Research on WeChat Business Consumer Purchase Intention

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Abstract

Starting from WeChat business consumer shopping behavior model, this paper was discussed the key factors influencing consumer perceived value under various stages of behavior model. On the basis of combination of past literature research and the relevant scholars, experienced WeChat business consumer interviews as a result, from the perspective of consumer behavior model, put forward before the perceived value of the four dependent variable: spread environmental richness and channel relationship, the value of the channel and word of mouth; Then to network consumer behavior theory, transaction cost theory, planned behavior theory, six degrees of separation theory and the long tail theory as the theoretical basis of this study in-depth analysis to explore the perceived value before with the perceived value of three dimension (functional value, emotional value and social value, perceived value, the relationship between the three dimensions are the same as the relationship between the purchase intention, and establishes theory model; Finally, through questionnaire survey and descriptive statistical analysis, reliability and validity analysis and structural equation model analysis, the proposed conceptual model and relevant assumptions are verified. Based on the above research conclusions, this paper was provided suggestions and strategies for traditional WeChat business enterprises to carry out WeChat business marketing, and provides theoretical guidance for the development of social e-commerce, which will help enterprises to better carry out WeChat business marketing activities and promote the healthy and steady development of WeChat business, a social business model.

Keywords: WeChat Business, Business Consumer, Purchase Intention

Introduction

WeChat business discussed in this paper refers to the social distribution model based on WeChat ecology, and is a new type of e-commerce based on social media, also known as social e-commerce. Internet society of China released the 2017 WeChat business industry research report pointed out that WeChat business industry overall market size in 2016 reached

181.95 billion yuan, forecast in 2017 will reach 360.73 billion yuan, the growth rate of 98.3%, in 2016 the national WeChat business industry practitioners to 12.57 million, estimates will reach 15.35 million in 2017, the growth rate of 22.1%, the dealer market transaction scale and workers keep rapid expansion. Therefore, this paper takes WeChat business consumers as the research subject to explore the factors affecting their purchase intention, which is a theoretical discussion with a practical background.

It can be seen from the research results of many scholars that functional value, affective value and social value are more mentioned in the perceptive value dimension, and these three dimensions can better distinguish WeChat business consumer perceived value by Kantamneni (2002). Therefore, this article will choose propagation environment richness and channel relationship, the channel value and reputation evaluation four variables as consumers perceived value before the dependent variable, depending on the perceived value on consumer purchase intention of positive influence, to explore the perceived value of four former is due to the change or if by perceived value impact on consumer purchase intention by Yunyin Hu (2009). In order to more clearly explore the different influencing mechanisms among the four interceptive, the perceived value is divided into three dimensions: functional value, emotional value and social value, so as to make the research conclusions more targeted and segmented.

Research Objectives

1 Study and analyze the factors influencing WeChat business consumers' purchase intention.

2 Verify the extent to which these factors affect WeChat business consumers' purchase intention.

3 Based on the research results, a new consumer purchase intention model is constructed.

The independent variables of this study include five variables: Richness of Communication Environment, Channel Relationship, Channel Value, Word-of-Mouth Evaluation and Perceived Value.

Research on WeChat business, a dependent variable, on consumers' purchase intention includes the factors that affect WeChat business consumers' purchase intention and the degree of influence of these factors. You can find the answer from the literature review. See table 1 for setting and definition of each variable.

Table 1 Operational definition and literature source of each variables

Variables	Variable Definition		Developed From
Richness of Communication Environment	The development of the age of the Internet makes information dissemination way, the disseminator role and carrier of communication content changing, the emergence of a variety of new media makes the transmission channel, WeChat business makes consumers not only can be used as product information, the recipient can also become the publisher of information, various forms of new media makes the product information to present a variety of forms.		Guo Qingguang,2004; Frank Mulhern, 2009; Satoshi Kono,2009; Kliatchko,2008; Frank Mulhern,2009; Kliatchko,2008;
Channel Relationship	Social network marketing relationship includes trust relationship, interactive relationship and information dissemination scope. Trust relationship is established based on deep communication or high sense of trust. Interactive relationship is used to measure the communication between sellers and consumers; Communication effect is to measure the communication ability in channel relations.		Keynote,2011; MeredithMorrif,2010; Molin,2011; Fengrui,2010;
Channel Value	Search cost and maintenance cost of network marketing channels: the time and experience cost consumers pay to obtain product-related information, and the pass-through cost enterprises incur in order to develop and maintain network channels.		Bar-Isaac,2011; Molin,2011; Ning Dehui, Guanshuai,2010; Yuan Shijiao,2011;
Word-of-Mouth Evaluation	User comments made by customers can form word-of-mouth communication and produce recommended marketing effects.		Brynjolfsson,2011; Elberse&Oberholzer-Gee,2008;
Perceived Value	Functional Value	To meet the most basic needs of consumers.	Bourdeaueta, 2002; Sweeney, 2001; Soutar, 2001;
	Emotional Value	Consumers can get emotional experience, aesthetics and inner	

		feelings beyond the use value of products.	Yang Xiaoyan, 2006.
	Social Value	Consumers' sense of value to the social significance generated by the purchase and use of certain goods or services.	
Consumer Purchase Intention		The subjective probability or probability of consumers' purchasing activities and their willingness and behavioral responses to maintain good relations with the shopping website in the future.	David Gefenetal, 2003; Pavlou, 2003; Jarvenpaa, 2005; Gefen, 2006 .

Research of Hypothesis

H1：The richness of communication environment have significant influence on the perceived value of consumers.

SubH1a：The richness of communication environment have significant influence on the functional value of consumers.

SubH1b：The richness of communication environment have significant influence on the emotional value of consumers.

SubH1c：The richness of communication environment have significant influence on the social value of consumers.

H2：Channel relationship variables have significant influence on consumer perceived value.

SubH2a：Channel relationship variables have significant influence on consumer functional value.

SubH2b：Channel relationship variables have significant influence on consumer emotional value.

SubH2c：Channel relationship variables have significant influence on consumer social value.

H3：Channel value variables have significant influence on consumer perceived value.

SubH3a：Channel value variables have significant influence on consumer functional value.

SubH3b：Channel value variables have significant influence on consumer emotional value.

SubH3c：Channel value variables have significant influence on consumer social

value.

H4：The variables of word-of-mouth evaluation have significant influence on the perceived value of consumers.

SubH4a：Word-of-mouth evaluation variables have significant influence on consumer functional value.

SubH4b：Word of mouth evaluation variables have significant influence on consumer emotional value.

SubH4c：Word-of-mouth evaluation variables have significant influence on consumer social value.

H5：Perceived value have significant influence on WeChat business consumers' purchase intention.

SubH5a：Functional value has significant influence on WeChat business consumer purchase intention.

SubH5b：Emotional value have significant influence on WeChat business consumers' purchase intention.

SubH5c：Social value have significant influence on WeChat business consumers' purchase intention.

Conceptual Framework

According to the objectives of this study, the relationship among the six variables of communication environment richness, channel relationship, channel value, word-of-mouth evaluation, perceived value and purchase intention is studied, and a theoretical research framework is constructed to make various assumptions, as shown in figure 1
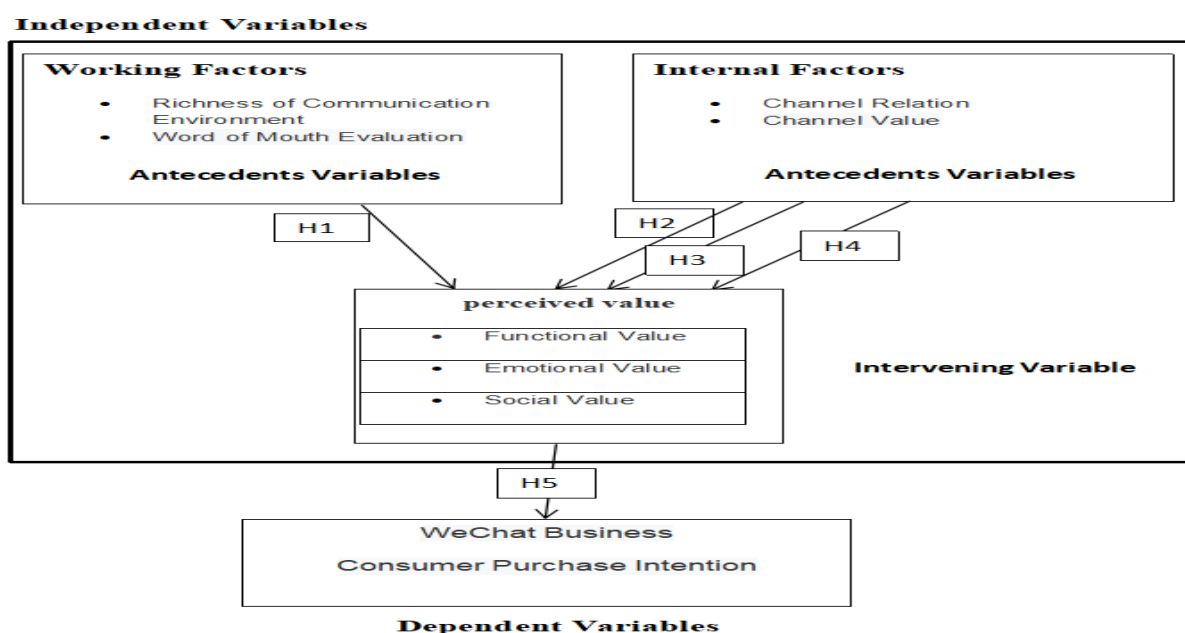
Figure 1. Research on WeChat Business Consumer Purchase Intention : A case of   WeChat

Research Methodology

        This research is a quantitative research design using a survey questionnaire to collect data from the sample. The descriptive statistical analysis of the collected sample data is mainly divided into two parts: statistical analysis of sample population characteristics and statistical analysis of each variable. Then, SPSS 20.0 statistical software was used to test the reliability of the measurement items, and Cronbach's alpha coefficient was used as the reference value for judgment. Then the scale validity was analyzed and tested by exploratory factor analysis and confirmatory factor analysis. Finally, the structural equation model is used to verify the relationship between the perceived value of WeChat marketing consumers and their antecedents and purchase intention.

        In this study, a questionnaire survey was conducted before the formal investigation, and the distribution channels were distributed through the Internet. A total of 90 questionnaires were distributed and 76 were recovered. After the deletion of unqualified data, 69 valid data were obtained, with a recovery rate of 76.7%. Using the SPSS 20.0 to recycle the effective data analysis it is concluded that there is some measurement item does not meet requirements, after deleting these measurement item, the reliability and validity of the questionnaire were improved obviously, therefore, in order to study the accuracy of the results, decided to the measurement of these undesirable item to do, see table 2

Table 2 Deleted Measurement Questions Options Summary Sheet

Measured Variable	**Deleted Measurement Questions Options**
Richness of Communication Environment	EV3,EV5
Channel Relationship	CR2,CR3,CR5,CR6,CR10
Channel Value	CV7
Emotional Value	PVE4
Social Value	PVS3,PVS4,PVS5

        By deleting the above measurement options, a formal survey questionnaire with satisfactory reliability and validity can be obtained.

Table 4 Variable Reliability Analysis

Variable	question quantity	Cronbach's a
Richness of Communication Environment	8	0.827
Word-of-Mouth Evaluation	4	0.727
Channel Relationship	6	0.744
Channel Value	6	0.736
Functional Value	5	0.857
Emotional Value	4	0.785
Social Value	2	0.885
Purchase Intention	4	0.787

In order to test the structural validity of the measurement items, it is necessary to use the exploratory factor analysis function of SPSS software and the confirmatory factor analysis function of Amos software comprehensively to analyze the structural validity of the questionnaire.

Based on the reliability and validity analysis of the measurement items of variables, the structural equation model was established to verify the hypothesis model initially established, and the specific influencing factors of the purchase intention based on the consumer behavior model were explored.

Research Results

Table 3 Descriptive Statistical Analysis of Variables

Variables	Code	Sample Size	Min	Max	Average	Standard Deviation	Skewness	Kurtosis
Richness of Communication Environment	Ev1	325	1.00	5.00	3.686	0.909	-0.775	0.827
	Ev2	325	1.00	5.00	3.779	0.916	-0.951	0.817
	Ev4	325	1.00	5.00	3.892	0.859	-1.142	1.988
	Ev6	325	1.00	5.00	3.779	0.943	-0.834	0.580
	Ev7	325	1.00	5.00	4.071	0.788	-1.191	2.719

	Ev8	325	1.00	5.00	4.139	0.837	-1.252	2.142
	Ev9	325	1.00	5.00	3.782	1.036	-0.760	-0.138
	Ev10	325	1.00	5.00	3.757	0.857	-0.666	0.360
Word-of-Mouth Evaluation	Ow1	325	1.00	5.00	4.111	0.757	-0.710	1.929
	Ow2	325	2.00	5.00	3.868	0.764	-0.522	0.207
	Ow3	325	1.00	5.00	3.788	0.903	-0.681	0.135
	Ow4	325	1.00	5.00	4.089	0.721	-0.831	1.519
Channel Relationship	Cr1	325	1.00	5.00	4.031	0.765	-1.134	2.412
	Cr4	325	1.00	5.00	3.760	0.845	-0.479	0.204
	Cr7	325	1.00	5.00	3.886	0.904	-0.732	0.254
	Cr8	325	1.00	5.00	3.791	0.871	-0.765	0.440
	Cr9	325	1.00	5.00	3.843	0.855	-0.795	0.787
	Cr11	325	1.00	5.00	3.945	0.855	-0.847	0.802
Channel Value	Cv1	325	1.00	5.00	3.889	0.835	-0.877	1.136
	Cv2	325	1.00	5.00	3.972	0.709	-0.746	1.418
	Cv3	325	2.00	5.00	4.037	0.756	-0.500	0.863
	Cv4	325	1.00	5.00	3.911	0.742	-0.585	0.964
	Cv5	325	1.00	5.00	3.834	0.731	-0.543	0.938
	Cv6	325	1.00	5.00	4.271	0.729	-1.045	1.734
Functional Value	Pvf1	325	1.00	5.00	3.997	0.778	-0.833	2.026
	Pvf2	325	1.00	5.00	3.514	0.898	-0.093	-0.400
	Pvf3	325	1.00	5.00	3.348	0.942	-0.033	-0.517
	Pvf4	325	1.00	5.00	3.659	0.866	--0.224	-0.312
	Pvf5	325	1.00	5.00	3.643	0.855	-0.228	-0.255
Emotional Value	Pve1	325	2.00	5.00	3.809	0.854	-0.432	-0.342
	Pve2	325	1.00	5.00	3.850	0.842	-0.802	0.607
	Pve3	325	1.00	5.00	3.930	0.815	-0.729	0.519
	Pve5	325	1.00	5.00	3.695	0.887	-0.592	0.033
Social Value	Pvs1	325	1.00	5.00	3.375	1.066	-0.118	-0.815
	Pvs2	325	1.00	5.00	3.234	1.080	0.026	-0.931
Purchase Intention	Pd1	325	1.00	5.00	3.726	0.947	-0.766	0.211
	Pd2	325	1.00	5.00	3.775	0.840	-0.468	0.072
	Pd3	325	1.00	5.00	4.105	0.725	-0.699	1.002
	Pd4	325	2.00	5.00	4.080	0.801	-0.725	0.273

The table shows that values of each measurement problem between 3.348-4.271, this study chooses the Likert 5 subscales, so respondents answer result is Overall significantly, high degree of consistent with this hypothesis.

Reliability analysis mainly analyzes the consistency of the questionnaire and the answers, and whether the measurement items of the same dimension maintain the same answer state. Cronbach's alpha coefficient is used in this study to judge the reliability of the questionnaire. When Cronbach's alpha coefficient is greater than 0.7, it indicates that the reliability of the questionnaire is good and can be further analyzed. Between 0.5 and 0.7, the reliability of each measurement item in the questionnaire is normal, but acceptable. If it is less than 0.5, the measurement items need to be modified to improve the reliability of the questionnaire. As can be seen from table 3, Cronbach's alpha coefficients of all variables are greater than 0.7, indicating that the measurement questionnaire of this study has good reliability, which can be analyzed in the next step.

Through the analysis and test of the above structural equation model, the hypotheses proposed in this paper are verified successively. Table 4 is a summary of the hypothesis verification.

Table 4 Summary Table of Hypothesis Results of Empirical Research

Hypothesis	Results
H1a：The richness of communication environment has significant influence on the functional value of consumers.	Rejected
H1b：The richness of communication environment has significant influence on the emotional value of consumers.	Accepted
H1c：The richness of communication environment has significant influence on the social value of consumers.	Accepted
H2a：Channel relationship variables have significant influence on consumer functional value.	Accepted
H2b：Channel relationship variables have significant influence on consumer emotional value.	Rejected
H2c：Channel relationship variables have significant influence on consumer social value.	Accepted
H3a：Channel value variables have significant influence on consumer functional value.	Rejected
H3b：Channel value variables have significant influence on consumer emotional value.	Accepted

H3c： Channel value variables have significant influence on consumer social value.	Rejected
H4a： Word-of-mouth evaluation variables have significant influence on consumer functional value.	Accepted
H4b： Word of mouth evaluation variables have significant influence on consumer emotional value.	Accepted
H4c： Word-of-mouth evaluation variables have significant influence on consumer social value.	Accepted
H5a： Functional value has significant influence on WeChat business consumer purchase intention.	Accepted
H5b： Emotional value has significant influence on WeChat business consumers' purchase intention.	Accepted
H5c： Social value has significant influence on WeChat business consumers' purchase intention.	Accepted

The empirical research results show that channel relationship and word-of-mouth evaluation have significant influence on the functional value of network consumers' perceived value. The richness of communication environment, word-of-mouth evaluation and channel value have significant influence on the emotional value of network consumers' perceived value. The richness of communication environment, channel relationship and word-of-mouth evaluation have a significant impact on the social value of perceived value of network consumers, which is consistent with the hypothesis of this study.

Conclusion

The empirical results show that the richness of communication environment and channel value have no obvious influence on the functional value of the perceived value of network consumers. Channel relationship has no obvious influence on the emotional value of network consumers' perceived value. Channel value has no obvious influence on the social value in the perceived value of network consumers, which is inconsistent with the hypothesis proposed in this study. In this study, the main reasons are as follows: social marketing increases the sources of online consumers to obtain product news and reduces the search cost, but it will not change the inherent properties of the product itself, that is, the functional value of the product will not change due to the change of shopping mode; There is a certain distance between people in the range of social contact. Online consumers pay more attention to the information and reputation of products when choosing products, and will not change the degree of perceived emotional value of products due to the relationship with the seller. WeChat

business most of the products purchased by consumers are daily necessities and rarely involve luxuries. Therefore, the social value in consumers' perceived value is not significantly affected.

This paper assumes that the three factors of perceived value of online consumers have a positive and significant effect on the purchase intention of online consumers, and the empirical results show that the above hypothesis is true.

This study intends to analyze the influencing factors of online shopping consumer behavior pattern and traditional channel consumers' purchase intention, and conclude four variables of communication environment richness, channel relationship, channel value and word-of-mouth evaluation as antecedents variables of WeChat business consumers' perceived value, Through in-depth interviews with relevant scholars and experienced WeChat business consumers, specific measurement items of relevant variables were determined, theoretical models were established and analyzed and verified, This will enrich the research on online consumers' purchasing behavior and identify and determine the factors influencing online consumers' purchasing intention under new media channels.

Based on consumer buying behavior model, on the basis of in-depth study of network consumers perceived value could be used to network marketing enterprise sets up the consumers and the core of marketing concept, improve customer experience, improve customer satisfaction, thereby enhancing customer retention, implementation to expand market share, the formation of brand advantage is the ultimate goal of each WeChat business enterprise marketing by Deng Fayun, Lin Zhixin(2013). Practice proves that the network shopping compared to traditional shopping patterns are very different, and the pattern of social sex online rise at the present stage from the consumer shopping channel environment has a great differentiator to channel relationship more, in this case, how to according to consumer shopping behavior characteristics, key factors determine the consumer perception of product value, and raising the purchase intention to prepare for and is close to implement network marketing enterprises is of great significance.

Through empirical analysis, this study draws the influencing factors to improve the perceived value level of online shopping consumers and makes relevant marketing strategy Suggestions, which will help solve the above problems.
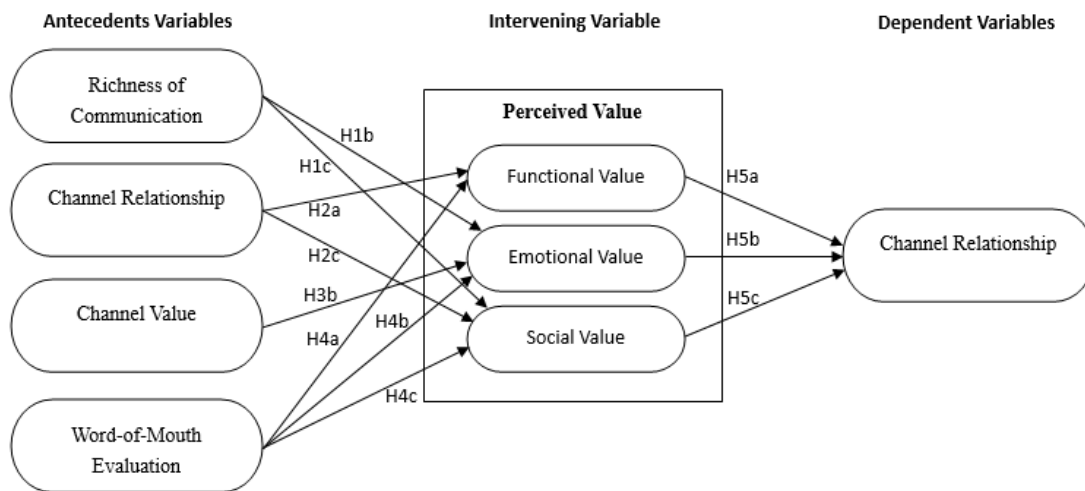
Figure 2 Research on WeChat Business Consumer Purchase Intention

Through the above research on the hypothesis analysis and testing, delete false assumptions, get the influence model of the micro-commercial consumer purchase intention in the above figure.

This model explains several factors that have an important impact on WeChat business consumer purchase intention based on social network, including the influence among four antecedents variables and mediating variables of consumer perceived value.

Suggestion

In this research, the findings will give scholars and entrepreneurs a right direction when they research about WeChat Business Consumer Purchase Intention. Nevertheless, this research contains limitations that could be addressed in future studies.

Firstly, the data collected in this study have age limitations, because most of the buyers who have used WeChat business are young people. People over 40 are still accustomed to using shopping in physical shop, and they have some limitations such as distrust of WeChat business purchases, WeChat business shopping are rare.

Secondly, in this study, 426 questionnaires were sampled. If a wider sample of the population could be sampled, it is believed that the results of this study would be more representative.

Finally, due to the limitation of time and energy, the research questions are highly targeted. For a wider range of similar unanswered questions, look to other relevant academic research.

With the development of Internet media technology, in recent years, based on network broadcast and short video technology, related platforms have been developed and laid out very quickly. For example, Alibaba's Taobao live broadcast, Amazon Live, TikTok's short video and live broadcast, and the marketing behavior based on this is very different from the traditional sales behavior, but there is a lack of relevant research. Maybe we can study these new problems from a new perspective and get the solutions to the related problems in the future.

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