Study on WeChat Marketing Strategy Based on the Purchase Intention of Youth Group

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ABSTRACT

Recently, studies of WeChat Marketing Strategy based on the Purchase Intention have used TAM to help enterprises achieve high levels of marketing strategy but most have investigated only a component of TAM and neglect the role of entertainment, privacy and trustworthiness (belief in benevolence, belief in the competence, belief in the integrity) that are shown when people use WeChat. Therefore, a model that goes beyond TAM and include key relational concepts (entertainment, concern about privacy, trust, etc.) is developed. Entertainment, concern about privacy and trustworthiness are major parts of this model, which are based on strong theoretical foundations. Eleven hypotheses are formulated. Data on the constructs are collected from 384 respondents and analyzed by using regression analysis to test the hypotheses.

KEYWORDS

Purchase Intention, Technology Acceptance Model, Theory of Reasoned Action, WeChat Marketing, Youth Group

INTRODUCTION

According to Penguin Intelligence’s research report, the number of people who using the WeChat is on the increase since WeChat releases in 2011 and the number of monthly active users has exceeded 700 million by the end of the second quarter of 2016. In addition, according to CNNIC’s survey, there is an increase of users of WeChat whose ages are between 19 and 30 more than 50 percent in several years. And 52.92% WeChat users have bachelor degree or above. Thus, the WeChat marketing is far from achieving its potential due to reluctance of youth group to engage in its use.

Since the rise of WeChat, academic research is still in a relatively early stage. Based on the theory of motivation and behavior, Malang (2012) studies the relationship between motivation and usage behavior of WeChat users. He believes that the user’s motivation can be measured from the two dimensions of user characteristics and the characteristics of social members of WeChat users. The user’s motivation can influence the user’s behavior by influencing the behavior intention. The empirical results show that, in addition to perceived usefulness and perceived ease of use, entertainment, subjective norms and perceived behavioral control significantly affect the user’s intention using WeChat. Chenpan (2012) finds that the traditional perceived usefulness is not a good explanation for the intention of WeChat users. Social impact, motivation and privacy concerns are the three important dimensions that influence the adoption of WeChat. Wangxiao (2012) considers subjective norm is the most important factor that affects the user’s behavior. For users, “useful” and “easy to use” is more important than entertainment. Xiongsha (2012) analyzes the demographic variables of perceived usefulness, ease of use, perceived risk and the influence of network externality to express gender, age, educational background and description of single user have effect on adoption WeChat. Wushuangru
(2013) adds two variables: perceived entertainment and network externalities. The important role of perceived entertainment and network externality on user’s attitude is verified.

WeChat marketing must be built on the basis of user adoption of WeChat so that enterprise can utilize features of WeChat. In this paper, the author examines a large amount of literatures and organizes literature to find that the research on driving factors of consumers using WeChat are based on the technology acceptance model, combined with the characteristics of WeChat and related theories, such as the theory of network externality, the theory of perceived interest and so on, and then introduce new variables to build a more realistic theoretical model. It has been proved that the main reasons for the user to use WeChat are entertainment, external influence, perceived usefulness and perceived ease of use.

These studies ignore important factors such as privacy and trustworthiness (belief in benevolence, belief in the competence, belief in the integrity) that are shown when people use WeChat.

WeChat online platform for public service marks the beginning of WeChat for commercial services, so many scholars and practitioners begin to pay attention to the use of WeChat and business functions. Zhangyan (2013) analyzes the WeChat marketing model and its implementation principles, and that the key point of the realization of WeChat’s marketing strategy is to interact with the information sharing and precise positioning of the customer base. From the aspects of the communication mechanism and social effect of WeChat’s public platform, the author (Liyang, 2014) analyzes the attributes and advantages of WeChat’s public platform, and advocates that the government and enterprises should make reasonable use of the platform of media communication. But there is no recommendation based on the structural analysis model about WeChat marketing for enterprise.

Through the arrangement, the research on the relationship between marketing and consumer behavior has been widely recognized by scholars, and has important guiding significance to the enterprise marketing behavior.

On the one hand, WeChat marketing development in a relatively short time, is still in a basic stage for the study of WeChat marketing Consumer’s willingness to adopt WeChat marketing has not caused the attention of scholars, which is the significance of this study intending to fill the blank spot. On the other hand, lack of protection of privacy and lack of trust are the important deterrent. These factors are the fundamental requirements for establishing online transaction. Since its medium of transaction is a web site, the youth group’s perception of technology also affects its use: the web site is an IT application. Prior studies, however, have not examined the impact of protection of privacy. In order to develop and maintain youth group, e-commerce companies must build strong privacy, strengthen the WeChat system and restore public confidence measures with their consumers for long-term mutual benefit. Therefore, a unified model is developed to aid in understanding protection of privacy and trust in the context of WeChat.

RESEARCH METHOD

Technology Acceptance Method

TAM is assumed that system use is determined by behavioral intention (BI) to use it; this in turn is influenced by users’ attitude (A), which is directly affected by beliefs about the system: perceived usefulness (U) and perceived ease of use (EOU). An additional relationship from U to BI is assumed that intention is based on expected improvement in performance, regardless of attitude, and that EOU would influence U. The focus is on current and future exchange behavior. Intention is considered a good surrogate for actual behavior. The technology acceptance model is one of the most widely used models to study the users’ willingness to accept and behavior, As shown in Figure 1.
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