interaction is a two-way process. Interaction between businesses and consumers can operate and establish a good relationship. The advantage of WeChat marketing is that it is one to one communication, although the process is interactive, but consumers in the dominant position. Enterprises should take care of the emotions of users and make them happy with your services, because it could lead to user perception on your brands.

H4. Perceived interactive has significant positive impact on Attitude.

Perceived Interference

In the experimental research which done by Sun, Zhou, *et al.*,(2014), Non Interference is one of the most important key factors that experts considered. The research based on the Delphi method, and done by twice questionnaire for experts to fill in, and then come to the result that Non Interference has significant effect on user willingness to use WeChat as a tool to book a hotel, receive hotel promotions and so on. In the process of WeChat promoting, when subscription account or individual account post or push new information, users can receive immediately, therefore, when enterprises push too much news or your friends who post the

pictures of products too often, users will be annoyed because of these high frequency disturbance. This could probably lead to a bad user experience, and also a negative comment on the enterprise or individual promotion. Once users will not willing to accept information, they might cancel following the subscription accounts or individual accounts.

H5. Perceived Interference has significant negative impact on Attitude.

Perceived Risk

In case of Wechat, if users do not trust the behavior of enterprises and operators, they assume that there is a risk. According to the definition of Deutsch (1962), trust is an element that collaboration with others. Dwyer *et al.*, (1987) regards that trust is the party rely on the other, at the same time, be able to make each other's benefit from solving power conflicts. Coleman (1990) refers that trust were in no case, who believe that trusted person, and he is willing to take risk. Network not only bring us convenience, but also increases the uncertainty. Zhao(2011) in a study of factors that influence people using willing concerning mobile social, confirmed trust will affect the user wiliness. WeChat is generated based on the Internet, users trust to WeChat will affect user wiliness to use. If users have confidence with operators, and believe operators will meet the needs and achieve promise, then they will use WeChat.

If user think highly of their privacy, they assume that there is a risk. According to the definition of Stone(1983), privacy is the ability of a person to control personal information. Internet privacy concerns as concern about opportunistic behavior related to personal information submitted over the Internet (Dinev,2004; Hart,2006). This article will focus on users concern about privacy through using WeChat. For WeChat, when they follow the companies, users require to provide personal information to subscription account, which will involve privacy issues. Once your information is leaked or used for other purposes, the user will reduce the use of WeChat, directly affect the Behavior Intention.

H6. Perceived Risk has significant negative impact on user's Attitude.

Subjective Norms

Subjective Norm is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations. In other words, *"the person's perception that most people who are important to him or her think he should or*

should not perform the behavior in question" (Fishbein & Ajzen, 1975). Cao(2008) illustrated by empirical research that Subjective Norm, attitude, Perceived Ease of Use play an important role in using mobile business.

H7a. More intense Subjective Norms will has significant positive impact on attitude.

H7b. More intense Subjective Norms will has significant positive impact on Behavior Intention.

Perceived Behavioral Control

Ajzen(1991) defined it as *"individual's perceived ease or difficulty of performing the particular behavior"*. It is assumed that Perceived Behavioral Control is determined by the total set of accessible control beliefs. Ma(2012) indicated that Perceived Behavioral Control has significant impact on Behavior Intention in the study on customers' behaviuor of micro-message software in China. She pointed out that Subjective Norm and perceived behavior control are two important elements that might explain user behavior as a person in a social life. And she suggested the researchers keep on study user social characteristics by taking these two factors as reference.

H8a. Perceived Behavioral Control has significant positive impact on Attitude.

H8b. Perceived Behavioral Control has significant positive impact on Behavior Intention.

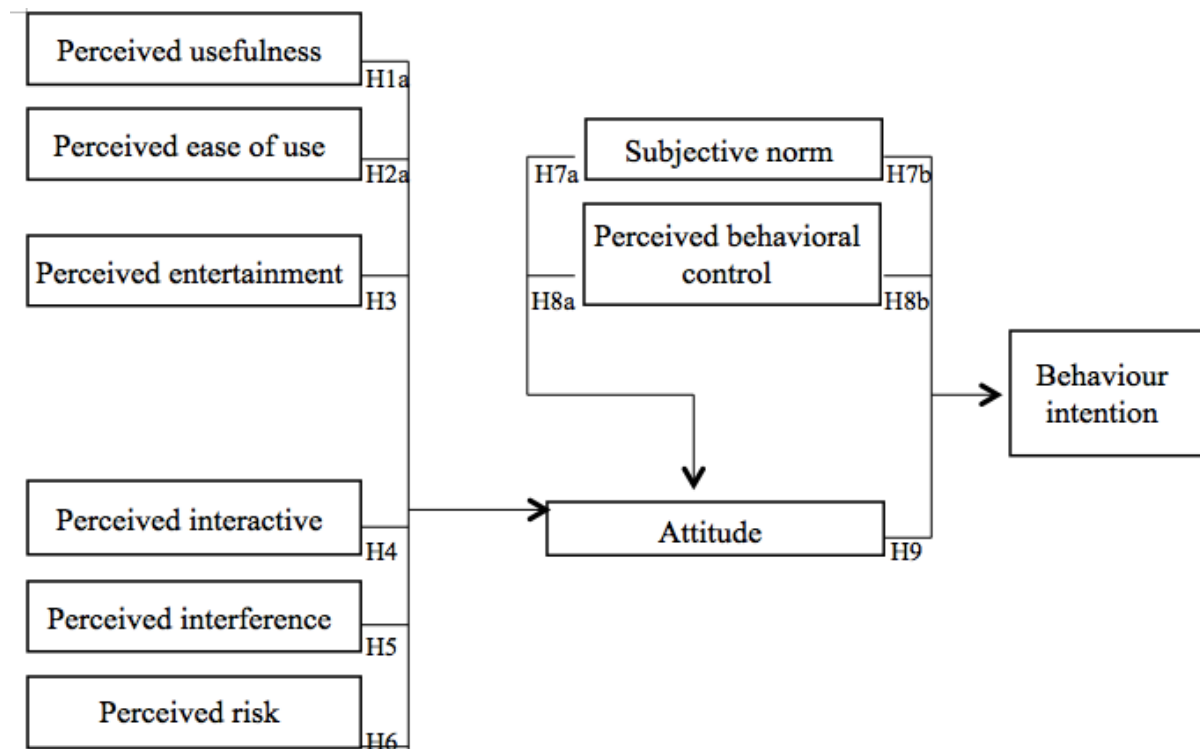
Attitude

Attitude is the intermediate variables in this research model. Fishbein & Ajzen (1975) proposed a theory of reasoned action, attitude refers to individual positive or negative feelings and evaluation of a target behavior. There is also a strong correlation between the behavior of individual attitudes and intentions. In fact, in many studies, attitudes are treated as a intermediate variable. It is generally believed that a person's attitude towards a thing to some extent will affect his or her judgement and evaluation, then affecting the willingness to use. According to technology acceptance model, the individual's attitude will directly affect the wiliness to use.

While using WeChat, attitude could be positive or negative. Behavioral intention is to represent the wiliness that a person want to accomplish a goal, Technology Acceptance Model (Davis, 1989) believes that the individuals' behavior to use the information technology is decided by intention. Later, Pavlou's(2004) study confirmed the correlation between intention and behavior. Whether theory of reasoned action or technology acceptance model, all regards attitude is the key factor that affecting user behavior willingness. Academia has gradually confirmed this opinion. This article will continue with this assumption.

H9. Positive attitude will has significant positive impact on Behavior Intention.

Figure 7 Proposed Research Model



3.2 Variables Definition and Questions

Perceived Usefulness

Perceived Usefulness refers to users consider that WeChat can help them improve efficiency and save time when communicate with enterprises, colleagues, friends, etc. Enterprise send

products information or relative information frequently to users through their subscription account. Users can decrease the time cost of searching information, in the mean time, enterprises by sending the promotion in time, in order to improve the consumption, also they offer a feedback and consultancy platform for users, will can help the users to solve their problem in a short time.

No.	Question	Reference
PU1	By using WeChat, i feel more efficient in communicating with people	1,Davis(1989)
PU2	By using WeChat, I get more useful information	2,Taylor(1995)
PU3	Shopping by scanning QR Code can help me save time and improve efficiency	3,Lei Zheng(2013)

Perceived Ease of Use

Perceived Ease of Use refers to users consider it is easy to attend WeChat marketing activities and easy to operate and control the buying and payment process. When users are checking posts and reposts information, they always find activities held by enterprises to throw back “Drift Bottles”, to scan QR Code, or to follow their subscription accounts.

No.	Question	Reference
PEOU1	The design of WeChat interface is friendly	1, Davis(1989)
PEOU2	The steps of operate WeChat are easy	2,Thong, Hong&Tam(2006)
PEOU3	It is convenient to buy products though WeChat	3,Feng Sun(2015)

Perceived Entertainment

Perceived Entertainment refers to user obtain enjoyable and joyful experience from interesting information, behavior, communication in the process that joining the WeChat marketing activities.

No.	Question	Reference
PE1	It is interesting to repost marketing activities, e.g.collect “like” for prize	1,Childersw(2001)
PE2	It is interesting to follow subscrip-tion account	2,Shang(2005)
PE3	It is interesting to scan brand QR Code in order to get promotion and discount information	

Perceived Interactive

Perceived Interactive refers to enterprises will arrange a group of people be responsible for the custom service and online marketing. User can contact with enterprises when they have any questions about the products and services and get reply or feedback in time. Enterprises will push information to users frequently and hold activities for users to join with them. When enterprises interact with users more often, users could be more familiar with brands and products. A good interaction will help with good users experience which could lead to higher consumption.

No.	Question	Reference
PIR1	Enterprises push information and interact with me frequently	Feng Sun(2014)
PIR2	I can comment on the products and service of enterprises	Bo Wei(2008)
PIR3	I can get feedback from the enter-	

	prises	
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Perceived Interference

Perceived Interference refers to users receive too much advertisements from enterprises, or enterprises send the information too frequently or in inappropriate time for example, at night before your sleep. And users' opinion on the marketing advertisement which not only from the "subscription accounts" but also on their "friend's circle", for example, their friends sell clothes on his/her private account, which means he/she will post many pictures on the Moment which will show on your page as well. Or some friends will repost the marketing activities held by some brand and trying to collect certain number of "like" for a prize. People might feel disturbed or interfered by these behaviors.

No.	Question	Reference
PIF1	The frequency and time of pushing information by the enterprises will interfere me	1, Brackett & Carr (2001)
PIF2	People repost brand marketing information will be annoying	
PIF3	Enterprises post marketing activities in WeChat will be annoying	

Perceived Risk

Perceived Risk refers to users concern about risk that might inside these these aspects, product information, personal information, payment information. Not all the information online are reliable, you need to select the information that your consider to be trusted by your justification. Also, when you trying to get the discounts or join the activities, enterprises always need to follow their subscription accounts first, which means that you need to authorised them to obtain your personal account information then you can join it, people who think highly of their privacy might realise the risk between these process, because you don't

know how they will use your information, or whether they will use it for cheating others. Last but not the least, WeChat developed the payment function by cooperating with“ALIPAY”, you can link your bank account to the app, or use the WeChat “Red Pocket” to finish the payment. People might think over that if the enterprises account will be true, it is the risk that could generated in online payment.

No.	Question	Reference
PR1	I will be nervous if enterprises ask me for authorization	Malhotra(2004)
PR2	The content of WeChat marketing promotion could be fake	Bo Wei(2008)
PR3	The payment method of WeChat could be unsafe	Feng Sun(2014)

Attitude

Attitude refers to user general perception on using WeChat, it could be positive or negative, and also how users think about that WeChat as a marketing tool. User attitude will influence Behavior Intention for joining marketing activities.

No.	Question	Reference
ATT1	WeChat marketing is attractive for me	1,Goldsmith(2002)
ATT2	I consider it is wise for enterprises to develop WeChat marketing	2,Vijayasathy(2002)

Subjective Norm

Subjective Norm refers to user might affected by their friends, or families opinion through what they post and repost in the Moment and group, also users’ Behavior Intention to join WeChat activities will be influenced. For example, if your best friend is flowing brand and

consider their sell good product and he/she recommend to you, probably you will also follow it, because you always share same interests and taste with he/she to some extent.

WeChat is a platform that you can share the information in certain Moment, it is a more private communicate zone compare with other social media, such as Weibo, Facebook,etc. You need to be approved to add as a friend, then you can talk, share contents with him/her. User will only pick the friend that they want, which means, users in WeChat are more close and familiar with each other.

No.	Question	Reference
SN1	People who are important to me(e.g. families, friends) think I should follow subscription account	1,Fishbein&Ajzen
SN2	People who will influence my behavior(e.g. leaders, colleges) think I should follow marketing behavior	2,Pedersen
SN3	Many people around me has followed subscription account, I will follow it	

Perceived Behavioral Control

Perceived behavioral control refers to the control ability that people can perform their control believes. While using WeChat, there are a lot of information that you might need or you do not want it. You can control it by making some setting. Also, you can control to use or not to use function depending on your believes.

No.	Question	Reference
PBC1	I am able to use WeChat	1,Taylor&Todd(1995)

PBC2	I can control receive information or reject information by “unfollow” or “block”	2,Mengxiang Li(2010)
PBC3	I can control whether use or not use some function, e.g. “LBS”	3,Liang Ma(2012)

Behavior Intention

Behavior Intention refers to the willingness that user might join marketing activities, such as follow subscription account, answer back the “Drift Bottle”, or repost advertisement for collecting “like”, or even buying product from their friends’ personal business on WeChat, and so on.

No.	Question	Reference
BI1	In the future, I would like to use WeChat to buy products	1,Leida(2004)
BI2	I am buying products through WeChat, and I will keep on using it	2,Pavlou(2002)
BI3	In the future, I will suggest friends to buy products through WeChat	3,Vijayasathy(2004)
BI4	In the future, I am going to join WeChat marketing	4,Feifei Chou(2014)

4 Methodology

4.1 The Questionnaire

The questionnaire consists of 17 questions and divided into three parts.

The first part is about the demographic data including gender, study or working status, age and monthly cost, in order to study that if these elements has impact on users' attitude and Behavior Intention.

The second part is about the participation level, which including the frequency, interested level, using purpose. And there are also 6 situational questions, in order to study their participation level in WeChat marketing activities.

The third part is about the users' opinion to WeChat Marketing. Based on the predicted model, each variable is identified with 3-4 items in the questionnaire. Most of the items were designed and tested by the previous scholars, and Likert five-scale was adopted, with 1 representing totally disagree and 5 representing totally agree.

4.2 Pre-test

The questionnaire was distributed as a pre-test in order to check if the questions were properly understood by people, to check if reliability and validity of the whole questionnaire and each item. 60 samples were collected for the pre-test. Based on output result, the validity of some items were not so highly appreciate. Therefore, the author changed some items, deleted the least relevant items to make the questionnaire to have higher reliability and validity.

4.3 Data Collection

The questionnaire was distributed through Internet by sharing the link in WeChat and QQ. 350 samples were collected and considering the reliability and validity of the samples, the study filter data according to the following criterias:

Pick the same answer for all questions

Pick the answer randomly

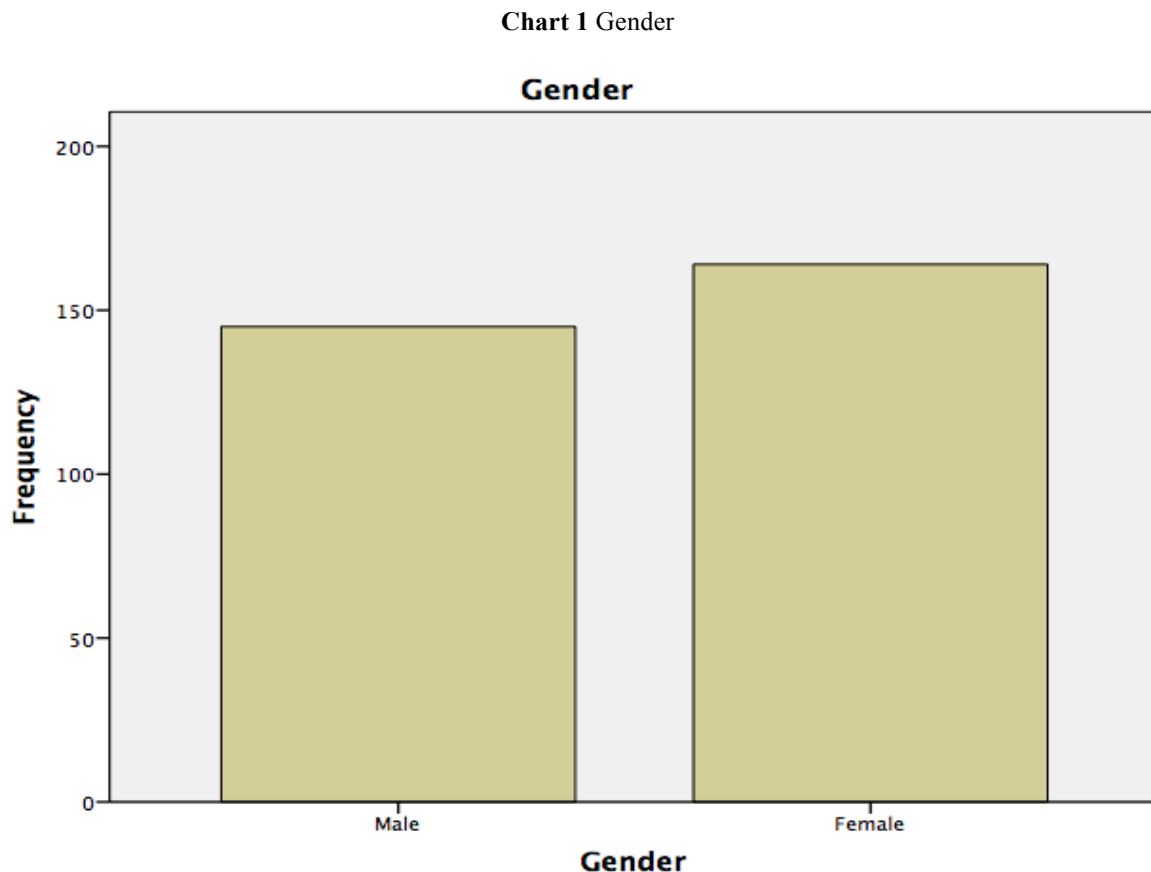
The total time to answer is too short compared to the average

41 samples were unqualified based on the criterias. 309 valid samples are extracted into the final analysis. The valid response rate is 88.2%.

5 Data Analysis

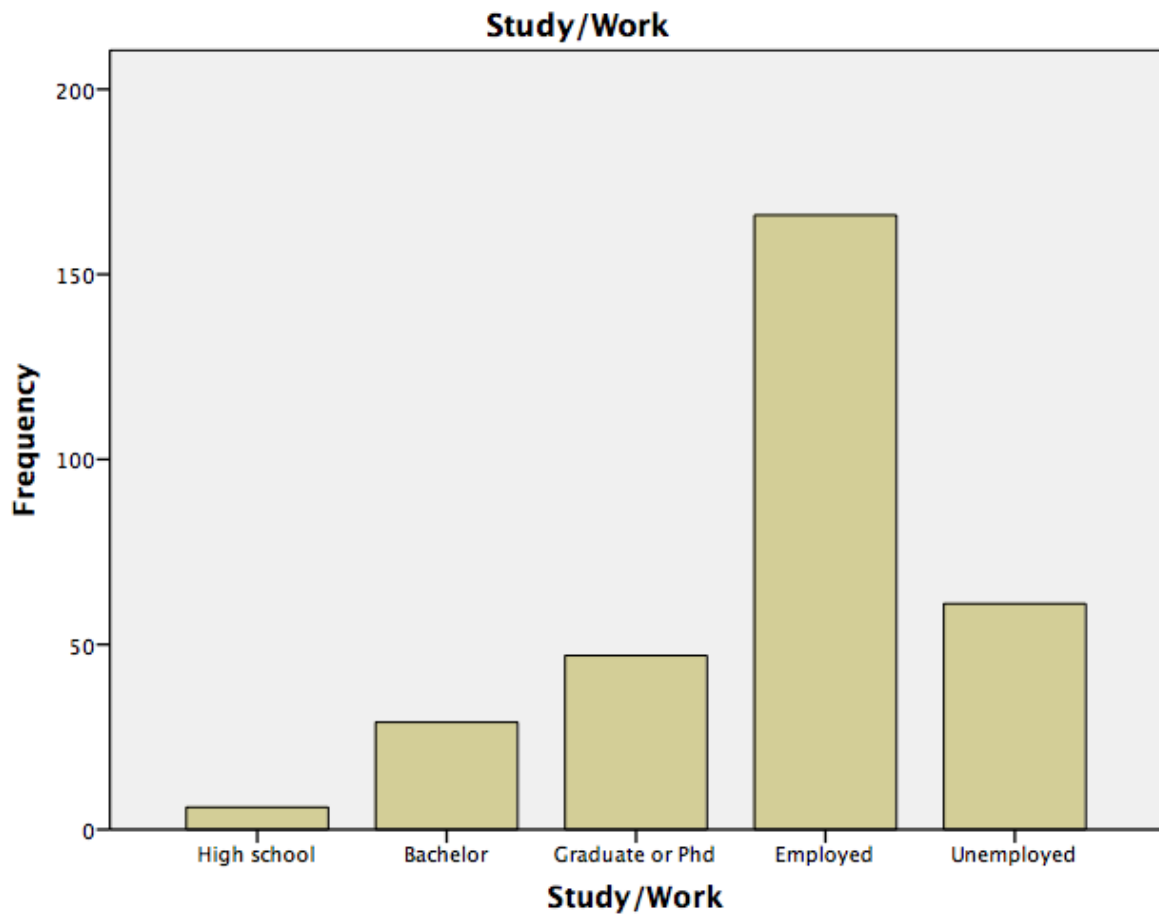
5.1 Demographics

There are 145(46.9%) respondents of this study are male, and 164(53.1%) respondents are female, which means in this study Gender does not have too much difference for using WeChat.



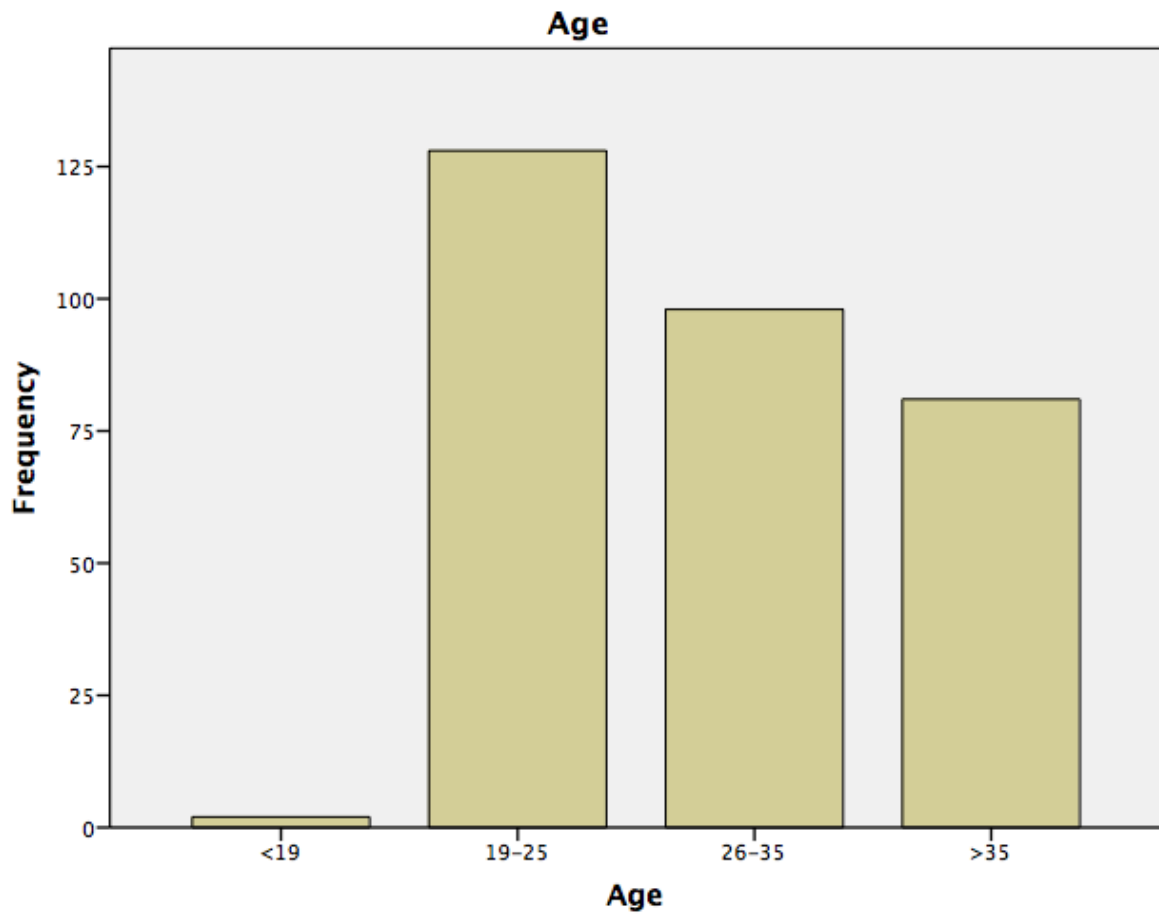
The majority of respondents are employed group, which includes 166(53.7%)respondents, then followed by unemployed group with 61(19.7%)respondents and Graduate or Phd group with 47(15.2%)respondents. Only 29(9.4%)respondents are doing a bachelor degree, and 6(1.9%)respondents are attending high school. For the research purpose, the respondents are divided into study and work group. Respondents who are attending high school, bachelor, or doing master or Phd degree are classify into the study group, which consists of 82(26.5%)respondents. On the other hand, respondents with employed or unemployed who could run they own business are classify into the work group, which consists of 227(73.4%)respondents.

Chart 2 Study/Work



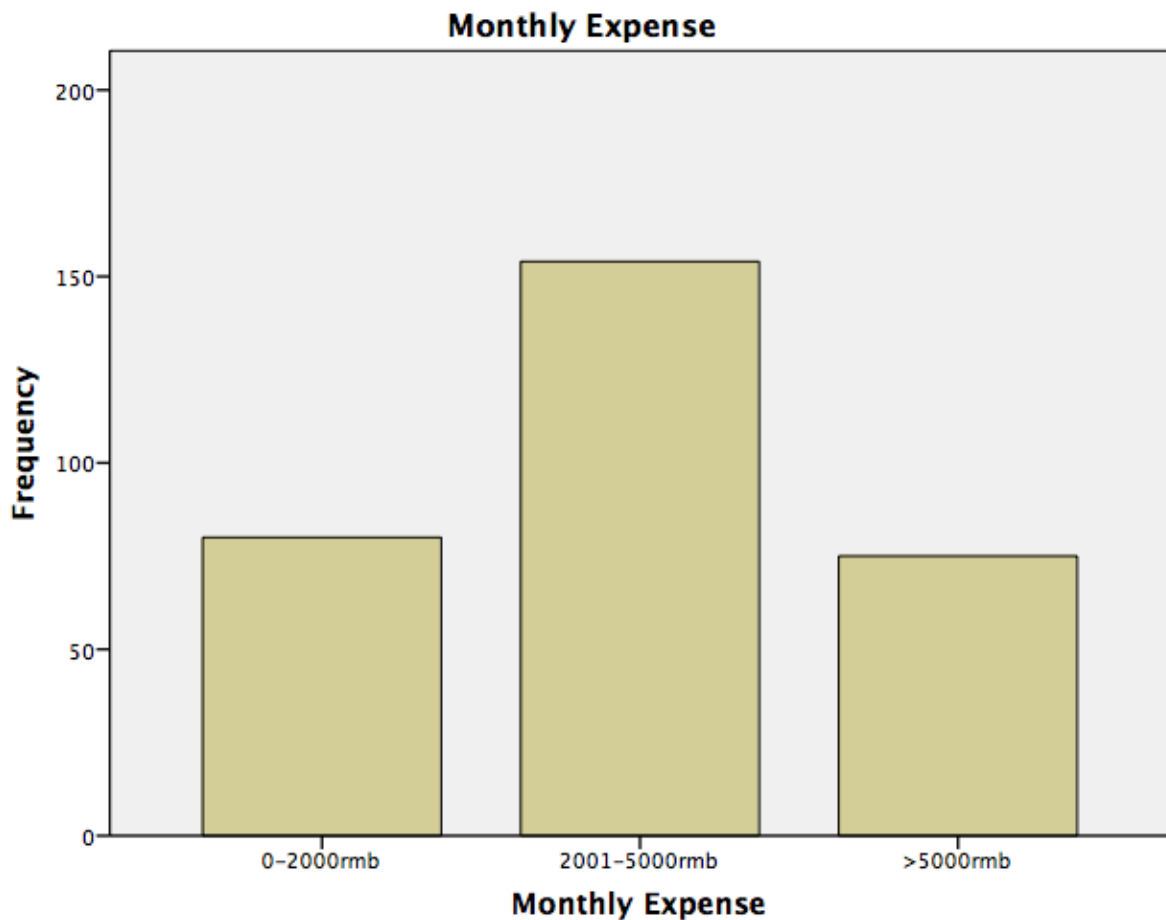
According to the data published by CNNIC, users between 21 to 25 years old are the majority group, and then followed by users group who are between 26 to 30 years old. In this research, 128(41.4%)respondents are between 19 to 25 years old, 98(31.7%) respondents are between 26 to 35 years old, 81(26.2%)respondents are over 35 years old. Only 2(0.6%)respondents are less than 19 years old.

Chart 3 Age



When comes to monthly expense, 154(49.8%)respondents spend 2001 to 5000 RMB each month, 80(25.9%)respondents spend less than 2000 RMB each month, and then 75(24.3%)respondents spend more than 5000 RMB each month.

Chart 4 Monthly Expense



5.2 WeChat participation level

From the result of frequency of checking Wechat(see Table 13), 188(60.8%) respondents check WeChat “anytime when they receive new messages”, then followed by 53(17.2%) respondents check WeChat “every one or two hours”. This represents the majority of respondents are considered to check WeChat in high frequency level. And 30(9.7%) respondents check WeChat every several minutes”, 30(9.7%) respondents check WeChat “three times a day”, basically could be in the morning, afternoon and at night. This part of respondents are considered to check WeChat in moderate frequency level. Only 2(0.6%) respondents check WeChat “every several days” and 6(1.9%) respondents check WeChat “rarely or hardly ever”. This few number of respondents are considered to check WeChat in low frequency level.

Considering the participation level in WeChat(see Table 14), the majority of respondents choose the moderate involvement level, 158(51.1%) respondents saying “interested in, update

information every very time, reply and comment”. And 74(23.9%) respondents choose from the answer which says “very active, update oftenly, post information, read news and so on”, this group of respondents show high involvement level in WeChat. The rest 77(24.9%) respondents saying “not so interested in, just look, no comment”, they are considered to be low involvement level in WeChat.

The top three using purpose are “contact with families, friends(send text, video, etc.)” ranks in the 1st place which chosen by 268(86.7%) respondents, then followed by “follow friends “status”(“Moment”)” ranks in the 2nd place which chose by 221(71.5%) respondents, and “share interesting thing” ranks in the 3rd place which chosen by 161(52.1%) respondents. 107(34.6%) respondents chose from “get more social life information”, so it ranks in the 4th place, then followed by “discuss work and jobs” ranks in the 5th place, and chosen by 81(26.2%) respondents. The 6th place points to “know more about product and activities”, which chosen by 51(16.5%) respondents, then followed by 7th place, 39(12.6%) respondents chose from “maintain client relationship”. Only 12(3.9%) respondents chose “look for new friends(“people nearby” “shake”)” and 28(9.1%) respondents chose “others”.

Table 1 Question No.7, What's your purpose to use WeChat?		
Item	Frequency	Percent(%)
contact with families, friends(send text, video etc.)	268	86.7
follow friends' status("Moment")	221	71.5
share interesting thing	161	52.1
get more social life information	107	34.6
discuss work and jobs	81	26.2
know more about products and activities	51	16.5
maintain client relationship	39	12.6
look for new friends("people nearby" "shake")	12	3.9
others	28	9.1

In the research, the author list the most common marketing activities items based on previous studies, the 1st place also the most popular one is “follow brand’s subscription account” chosen by 195(63.1%) respondents, the 2nd place is “scan QR Code to get discount” chosen by 157(50.8%) respondents, the 3rd place is “follow friends’ WeChat business account”

chosen by 124(40.1%). Then comes to “collect “like” in order to get the prize”, it chose by 84(27.2%) respondents. And “repost advertisement to friend’s circle in order to get the prize” had chosen by 75(24.3%) respondents. There are two items are not so popular among users, including “open “LBS” to search restaurants and stores chosen by 32(10.4%) respondents and “join “Drift Bottle” activities, e.g. “charity donation” held by “Zhaoshang” bank” chosen by 6(1.9%) respondents. In the end, there are 71(23.0%) respondents chose “none of above”, which represents that this group of people had not join any of these marketing activities before.

Table 2 Question No. 8, Have you even join Wechat marketing activities as following?		
Item	Frequency	Percent(%)
follow brand's subscription account	195	63.1
scan QR Code to get discount	157	50.8
follow friend's Wechat business account	124	40.1
collect “like” in order to get the prize	84	27.2
repost advertisement to friend's circle in order to get the prize	75	24.3
open "LBS" to search restaurants and stores	32	10.4
join "Drift Bottle" activities, e.g. "charity donation” held by "zhaoshang" bank	6	1.9
none of above	71	23.0

The number of subscription account that represents users’ attitude towards enterprises(see Table 15). 164(53.1%) respondents followed 1 to 10 accounts, 102(33.0%) respondents followed 11 to 30 accounts, 14(4.5%) respondents followed 31 to 50 accounts, and 12(3.9%) respondents followed more than 50 accounts. But there are 17(5.5%) respondents had ever follow any account. The majority of users followed 1 to 30 accounts in this study.

In order to have deeper understanding of users’ participation opinion toward each form of marketing, the author set up several scenarios questions for test. The 1st scenario is “What will you do, if scan QR Code could have discount?”(see Table 16), 144(46.6%) respondents chose “scan and follow”, 26(8.4%) respondents chose “share with friends”, and 130(42.1%) respondents chose “ignore it”, only 9(2.9%) respondents chose “never has this experience”. The 2nd scenario is “What will you do, if your friend repost promotion activities?”(see Table 17), 156(50.5%) respondents chose “open and check it out”, 30(9.7%) respondents chose “like”

or comment”, 116(37.5%) respondents chose “ignore it”, only 7(2.3%) chose “never has this experience”. In the 3rd scenario “What will you do, if your friend sell products in “friend circle?””(see Table 18) , 108(35.0%) respondents chose “follow it”, but there were 179(57.9%) respondents choose “ignore or block it”. Only 14(4.5%) respondents chose “buy from his/her”, and 8(2.6%) respondents chose “never has this experience”. In the 4th scenario “What will you do, if you pick up “Drift Bottle?””(see Table 19), 104(33.7%) respondents chose to “check it out”, but only 9(2.9%) chose to “reply and throw it back”, 122(39.5%) respondents chose to “ignore it”. However, a huge group with 74(23.9%) respondents chose “never has this experience”. This represents that “Drift Bottle” as a one of the marketing activities is not so popular among users. In the 5th scenario “What will you do, if you receive information by “LBS””(see Table 20), the largest number group with 173(56.0%) respondents chose to “ignore it or turn off “LBS””, and 50(16.2%) respondents chose “never has this experience”. Only 77(24.9%) respondents chose to “check it out” and 9(2.9%) chose to “experience it”.

5.3 Reliability

Reliability is defined as the fact that a scale should consistently reflect the construct it is measuring. Cronbach’s alpha, α , which is the most common measure of scale reliability.

A value of more than 0.9 is regarded as excellent value for Cronbach’s alpha. A value of 0.8 to 0.9 is considered to be a good value for Cronbach’s alpha, A value of 0.7 to 0.8 is an acceptable value for Cronbach’s alpha, and values substantially lower indicate an unreliable scale. In this study, the total Cronbach’s alpha is 0.883 calculating on 309 samples(see Table 21 & 22), and it shows that scales have good reliability and consistent construct.

5.4 Validity

Validity of an assessment is the degree to which it measures what it is supposed to measure. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity are very important measures to conclude the worthiness of factor analysis. KMO takes values between 0 and 1. A value of 0 indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations and the factor analysis is not appropriate to be conducted. A value close to 1 indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors. In other words,

KMO indicates the amount of variance shared among the items designed to measure a latent variable when compared to that shared with the error. Kaiser (1974) recommends accepting values greater than 0.5 as acceptable. More specifically, values between 0.5 and 0.7 are considered mediocre, values between 0.7 and 0.8 are considered good, values between 0.8 and 0.9 are deemed great and values above 0.9 are superb (Hutcheson & Sofroniou, 1999). A value more than 0.7 is the common threshold for confirmatory analysis (Hair *et al.*, 2010).

There are 30 items designed for 10 variables based on the previous studies and researches, which means most of items had been tested by previous scholars, therefore, Stratification plane factor analysis is applied in this study. In other words, factor analysis will be executed on each scale and test variables or extract new factors. This questionnaire includes three scales, WeChat scale, Marketing scale and Social scale.

5.5 Factor Analysis

5.5.1 WeChat scale

The KMO value is 0.749 shows good validity, the approximate chi-square is 490.652, degree of freedom is 15, and the significance level is 0.000 which is < 0.01 . All the values indicates it is appropriated to proceed factor analysis.

Table 3-1 WeChat Scale KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
	Approx. Chi-Square	490.652
Bartlett's Test of Sphericity	df	15
	Sig.	.000

There are two rotation method used to discriminate principal components, Varimax and Direct Oblimin. Both ways show the similar outcome.

Based on the outcome of principle component analysis, only one factor was extracted. The factor explained six items that designed for “usefulness” and “ease of use”. These two varia-

bles are focus on the “usage performance” based on users’ using experience on WeChat. Thus, the author named the factor as “Usage performance”.

Table 3-2 WeChat Scale Component Matrix^a

	Component
	1
PU1	.699
PU2	.688
PU3	.731
PEOU1	.718
PEOU2	.639
PEOU3	.671

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

5.5.2 Marketing scale

The KMO value is 0.758 shows good validity, the approximate chi-square is 1322.965, degree of freedom is 55, and the significance level is 0.000 which is < 0.01. All the values indicates it is appropriated to proceed factor analysis.

Table 4-1 Marketing Scale KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
	Approx. Chi-Square	1445.226
Bartlett's Test of Sphericity	df	66
	Sig.	.000

Marketing scale is mainly focus on the characteristics through marketing activities, it includes 12 items designed for 4 variables. There are two rotation method used to discriminate principal components, Varimax and Direct Oblimin. Both ways show the similar outcome. According to the Rotated Component Matrix, three factors were extracted. The first factor explains 6 items PIF1, PIF2, PIF3, PR1, PR2, PR3 that mainly concern on interference and risk problem that might happen to users through marketing activities, thus the author named it as “Privacy

concern”. This factor could has a negative impact on uses’ attitude and intention. The second factor explained 4 items PE1, PE2, PE3 and PIR1, PIR1 asked about the interaction between users and enterprises, which could be considered as an interesting procedure. Thus second factor is named “Percived Entertainment”. The third factor explained PIR2 and PIR3, it was kept as previous “Perceived interactive”.

Table 4-2 Marketing Scale Rotated Component Matrix^a

	Component		
	1	2	3
PE1	-.132	.639	.288
PE2	.051	.731	.157
PE3	.008	.818	.188
PIR1	-.052	.825	.047
PIR2	.017	.294	.844
PIR3	-.078	.324	.834
PIF1	.555	-.232	.374
PIF2	.761	-.245	.071
PIF3	.704	-.322	.112
PR1	.775	.097	-.086
PR2	.809	.097	-.129
PR3	.640	.175	-.076

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

5.5.3 Social scale

The KMO value is 0.704 shows good validity, the approximate chi-square is 738.684, degree of freedom is 15, and the significance level is 0.000 which is < 0.01. All the values indicates it is appropriated to proceed factor analysis.

Table 5-1 Social Scale KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.704
	Approx. Chi-Square	738.684
Bartlett's Test of Sphericity	df	15
	Sig.	.000

Social scale is mainly focus on users' characteristics in social networking, it includes 6 items designed for 2 variables. There are two rotation method used to discriminate principal components, Varimax and Direct Oblimin. Both ways show the similar outcome. Based on the Component Matrix, two factors were extracted, the first factor explained SN1, SN2 and SN3, thus it was named "Subjective Norm". And the second factor explained PBC1, PBC2 and PBC3, therefore, it was named "Perceived behavioural control".

Table 5-2 Social Scale Rotated Component Matrix^a

	Component	
	1	2
SN1	.915	.002
SN2	.883	.054
SN3	.854	.038
PBC1	.080	.832
PBC2	-.005	.838
PBC3	.017	.860

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

5.6 Path Analysis

Path analysis was developed around 1918 by geneticist Sewall Wright, who wrote about it more extensively in the 1920s. Path Analysis is a causal modeling approach to exploring the correlations within a defined network. The method is also known as Structural Equation Modeling (SEM), Covariance Structural Equation Modeling (CSEM), Analysis of Covariance

Structures, or Covariance Structure Analysis. There are two goals of path analysis: (1) understanding patterns of correlations among the regions; (2) explaining as much of the regional variation as possible with the model specified. In path analysis, multiple regression analysis is the most applied method, path coefficients equal to standardized regression coefficient(Beta).

In this study, Usage Performance represents WeChat Scale; Privacy Concern, Perceived Entertainment and Perceived Interactive represent Marketing Scale; Subjective Norm and Perceived Behavioral Control represent Social Scale. Attitude as a immediate variable, and Behavior Intention as the dependent variable. Therefore, several regression models were developed as following.

5.6.1 Regression analysis on WeChat Scale and Attitude

In the WeChat scale, only one factor “ Usage performance” was extracted. The first model includes “Usage performance”(UP) as independent variable and “Attitude”(ATT) as dependent variable.

$$\mathbf{ATT = c + \beta 1UP}$$

According to the correlation result, Usage performance is statistically significant(0.411, $p=0.000$), in accordance to the 5% significance level. Based on the regression result, R square is 0.169, which means Usage performance could explain or eliminate 16.9% of the variance of Attitude. From the ANOVA test, the value of F is 62.335 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0, in this case, it refers to Usage performance is statistically significant in accordance to the 5% significant level. T-test result showed regression coefficients of Usage performance($t=7.895$, $p=0.000$) is statistically significant. The unstandardized coefficients (β) of Usage performance is 0.205. The standardized coefficients (B) of Usage performance is 0.411. Therefore, the unstandardized estimated equation is given by:

$$\mathbf{ATT = 1.613 + 0.205(UP)}$$

In terms of the estimates meaning:

- a. 1.613: it is the expected value for the Attitude if the Usage performance is 0.

- b. 0.205: it is the expected variation on Attitude per unit change on Usage performance if all the test remains constant.

Table 6-1 WeChat Scale & ATT Correlations

		UP	ATT
UP	Pearson Correlation	1	.411**
	Sig. (2-tailed)		.000
	N	309	309
ATT	Pearson Correlation	.411**	1
	Sig. (2-tailed)	.000	
	N	309	309

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6-2 WeChat Scale & ATT Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.411 ^a	.169	.166	1.65610	.169	62.335	1	307	.000	2.127

a. Predictors: (Constant), UP

b. Dependent Variable: ATT

Table 6-3 WeChat Scale & ATT ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.962	1	170.962	62.335	.000 ^b
	Residual	841.996	307	2.743		
	Total	1012.958	308			

a. Dependent Variable: ATT

b. Predictors: (Constant), UP

Table 6-4 WeChat Scale & ATT Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.613	.588		2.741	.006					
UP	.205	.026	.411	7.895	.000	.411	.411	.411	1.000	1.000

a. Dependent Variable: ATT

5.6.2 Regression analysis on WeChat scale and Behavior Intention

In the WeChat scale, only one factor “ Usage performance” was extracted. The second model includes “Usage performance”(UP) as independent variable and “Behavior Intention”(BI) as dependent variable.

$$BI = c + \beta 1UP$$

According to the correlation result, Usage performance is statistically significant(0.433, p=0.000), in accordance to the 5% significance level. Based on the regression result, R square is 0.196, which means Usage performance could explain or eliminate 19.6% of the variance of Behavior Intention. From the ANOVA test, the value of F is 75.075 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0, in this case, it refers to Usage performance is statistically significant in according to the 5% significant level. T-test result showed regression coefficients of Usage performance(t=8.665, p=0.000) is statistically significant. The unstandaidized coefficients (β) of Usage performance is 0.448. The standardized coefficients (B) of Usage performance is 0.443. Therefore, the unstandardized estimated equation is given by:

$$BI = 2.886 + 0.448(UP)$$

In terms of the estimates meaning:

- a. 2.886: it is the expected value for the Attitude if the Usage performance is 0.

b. 0.448: it is the expected variation on Attitude per unit change on Usage performance if all the test remains constant.

Table 7-1 WeChat Scale & BI Correlations

		UP	BI
UP	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.000
	N	309	309
BI	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.000	
	N	309	309

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7-2 WeChat Scale & BI Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.443 ^a	.196	.194	3.29694	.196	75.075	1	307	.000	1.986

a. Predictors: (Constant), UP

b. Dependent Variable: BI

Table 7-3 WeChat Scale & BI ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	816.055	1	816.055	75.075	.000 ^b
	Residual	3337.033	307	10.870		
	Total	4153.087	308			

a. Dependent Variable: BI

b. Predictors: (Constant), UP

Table 7-4 WeChat Scale & BI Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	2.886	1.171		2.465	.014					
	UP	.448	.052	.443	8.665	.000	.443	.443	.443	1.000	1.000

a. Dependent Variable: BI

5.6.3 Regression analysis on Marketing scale and Attitude

There are three explanatory variables and one dependent variable included in this model. The three explanatory variables are Privacy Concern(PC), Perceived Entertainment(PE), Perceived Interactive(PIR), while the dependent variable is Attitude(ATT).

$$ATT = c + \beta_1PC + \beta_2PE + \beta_3PIR$$

According to the correlation result, PC is statistically significant(-0.106, p=0.031), in accordance to the 5% significance level. While PE is statistically significant(0.522, p=0.000) and PIR is statistically significant(0.442, p=0.000), in according to the 1% significance level.

Based on the regression result, R square is 0.330, which means these three variables could explain or eliminate 33.0% of the variance of Attitude. From the ANOVA test, the value of F is 50.130 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0. T-test result showed regression coefficients of PC(t=-1.092, p=0.276>0.05) is not statistically significant, PE(t=7.554, p=0.000<0.05) and PIR(t=5.048, p=0.000<0.05) is statistically significant. The unstandardized coefficients (β) of PE and PIR are 0.211 and 0.251. The standardized coefficients (B) of PE and PIR are 0.398 and 0.264. Therefore, the unstandardized estimated equation is given by:

$$ATT = 2.531 + 0.211(PE) + 0.251(PIR)$$

In terms of the estimates meaning:

- a. 2.531: it is the expected value for the Attitude if the Usage performance is 0.
- b. 0.211: it is the expected variation on Attitude per unit change on Perceived Entertainment if all the test remains constant.
- c. 0.251: it is the expected variation on Attitude per unit change on Perceived Interactive if all the test remains constant.

Table 8-1 Marketing Scale & ATT Correlations

		ATT	PC	PE	PIR
Pearson Correlation	ATT	1.000	-.106	.522	.442
	PC	-.106	1.000	-.122	-.022
	PE	.522	-.122	1.000	.444
	PIR	.442	-.022	.444	1.000
Sig. (1-tailed)	ATT	.	.031	.000	.000
	PC	.031	.	.016	.348
	PE	.000	.016	.	.000
	PIR	.000	.348	.000	.
N	ATT	309	309	309	309
	PC	309	309	309	309
	PE	309	309	309	309
	PIR	309	309	309	309

Table 8-2 Marketing Scale & ATT Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.575 ^a	.330	.324	1.49143	.330	50.130	3	305	.000	2.074

a. Predictors: (Constant), PIR, PC, PE

b. Dependent Variable: ATT

Table 8-3 Marketing Scale & ATT ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	334.523	3	111.508	50.130	.000 ^b
	Residual	678.435	305	2.224		
	Total	1012.958	308			

a. Dependent Variable: ATT

b. Predictors: (Constant), PIR, PC, PE

Table 8-4 Marketing Scale & ATT Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
(Constant)	2.531	.617		4.100	.000					
1 PC	-.023	.021	-.052	-1.092	.276	-.106	-.062	-.051	.984	1.016
PE	.211	.028	.398	7.554	.000	.522	.397	.354	.790	1.266
PIR	.251	.050	.264	5.048	.000	.442	.278	.237	.802	1.248

a. Dependent Variable: ATT

5.6.4 Regression analysis on Attitude and Behavior Intention

This model includes “Attitude”(ATT) as independent variable and “Behavior Intention”(BI) as dependent variable.

$$BI = c + \beta_1 ATT$$

According to the correlation result, ATT is statistically significant(0.622, p=0.000), in accordance to the 1% significance level. Based on the regression result, R square is 0.386, which means ATT could explain or eliminate 38.6% of the variance of Behavior Intention. From the ANOVA test, the value of F is 193.303 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0, in this case, it refers to ATT is statistically significant in accordance to the 5% significant level. T-test result showed regression coefficients of Usage performance(t=13.903, p=0.000) is statistically significant. The unstandardized coefficients (β) of Usage performance is 1.259. The standardized coefficients (B) of Usage performance is 0.622. Therefore, the unstandardized estimated equation is given by:

$$BI = 5.103 + 1.259(ATT)$$

In terms of the estimates meaning:

- a. 5.103: it is the expected value for the Attitude if the Usage performance is 0.
- b. 1.259: it is the expected variation on Attitude per unit change on Usage performance if all the test remains constant.

Table 9-1 ATT & BI Correlations

		BI	ATT
Pearson Correlation	BI	1.000	.622
	ATT	.622	1.000
Sig. (1-tailed)	BI	.	.000
	ATT	.000	.
N	BI	309	309
	ATT	309	309

Table 9-2 ATT & BI Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.622 ^a	.386	.384	2.88117	.386	193.303	1	307	.000	1.966

a. Predictors: (Constant), ATT

b. Dependent Variable: BI

Table 9-3 ATT & BI ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1604.634	1	1604.634	193.303	.000 ^b
	Residual	2548.453	307	8.301		
	Total	4153.087	308			

a. Dependent Variable: BI

b. Predictors: (Constant), ATT

Table 9-4 ATT & BI Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	5.103	.584		8.730	.000					
ATT	1.259	.091	.622	13.903	.000	.622	.622	.622	1.000	1.000

a. Dependent Variable: BI

5.6.5 Regression analysis on Social scale and Attitude

There are two explanatory variables and one dependent variable included in the first model. The two explanatory variables are Subjective Norm(SN), Perceived Behavioral Control(PBC), while the dependent variable is Attitude(ATT).

$$ATT = c + \beta_1SN + \beta_2PBC$$

According to the correlation result, SN is statistically significant(0.577, p=0.000), in accordance to the 1% significance level. While PBC is statistically significant(0.103, p=0.036), in accordance to the 5% significance level.

Based on the regression result, R square is 0.337, which means these two variables could explain or eliminate 33.7% of the variance of Attitude. From the ANOVA test, the value of F is 77.761 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0. T-test result showed regression coefficients of SN(t=12.274, p=0.000<0.05) is statistically significant, PBC(t=1.345, p=0.180>0.05) is not statistically significant. The unstandaidized coefficients (β) of SN is 0.372. The standardized coefficients (B) of SN is 0.573. Therefore, the unstandardized estimated equation is given by:

$$ATT = 2.164 + 0.372(SN)$$

In terms of the estimates meaning:

- a. 2.164: it is the expected value for the Attitude if the SN is 0.
- b. 0.372: it is the expected variation on Attitude per unit change on SN if all the test remains constant.

Table 10-1 Social Scale & ATT Correlations

		ATT	SN	PBC
Pearson Correlation	ATT	1.000	.577	.103
	SN	.577	1.000	.070
	PBC	.103	.070	1.000
Sig. (1-tailed)	ATT	.	.000	.036
	SN	.000	.	.111
	PBC	.036	.111	.
N	ATT	309	309	309
	SN	309	309	309
	PBC	309	309	309

Table 10-2 Social Scale & ATT Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
					1	.580 ^a	.337	.333	1.48149	

a. Predictors: (Constant), PBC, SN

b. Dependent Variable: ATT

Table 10-3 Social Scale & ATT ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.344	2	170.672	77.761	.000 ^b
	Residual	671.614	306	2.195		
	Total	1012.958	308			

a. Dependent Variable: ATT

b. Predictors: (Constant), PBC, SN

Table 10-4 Social Scale & ATT Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	2.164	.572		3.786	.000					
1 SN	.372	.030	.573	12.274	.000	.577	.574	.571	.995	1.005
PBC	.056	.041	.063	1.345	.180	.103	.077	.063	.995	1.005

a. Dependent Variable: ATT

5.6.6 Regression analysis on Social scale and Behavior Intention

There are two explanatory variables and one dependent variable included in the second model. The two explanatory variables are Subjective Norm(SN), Perceived Behavioral Control(PBC), while the dependent variable is Behavior Intention(BI).

$$BI = c + \beta_1SN + \beta_2PBC$$

According to the correlation result, SN is statistically significant(0.609, p=0.000), in accordance to the 1% significance level. While PBC is not statistically significant(0.084, p=0.071>0.05), in according to the 5% significance level.

Based on the regression result, R square is 0.372, which means these two variables could explain or eliminate 37.2% of the variance of BI. From the ANOVA test, the value of F is 90.712 and the significance is 0.000 which is lower than 0.05, it means there is at least one of the regression coefficients is not equal to 0. T-test result showed regression coefficients of SN(t=13.341, p=0.000<0.05) is statistically significant, PBC(t=0.917, p=0.360>0.05) is not statistically significant. The unstandaidized coefficients (β) of SN is 0.792. The standardized coefficients (B) of SN is 0.606. Therefore, the unstandardized estimated equation is given by:

$$BI = 4.819 + 0.797(SN)$$

In terms of the estimates meaning:

- a. 4.819: it is the expected value for the Attitude if the SN is 0.
- b. 0.797: it is the expected variation on Attitude per unit change on SN if all the test remains constant.

Table 11-1 Social Scale & BI Correlations

		BI	SN	PBC
Pearson Correlation	BI	1.000	.609	.084
	SN	.609	1.000	.070
	PBC	.084	.070	1.000
Sig. (1-tailed)	BI	.	.000	.071
	SN	.000	.	.111
	PBC	.071	.111	.
N	BI	309	309	309
	SN	309	309	309
	PBC	309	309	309

Table 11-2 Social Scale & BI Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.610 ^a	.372	.368	2.91898	.372	90.712	2	306	.000	2.108

a. Predictors: (Constant), PBC, SN

b. Dependent Variable: BI

Table 11-3 Social Scale & BI ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1545.824	2	772.912	90.712	.000 ^b
	Residual	2607.263	306	8.520		
	Total	4153.087	308			

- a. Dependent Variable: BI
- b. Predictors: (Constant), PBC, SN

Table 11-4 Social Scale & BI Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4.819	1.126		4.278	.000					
1 SN	.797	.060	.606	13.341	.000	.609	.606	.604	.995	1.005
PBC	.075	.082	.042	.917	.360	.084	.052	.042	.995	1.005

a. Dependent Variable: BI

5.7 Hypotheses Test

Based on explorative factor analysis result, this study adjusted the research model, which included 8 variables and 10 hypotheses.

5.7.1 Relation between Usage Performance and Attitude

T-test result showed regression coefficients of Usage performance ($t=7.895$, $p=0.000$) is statistically significant, which approved H1a, Usage Performance has positive impact on Attitude. Besides, the standardized coefficients (B) of Usage performance is 0.411, which means Usage Performance has a medium effect on Attitude. Moreover, if WeChat becomes better in Usage Performance by offering better user experience, users would have better attitude towards WeChat.

5.7.2 Relation between Usage Performance and Behavior Intention

T-test result showed regression coefficients of Usage performance ($t=8.665$, $p=0.000$) is statistically significant, which approved H1b, Usage Performance has positive impact on Attitude. Besides, the standardized coefficients (B) of Usage performance is 0.443, which means Usage Performance has a medium effect on Behavior Intention. Moreover, if WeChat becomes better in Usage Performance by offering better user experience, users would join more activities through WeChat.

5.7.3 Relation between Privacy Concern and Attitude

T-test result showed regression coefficients of Privacy Concern($t=-1.092$, $p=0.276>0.05$) is not statistically significant, which rejected H2, Privacy Concern has not obviously impact on Attitude. Privacy Concern is the new factor that generated from exploratory factor analysis, it combined six items which originally designed for Perceived Inteferece and Perceived Risk.

5.7.4 Relation between Perceived Entertainment and Attitude

T-test result showed regression coefficients of Percived Entertainment($t=7.554$, $p=0.000$) is statistically significant, which approved H3, Percived Entertainment has postive impact on Attitude. Besides, the standardized coefficients (B) of Percived Entertainment is 0.398, which means Percived Entertainment has a medium effect on Attitude. Moreover, if WeChat develop more interesting functions or activities, users would have better attitude towards WeChat and marketing activities.

5.7.5 Relation between Perceived Interactive and Attitude

T-test result showed regression coefficients of Perceived Interactive($t=5.048$, $p=0.000$) is statistically significant, which approved H4, Perceived Interactive has postive impact on Attitude. Besides, the standardized coefficients (B) of Perceived Interactive is 0.264, which means Percived Entertainment has a low effect on Attitude. Enterprises need to pay attention to interaction with users, and also more effort is needed to make users have better attitude towards WeChat and marketing activities.

5.7.6 Relation between Attitude and Behavior Intention

T-test result showed regression coefficients of Attitude($t=13.903$, $p=0.000$) is statistically significant, which approved H5, Attitude has postive impact on Behavior Intention. Besides, the standardized coefficients (B) of Usage performance is 0.622, which means Attitude has a high level effect on Behavior Intention. User who perceived WeChat is good, they would more likely to join marketing activities.

5.7.7 Relation between Subjective Norm and Attitude

T-test result showed regression coefficients of Subjective Norm($t=12.274$, $p=0.000$) is statistically significant, which approved H6(a), Subjective Norm has positive impact on Attitude. Besides, the standardized coefficients (B) of Subjective Norm is 0.573, which means Subjective Norm has a medium effect on Attitude. People who are important to users would influence their perceptions, opinions and even behavior towards marketing activities.

5.7.8 Relation between Perceived Behavioral Control and Attitude

T-test result showed regression coefficients of Perceived Behavioral Control($t=1.345$, $p=0.180>0.05$) is not statistically significant, which rejected H7(a), Perceived Behavioral Control has not obviously impact on Attitude.

5.7.9 Relation between Subjective Norm and Behavior Intention

T-test result showed regression coefficients of Subjective Norm ($t=13.341$, $p=0.000$) is statistically significant, which approved H6(b), Attitude has positive impact on Behavior Intention. Besides, the standardized coefficients (B) of Usage performance is 0.606, which means Attitude has a high level effect on Behavior Intention. People who are important to users would influence their perceptions, opinions and even behavior towards marketing activities.

5.7.10 Relation between Perceived Behavioral Control and Behavior Intention

T-test result showed regression coefficients of Attitude($t=0.917$, $p=0.360>0.05$) is not statistically significant, which rejected H7(b), Perceived Behavioral Control has not obviously impact on Behavior Intention.

Table 12 Hypotheses Test Result	
Hypotheses	Result
H1a Usage performance has a significant positive impact on attitude.	Approved
H1b Usage performance has a significant positive impact on Behavior Intention.	Approved
H2 Privacy concern has a significant negative impact on attitude.	Rejected
H3 Perceived Entertainment has a significant positive impact on attitude.	Approved
H4 Perceived interactive has a significant positive impact on attitude.	Approved
H5 Attitude has a significant positive impact on Behavior Intention.	Approved
H6a Subjective Norm has a significant positive impact on attitude.	Approved
H6b Subjective Norm has a significant positive impact on Behavior Intention.	Rejected
H7a Perceived Behavioral Control has a significant positive impact on attitude.	Approved
H7b Perceived Behavioral Control has a significant positive impact on Behavior Intention.	Rejected

6 Conclusion

According to the result of path analysis and correlation(see Table 23), Usage Performance as the representative factor of WeChat Scale has significant positive impact on Attitude and Behavior Intention. For Marketing Scale, Perceived Entertainment and Perceived Interactive have significant positive impact on Attitude. Also, Subjective Norm which represents Social Scale has significant impact on Behavior Intention. While compared to models in previous studies, this model differentiated variables into three scales. As for WeChat Scale, it was proposed to interpret the WeChat as a Instant Message Tool, its characteristics that will influence the user experience, and then infect users' attitude and behavior. In this study, Perceived Usefulness and Perceived Ease of Use finally replaced by Usage Performance, which is close to Xia(2009) opinion, he indicated that Perceived Usefulness and Perceived Ease of Use is proposed from the technology perspective, while from the user perspective, these variables would influence user experience through combined action, therefore, except from this classification, more variables need to classify according to the user perspective. Generally speaking, WeChat is an app, and enterprises develop business on this app, which could interpret that Perceived Entertainment and Perceived Interactive is the key factors of which users think highly towards marketing activities. Concerning Social Scale, Subjective Norm was approved to have strongly relationship towards Attitude and Behavior Intention, Which suggests that user as a social being, it's personality and social rules have impact on its'

attitude and behavior. Therefore, the result shows that it's important to taking social characteristics as factors into consideration, which also mentioned by Ma(2012) in the study on customers' behavior of WeChat software in China. She indicated that Perceived Behavioral Control has significant impact on Behavior Intention and pointed out that Subjective Norm and perceived behavior control are two important elements that might explain user behavior as a person in a social life. What's more she suggested the researchers keep on study user social characteristics by taking these two factors as reference. "Social Influence is the factor that has strongest impact on the use behavior of WeChat, users are affected by the important people around them when they considering to use WeChat or not."(Mei, Hu & Zeng, 2013) This also approved that social characteristics in very important factor no matter on staying WeChat or WeChat Marketing.

According to the path coefficient, the value of each variable towards dependent variable "Behavior Intention" can be calculated by following methods. The total effect value of Usage Performance to Behavior Intention combines direct coefficient and indirect coefficient which equals to 0.698. The total effect value of Perceived Entertainment equals to 0.247. And the total effect value of Perceived Interactive equals to 0.164. Then total effect value of Subjective Norm equals to 0.962.

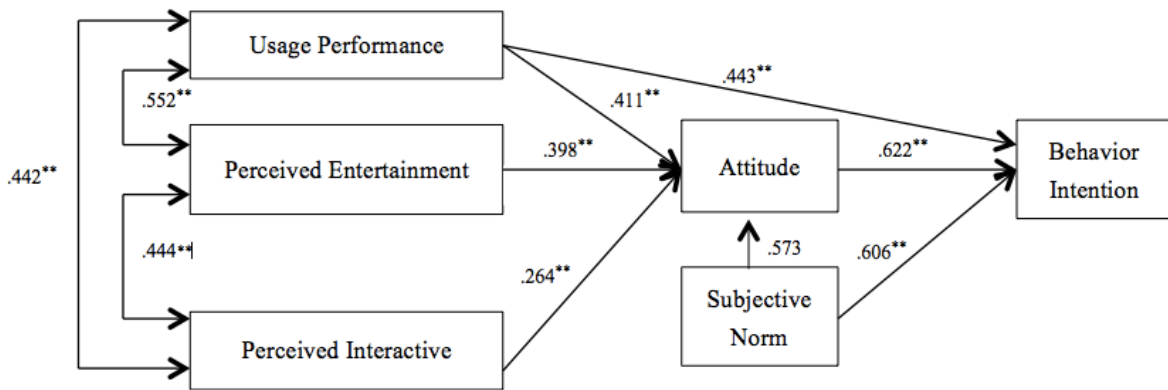
$$\text{Usage Performance to Behavior Intention} = 0.443 + 0.411 * 0.622 = 0.698$$

$$\text{Perceived Entertainment to Behavior Intention} = 0.398 * 0.622 = 0.247$$

$$\text{Perceived Interactive to Behavior Intention} = 0.264 * 0.622 = 0.164$$

$$\text{Subjective Norm to Behavior Intention} = 0.573 * 0.622 + 0.606 = 0.962$$

Figure 8 Final Analysis Model



****Correlation is significant at the 0.01 level**

7 Discussion

WeChat was published in 2011, it has been 4 years by now, however, there are not so many studies on WeChat. What's more, WeChat Marketing is based on the use of WeChat. Therefore, it is one of the latest topics that without many researches. This is also one of the big challenge for the author to develop the literature review part. In this study, the research questionnaire design is mainly refer to several articles(see Table 24), mainly including Chou(2014), The research on Weixin Marketing Strategy Basic on College Student's Intention in Online Shopping; Xia(2009), Study on the Influence of College Students on the participation of Micro Message Marketing Selecting College Students of Chengdu Area as an Example and Sun(2015), Study on the Influential Factors of Continuance Intention of Hotel WeChat Users Based on the EECM-IT. Based on the previous study and research model, factors such as Perceived Usefulness, Perceived Ease of Use are retained, moreover, the author proposed some new factors, including Perceived Entertainment, Perceived Interactive Perceived Interference, Perceived Risk. However, some factors were dropped during exploratory factor analysis, new factors named based on the result. There are mainly two reasons, first, the majority of the 309 respondents are employees which are quite different groups and background compared to the reference articles, for example, Chou(2014) studied about colleague students, and Xia(2009) also focused on the Colleague Students. Second, the items for new variables had not been tested by many times, therefore, it could be not so valid for explaining the concept for respondents.

With the development of WeChat functions, WeChat marketing could be more flexible and innovative, however, according to the factors then approved to have significant impact on users' attitude and behavior, brands and enterprises should take advantages of this platform and focus on the marketing content and sales service. A good communication and interaction with users is very important, users perceived interactive would leads to a positive attitude towards marketing actions. Also, enterprises should do more effort on the content, according to the Perceived Entertainment impact on attitude, it is valuable to design and distribute more interesting information or marketing campaigns. In this study, from the samples that collected, the majority of respondents are between 19 to 25 years old, by linking this group with the Subjective Norm result, the author regarded that the young group has the social characteristics as "conformity", which means they are easy to influenced by people who are related to them, such as families, friends, colleagues and so on. Furthermore, it is very interesting to study the effect of psychological features on users' attitude and behavior towards new application and new technology.

8 Limitation and Further Research

In this study, the author did not chose one of the specific group as object to study, the topic is designed to cover all the different age groups who are using WeChat. However, the questionnaire is distributed through Internet randomly, it is not easy to control the propotion of different age groups, social status and so on. According to the samples, the majority of respondents are young people who are employed. Actually, it is a very representative group for this study. However, the group who are students without employment only has a small amont of respondents, therefore, it could not as a representative group. Therefore, for futher research and comprehensive study, more samples are needed.

Considering the questionnaire design, only 3 items for each new variable, which is not so persuasive, in the futher research, more items could designed for testing new variables. Also, the study could be expanded through other perspectives. In this model, the author mainly consider relationship between factors, besides this, demographics factors such as Eduation Level, Using Frequency and so on did not consider into the model as variables.

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Annexes

7.1 Demographics Result

Table 13 Question No.5 How frequently you check on WeChat?

	Frequency	Percent	Valid Percent	Cumulative Percent
anytime when receive new messages	188	60.8	60.8	60.8
every several minutes	30	9.7	9.7	70.6
every one to two hours	53	17.2	17.2	87.7
three times a day	30	9.7	9.7	97.4
every several days	2	.6	.6	98.1
rarely or hardly ever	6	1.9	1.9	100.0
Total	309	100.0	100.0	

Table 14 Question No. 6 What's your participant level in WeChat?

	Frequency	Percent	Valid Percent	Cumulative Percent
not so interested in, just look, no comment	77	24.9	24.9	24.9
interested in, update information every very time, reply and comment	158	51.1	51.1	76.1
very active, update oftenly, post information, read news and so on	74	23.9	23.9	100.0
Total	309	100.0	100.0	

Table 15 Question No.9 How many subscription account has you been followed?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	17	5.5	5.5	5.5
1-10	164	53.1	53.1	58.6
11-30	102	33.0	33.0	91.6
31-50	14	4.5	4.5	96.1
>50	12	3.9	3.9	100.0
Total	309	100.0	100.0	

Table 16 Question No.10 What will you do, if scan QR Code could have discount?

	Frequency	Percent	Valid Percent	Cumulative Percent
ignore it	130	42.1	42.1	42.1
scan and follow	144	46.6	46.6	88.7
share with friends	26	8.4	8.4	97.1
never has this experiece	9	2.9	2.9	100.0
Total	309	100.0	100.0	

Table 17 Question No.11 What will you do, if your friend repost promotion activities?

	Frequency	Percent	Valid Percent	Cumulative Percent
ignore it	116	37.5	37.5	37.5
open and check it out	156	50.5	50.5	88.0
"like" or comment	30	9.7	9.7	97.7
never has this experience	7	2.3	2.3	100.0
Total	309	100.0	100.0	

Table 18 Question No. 11 What will you do, if your friend sell products in "friend circle"?

	Frequency	Percent	Valid Percent	Cumulative Percent
ignore or block it	179	57.9	57.9	57.9
follow it	108	35.0	35.0	92.9
Valid buy from his/her	14	4.5	4.5	97.4
never has this experience	8	2.6	2.6	100.0
Total	309	100.0	100.0	

Table 19 Question No. 12 What will you do, if you pick up "Drift Bottle"?

	Frequency	Percent	Valid Percent	Cumulative Percent
ignore it	122	39.5	39.5	39.5
check it out	104	33.7	33.7	73.1
Valid reply and throw it back	9	2.9	2.9	76.1
never has this experience	74	23.9	23.9	100.0
Total	309	100.0	100.0	

Table 20 Question No. 13 What will you do, if you receive information by "LBS"?

	Frequency	Percent	Valid Percent	Cumulative Percent
ignore it or turn off "LBS"	173	56.0	56.0	56.0
check it out	77	24.9	24.9	80.9
Valid experience it	9	2.9	2.9	83.8
never has this experience	50	16.2	16.2	100.0
Total	309	100.0	100.0	

Table 21 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.880	30

Table 22 Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PU1	100.30	188.132	.395	.470	.880
PU2	100.62	184.729	.507	.436	.877
PU3	100.81	182.839	.586	.516	.876
PEOU1	100.66	188.224	.455	.432	.879
PEOU2	100.30	191.028	.329	.405	.881
PEOU3	101.01	182.110	.585	.591	.875
PE1	101.61	181.972	.512	.475	.877
PE2	101.01	182.951	.530	.460	.877
PE3	101.27	179.535	.612	.645	.874
PIR1	101.37	181.123	.547	.555	.876
PIR2	101.06	182.178	.558	.644	.876
PIR3	101.16	182.244	.545	.642	.876
PIF1	100.83	195.030	.086	.338	.886
PIF2	100.54	197.074	.010	.611	.888
PIF3	100.66	198.206	-.027	.578	.889
PR1	100.43	194.311	.122	.471	.885
PR2	100.21	194.876	.126	.581	.884
PR3	100.48	194.043	.128	.437	.885
ATT1	101.56	181.839	.506	.471	.877
ATT2	100.93	182.453	.583	.500	.875
SN1	101.33	181.104	.557	.662	.876
SN2	101.42	181.569	.579	.639	.875
SN3	101.30	180.289	.598	.642	.875
PBC1	100.18	190.779	.347	.494	.880
PBC2	100.17	191.246	.283	.477	.882
PBC3	100.25	190.482	.314	.506	.881
BI1	100.83	183.192	.538	.646	.876
BI2	101.08	180.867	.549	.661	.876
BI3	101.16	181.309	.537	.648	.876
BI4	101.40	180.286	.559	.601	.876

Table 23 Correlations among UP & PE & PIR

		UP	PE	PIR
UP	Pearson Correlation	1	.552**	.442**
	Sig. (2-tailed)		.000	.000
	N	309	309	309
PE	Pearson Correlation	.552**	1	.444**
	Sig. (2-tailed)	.000		.000
	N	309	309	309
PIR	Pearson Correlation	.442**	.444**	1
	Sig. (2-tailed)	.000	.000	
	N	309	309	309

** . Correlation is significant at the 0.01 level (2-tailed).

Table 24 Key Reference based on TAM model

Year	Author	Topic	Independent Variables	Intermediate Variables	Dependent Variables
2009	Yong Xia	Study on the Influence of College Students on the participation of Micro Message Marketing-Selecting College Students of Chengdu Area as an Example	1,Brand awareness 2,Webpage environment 3,Interaction 4,Opinion leader	Attitude	Participant level

Table 24 Key Reference based on TAM model

Year	Author	Topic	Independent Variables	Intermediate Variables	Dependent Variables
2012	Ma Liang	A Study on Customers' Behavior of Micro-message Software in China	1, Perceived Usefulness, 2, Perceived Ease of User 3, Perceived Entertainment 4, Subjective Norm 5, Perceived Behavioral Control	Behavior Intention	1, Time of use 2, Frequency of use 3, Participant level
2014	Chou Feifei	The research on Weixin Marketing Strategy Basic on College Student's Intention in Online Shopping	1, Trust 2, Perceived Usefulness 3, Perceived Ease of Use 4, Privacy concern	Attitude	Behavior Intention
2015	Feng Xuyan	Influencing Factor Research on Adoption Intention of WeChat Marketing	1, Perceived usefulness 2, Perceived Ease of Use 3, Perception reliability	Attitude	Adoption intention

Table 24 Key Reference based on TAM model					
Year	Author	Topic	Independent Variables	Intermediate Variables	Dependent Variables
			4, Perception pleasure 5, Perception precision 6, Perception disturbance 7, Subjective specification 8, Individual innovation		

7.2 Questionnaire

7.2.1 Questionnaire in English

Factors that influence users to take part in WeChat marketing activities

Dear all,

This is a quick questionnaire about WeChat marketing. The research is aim to study the factors which influence users to take part in WeChat marketing activities that held by companies, and on the other hand, to help companies to explore more solutions to get access to users and reach more deals. All the data will only used for thesis study. It might takes you 5mins to fill in the questionnaire. Thank you for your time!

First part: Demographics

1, Your gender? *

- Male
- Female

2, Do you study or work? *

- High school
- Bachelor
- Graduate or Phd
- Employed
- Unemployed

3, Your age? *

- <19
- 19-25
- 26-35
- >35

4, Your monthly expense? *

- 0-2000rmb
- 2001-5000rmb
- >5000rmb

Second part: Participation

5, How frequently you check on WeChat? *

- anytime when receive new messages
- every several minutes
- every one to two hours

- three times a day
- every several days
- rarely or hardly ever

6, What's your participation level in WeChat? *

- not so interested in, just look, no comment
- interested in, update information every very time, reply and comment
- very active, update oftenly, post infomation, read news and so on

7, What's your purpose to use WeChat? *

- contact with families, friends(send text, video etc.)
- look for new friends("people nearby" "shake")
- share interesting thing
- follow friends' status("Moment")
- get more social life information
- know more about products and activities
- maintain client relationship
- discuss work and jobs
- others

8, Have you even join Wechat marketing activities as following? *

- follow brand's subscription account
- scan QR Code to get discount
- follow friend's Wechat business account
- repost advertisement to friend's circle in order to get the prize
- collect "like" in oder to get the prize
- open "LBS" to search restaurants and storess

- join "Drift Bottle" activities, e.g. "charity donation" held by "zhaoshang" bank
- none of above

9, How many subscription account has you been followed? *

- 0
- 1-10
- 11-30
- 31-50
- >50

10, What will you do, if scan QR Code could have discount? *

- ignore it
- scan and follow
- share with friends
- never has this experiece

11, What will you do, if your friend repost promotion activities? *

- ignore it
- open and check it out
- "like" or comment
- never has this experience

12, What will you do, if your friend sell products in "Moment"? *

- ignore or block it
- follow it
- buy from his/her
- never has this experience

13, What will you do, if you pick up "Drift Bottle"? *

- ignore it
- check it out
- reply and throw it back
- never has this experience

14, What will you do, if you receive information by "LBS"? *

- ignore it or turn off "LBS"
- check it out
- experience it
- never has this experience

Third part: Attitude and Intention

15, Please choose from the answer depends on each question. *

(1=Totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Totally agree)

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
1, By using WeChat, i feel more efficient in communicating with people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2, By using WeChat, I get more useful information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
3, Shopping by scanning QR Code can help me save time and improve efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4, The design of WeChat in- terface is friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5, The steps of operate WeChat are easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6, It is conven- ient to buy products through WeChat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7, It is interest- ing to repost marketing ac- tivities, e.g.collect “like” for prize	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8, It is interest- ing to follow public account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
9, It is interesting to scan brand QR Code in order to get promotion and discount information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10, Enterprises push information and interact with me frequently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16, Please choose from the answer depends on each question. *

(1=Totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Totally agree)

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
1, I can comment on the products and service of enterprises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2, I can get feedback from the enterprises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3, The frequency and time of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
pushing information by the enterprises will interfere me					
4, People re-post brand marketing information will be annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5, Enterprises post marketing activities in WeChat will be annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6, I will be nervous if enterprises ask me for authorization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7, The content of WeChat marketing promotion could be fake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8, The payment method of WeChat could be unsafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
9, WeChat marketing is attractive for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10, I consider it is wise for enterprises to develop WeChat marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17, Please choose from the answer depends on each question. *

(1=Totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Totally agree)

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
1, People who are important to me(e.g. families, friends) think I should follow subscription account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2, People who will influence my behavior(e.g. leaders, colleges) think	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
I should follow marketing be- havior					
3, Many people around me has followed sub- scription ac- count, I will follow it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4, I am able to use WeChat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5, I can control receive infor- mation or re- ject infor- mation by “un- follow” or “block”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6, I can control whether use or not use some function, e.g. “LBS”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7, I would like to use WeChat to buy products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8, I am buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally dis- agree	Disagree	Neutral	Agree	Totally agree
products through WeChat, and I will keep on using it					
9, In the future, I will suggest friends to buy products through WeChat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10, In the fu- ture, I am go- ing to join WeChat mar- keting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.2.2 Questionnaire in Chinese

您好:

这是一份关于微信营销的简单问卷。微信营销主要表现为商家利用微信的平台和功能与用户互动和展示其品牌产品和服务,最终达成相互受益。此问卷旨在调查用户对于微信营销活动的态度和行为意向,以及其影响因素。调查所得仅用于论文研究,不涉及个人隐私安全问题。

填写此问卷需时 5 分钟,非常感谢您的耐心参与!

第一部分 个人信息

1. 您的性别？ [单选题] [必答题]

- 男
- 女

2. 您的学习/工作状态是？ [单选题] [必答题]

- 高中或以下在读
- 大学生
- 研究生或博士生以上在读
- 在职人士
- 自由职业

3. 您的年龄段是？ [单选题] [必答题]

- 19 以下
- 19-25
- 26-35
- 35 以上

4. 您的月支出情况是？ [单选题] [必答题]

- 0-2000rmb
- 2001-5000rmb
- 5001rmb 或以上

第二部分 参与情况

5. 您查看微信的频率如何？ [单选题] [必答题]

- 随时有信息就查看
- 几分钟查一次

- 一两个小时查一次
- 早中晚查一次
- 隔几天查一次
- 很少或偶尔查看

6. 您微信参与状态是？ [单选题] [必答题]

- 兴趣不大, 只看看, 不评论
- 有兴趣, 隔段时间更新状态, 回复留言和评论
- 很积极, 经常主动更新信息, 发朋友圈, 浏览新闻等

7. 您使用微信的目的是？ [多选题] [必答题]

- 跟亲朋好友联系（传送文字，语音视频等）
- 寻找新朋友（附近的人，摇一摇）
- 发布分享有趣的事物
- 关注朋友的动态（如朋友圈）
- 获取更多生活娱乐等资讯
- 了解更多商家发布的商品信息和活动
- 维持客户关系
- 讨论工作, 洽谈业务等
- 其他

8. 您是否参与过以下的微信营销活动？ [多选题] [必答题]

- 关注品牌的公众订阅号
- 扫描商家二维码获得优惠
- 关注朋友微商号或微店
- 转发抽奖活动
- 朋友圈积"赞"赢奖品
- 使用 LBS 定位系统寻找附近美食和购物点
- 参加漂流瓶活动与商家互动,如招商银行的"爱心慈善漂流瓶"等
- 以上都没有

9. 您微信订阅号的数量范围是？ [单选题] [必答题]

- 0 个
- 1-10 个
- 11-30 个
- 31-50 个
- 51 个或以上

10. 当您看到扫描二维码关注商家有优惠, 您会？ [单选题] [必答题]

- 忽视
- 扫描并关注
- 分享给朋友
- 没看到过

11. 当您看到朋友转发营销活动时, 您会？ [单选题] [必答题]

- 忽视
- 打开看看
- 点赞或评论
- 没看到过

12. 当您看到朋友做微商发广告时, 您会？ [单选题] [必答题]

- 忽视或屏蔽
- 关注
- 购买他/她的产品
- 没看到过

13. 当您捡到漂流瓶时, 您会？ [单选题] [必答题]

- 忽视
- 打开看看
- 回复并仍回

- 没捡过

14. 当您收到附近的商家打招呼时, 您会? [单选题] [必答题]

- 忽视或关闭
- 打开看看
- 去体验一下
- 没收到过

第三部分 态度和意向

15. 请理解问题后再根据您的使用感受作出判断.

*(1=极不同意, 2=较不同意, 3=不确定, 4=比较同意, 5=非常同意) [矩阵单选题] [必答题]

	极不同意	较不同意	不确定	比较同意	非常同意
1, 使用微信让我在人与人交往中, 交流更有效	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2, 使用微信让我搜索到很有效的信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3, 使用微信的扫一扫等功能进行购物, 可以节省时间, 提高效率	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4, 微信界面设计友好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5, 微信操作步骤简单	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6, 通过微信购买产品很方便	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7, 转发微信营销活动很有趣,比如,收集"赞"来获取奖品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8, 关注公众号订阅号很有趣	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9, 扫描二维码关注商家品牌来获取推广和优惠信息很有趣	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10, 商家会定期推送消息,与我互动等	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. 请理解问题后再根据您的使用感受作出判断.

*(1=极不同意, 2=较不同意, 3=不确定, 4=比较同意, 5=非常同意) [矩阵单选题] [必答题]

	极不同意	较不同意	不确定	比较同意	非常同意
1, 我可以评价商家的产品和服务	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2, 我可以得到商家的回复或反馈	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3, 订阅号推送消息的频率和时间会干扰我	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4, 朋友圈中转发的营销信息让人厌烦	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5,商家在微信上发送的营销活动让人反感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6,商家要我授权时,我会感到不安	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7,微信营销的内容可能会造假	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8,微信支付功能可能存在安全问题	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9,微信营销对我很有吸引力	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10,我认为商家或企业发展微信营销是明智的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. 请理解问题后再根据您的使用感受作出判断.

*(1=极不同意, 2=较不同意, 3=不确定, 4=比较同意, 5=非常同意) [矩阵单选题] [必答题]

	极不同意	较不同意	不确定	比较同意	非常同意
1,一些对我很重要的人(如亲人,朋友)认为我应该关注商家或企业微信公众号	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2,影响我行为的人(如领导,同事)认为我应该关注商	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

家或企业微信营销行为					
3, 周围我认识的很多人都关注了商家或企业微信,我也将关注	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4, 我有能力和知识去使用微信	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5, 我可以控制接收信息也可以利用“取消关注,屏蔽”等功能来拒收信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6, 我可以控制使用或不使用微信的功能,如“定位功能”等	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7, 在未来我会使用微信购买产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8, 我正在使用微信购买产品,以后还会继续使用	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9, 在未来我会向朋友推荐利用微信购买产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10, 在未来我打算参与微信营销	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

