

Research on the Impact of Micro-Blog Marketing on Consumer Perceived Quality

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Abstract. Micro-blog has set off an "Internet revolution" with its convenience, digitalization and strong interaction since 2010, which has changed the way of enterprise information dissemination. Nowadays, the user group of Micro-blog is more and more extensive, and more and more enterprises begin to carry out micro-blog marketing. How to make good use of this platform to promote sales is an important topic worthy of in-depth exploration. Based on the in-depth study of relevant literature at home and abroad, this paper takes empirical quantitative analysis as the research method to extract the influencing factors of consumer perceived quality under Micro-blog marketing, namely brand image, innovation of marketing methods, and participation of network community members. The results show that these three factors can positively affect the consumer perceived quality. Additionally, This paper puts forward some suggestions on micro-blog marketing for enterprises, such as shaping a good brand image, enhancing the innovation of micro-blog marketing methods, attracting the attention of potential consumers, improving the participation of members of the network community, and emphasizing the dissemination of product information among members of the network community, striving to play a useful practical reference value and guiding role for enterprises to implement micro-blog marketing strategy.

Introduction

In 2010, Micro-blog, a new platform, was highly concerned and actively participated by a number of users. The number of users of Micro-blog grew explosively. Therefore, 2010 was called the first year of Micro-blogging in China.[1] The interface of Micro-blog is easy to understand and interactive. Users can forward and comment on the Micro-blog they are interested in. They can also chat with their favorite Micro-bloggers through private messaging. Through the micro-blog platform, people can know the recent hot events and participate in the discussion of hot topics, which greatly changes the way people get information and interact with others. In addition, through the micro-blog platform, enterprises can timely know consumers' views on products and services provided by enterprises, interact and communicate more directly with consumers, and understand the real-time dynamics and marketing actions of the competitors more quickly. In addition, when a public relations crisis occurs, enterprises can release official statements in time through micro-blog to alleviate the risks to enterprises. In recent years, enterprises are constantly updating and implementing various methods of micro-blog marketing, in order to bring more economic benefits for enterprises. However, with the steady development of Micro-blog, the pace of innovation of Micro-blog platform is stagnating. At the same time, various new social platforms, such as Weixin and Xiaohongshu, have emerged, which have caused some obstacles for enterprises to carry out marketing activities on Micro-blog platform. How to improve the effect of Micro-blog marketing and promote sales is a problem that many enterprises are constantly exploring.

This paper studies the impact of micro-blog marketing on consumer perceived quality, and puts forward some suggestions for enterprises to carry out micro-blog marketing, trying to provide valuable strategic reference for enterprises to implement micro-blog marketing.

Literature Review and Research Hypothesis

The Impact of Brand Image on Consumer Perceived Quality

Great brand image is the foundation of enterprise development. Jie Chen [2] defined micro-blog brand image as a series of feelings and associations formed in the minds of consumers by products established on micro-blog by enterprises. Enterprises promote and disseminate brands through micro-blog platform, interact with users constantly in the process of dissemination, guide users to identify with the brand, and establish a good brand image to improve the consumer perceived quality. Enterprises will leave certain impressions on their audience through micro-blog marketing activities. The impressions will affect the image of enterprises on the network platform. If the enterprise has a good network brand image on micro-blog, then consumers will want to have a deep understanding of the enterprises' products, generate a good purchase mood, and more easily produce a higher perceived quality of the enterprises' products. Therefore, this paper makes the following assumption:

H1: Brand image has a positive impact on consumer perceived quality.

The Impact of Marketing Innovation on Consumer Perceived Quality

Lyman [3] pointed out that user innovation preferences have strong ability of behavior explanation and prediction through the study of consumer behavior. Beijie Zhou and Lun Hou [4] introduced Personal Innovation as a variable to reflect consumers' acceptance of the new way of micro-blog marketing. In the current environment, micro-blog is no longer novel, so the innovation depends on the marketing methods. If the micro-blog marketing mode is unique and innovative, it will attract the eyes of potential consumers, make them pay attention to the products launched by enterprises, and also make a good impression on enterprises, so that they have a higher perceived quality of enterprise products and believe that enterprise products are trustworthy. Therefore, this paper makes the following assumption:

H2: Innovation of marketing mode has a positive impact on consumer perceived quality.

The Influence of Network Community Member Participation on Consumer Perceived Quality

Through empirical research, Lan Zhang [5] draws the conclusion that the participation of other members of the network community to an enterprise and a product will affect one's perceived quality of the enterprise's products. Every individual lives in a certain network community. The participation of other members of the network community will affect your understanding and evaluation of the enterprises' products. When a member of the network community recommends a product to another member and praises the use effect and post-purchase experience of the product, the recommended product is very likely to become his next purchase. Therefore, if enterprises can improve the participation of the other member of network community where potential consumers are, it will greatly enhance the effect of enterprise Micro-blog marketing, so that consumers have a higher perceived quality of enterprises' products. Therefore, this paper makes the following assumption:

H3: Participation of network community members has a positive impact on consumer perceived quality.

Research and Design

Questionnaire Description and Design

The questionnaires were sent out online, and obtained 131 effective copies finally. The results of the questionnaires show women accounted for 73.6% of the total number of respondents. Ignoring the error factors, we can see that women pay more attention to the implementation of micro-blog marketing strategy for enterprises. Additionally, the number of people aged 18 to 35 accounted for about 80% of the total. So, it is the main target group of Micro-blog marketing.

The questionnaire consists of three parts. Firstly, the basic information of the individual is collected. Then, the survey of use of micro-blog and users' attention on the enterprises' official micro-blog

accounts is conducted. Finally, the measurement indicators are designed according to the various influencing factors of consumer perceived quality under micro-blog marketing.

The measurement project of brand image in the questionnaire refers to Yongsheng Jin’s [6] research scale of influence determinants of Micro-blog based on multi-layer structure, which contains three items. The item of marketing innovation is based on Lattin’s [7] research scale published in Journal of Marketing Research, which has been adjusted to three items. The two items of online community member participation is based on Miaomiao Wang’s [8] research scale on the mechanism of the impact of online comments on consumers’ willingness to share. The three items of consumer perceived quality measurement project are based on Dodds’s [9] research scale published in Journal of Marketing Research. They are detailed in the appendix questionnaire.

Analysis of Results

Reliability Test.

Reliability analysis is to test the reliability of the questionnaire by calculating the reliability coefficient. It is an effective index to judge the reliability of the scale. In this study, the Cronbach’s alpha coefficients of each influencing factor are greater than 0.7, as shown in Table 1 below. It can be concluded that the reliability of the scale of each variable is high, and the internal consistency of each item is good, which passes the reliability test.

Table 1. Reliability test

Variable	Number of questions	Item	Cronbach’s α coefficient
Brand image	3	BI1-BI3	0.751
Innovation of marketing methods	3	IM1-IM3	0.742
Participation degree of network community members	2	CM1-CM2	0.712
Perceived quality	3	PQ1-PQ3	0.715

Validity Test.

Validity analysis examines the authenticity of the questionnaire results, referring to the degree to which the significance of the measurement results is consistent with the theoretical concept of the target variable.[10] As shown in Table 2, the KMO values are all greater than 0.7. In Bartlett spherical test, the chi-square values of all variables are relatively large and SIG values are 0.000, which indicates that the level of significance is high and passes the validity test.

Table 2. KMO and Bartlett spherical test results

	KMO value	Bartlett spherical test		
		Chi square value	Df	Sig
independent variable	0.782	1128.368	78	0.000
dependent variable	0.719	187.618	4	0.000
Population validity	0.814	1943.647	188	0.000

Correlation Analysis.

Correlation analysis is used to study the correlation among variables to reduce the uncertainty among variables, and the correlation coefficient reflects the correlation between variables. Table 3 shows that there is a positive correlation between the consumer perceived quality and the three influencing factors at a significant level of 0.01, indicating that they will positively affect the

consumer perceived quality. So the proposed hypotheses have preliminarily verified, but the specific way of action is to be discriminated by regression analysis.

Table 3. Relevance analysis

Variable	BI	IM	CM	PQ
Brand Image	1			
Innovation of marketing	0.481**	1		
Participation of network community members	0.452**	0.413**	1	
Perceived quality	0.578**	0.509**	0.537**	1

**Significant correlation at 0.01 level (bilateral).

Regression Analysis

This paper uses stepwise regression analysis to explore the specific relationship between variables to explain the degree of correlation. The results of correlation analysis show three factors of consumer perceived quality under Micro-blog marketing are positively correlated with perceived quality. On this basis, the stepwise regression analysis method is used to iterate the three influencing factors as independent variables to the regression equation with perceived quality as dependent variables.

From Table 4, F value was 94.311, the significance level was 0.000, less than 0.05, and the significance was obvious. The R² value is 0.592, indicating three independent variables can explain 59.2% change of perceived quality. In addition, from the significance of the T values corresponding to their respective variables and constants are less than 0.05, the regression coefficients of their respective variables are meaningful in the equation, and the constant should also exist in the equation. According to the Beta value of brand image, participation degree of network community members and innovation of marketing mode, the regression equation of perceived quality is: perceived quality = 0.821 + 0.357 * brand image + 0.292 * participation degree of network community members + 0.280 * innovation of marketing mode. Therefore, hypothesis H1, H2 and H3 are verified.

Table 4. Regression analysis of influencing factors and perceived quality

Model		R2	F value	Sig	Non-standardization coefficient		Standard coefficient	T	Sig
					Beta	Standard error	Trial version		
The third time	(constant)	0.592	94.311	0.000	0.821	0.172		4.125	0.003
	BI				0.357	0.038	0.231	5.301	0.000
	CM				0.292	0.042	0.192	4.499	0.001
	IM				0.280	0.042	0.178	4.324	0.000

Research Conclusions and Suggestions

Research Conclusions

From the results of the above analysis, we can see that the three factors of micro-blog marketing have a positive impact on consumer perceived quality. The ranking of influence factors on perceived quality is: brand image > participation of network community members > innovation of marketing methods. It shows that the better the brand image of enterprises on the micro-blog platform, the higher the participation degree of network community members, the more unique and innovative marketing methods, the better the perceived quality of enterprises' products by potential consumers. Therefore, enterprises need to pay special attention to maintaining their own brand image on the micro-blog platform, improve the participation of potential consumers around the network community, ensure that the methods of micro-blog marketing have a higher innovation, so as to improve the perceived quality of enterprises' products.

Management Recommendations

Shape a Good Brand Image and Strengthen the Role of Brand Image in Promoting the Effect of Micro-Blog Marketing.

Perfect brand image is an important guarantee for the growth and development of enterprises. It shows that how the public, especially customers, understand and judge enterprises and brands. Therefore, enterprises should pay special attention to maintaining a good corporate brand image. If an enterprise has a good brand image on the micro-blog platform, consumers will want to have a deep understanding of the products and marketing activities of the enterprise, generate a positive purchase sentiment, and have a high perceived quality of the product. If enterprises want to influence consumers through the implementation of micro-blog marketing strategy, they need to focus on creating a good brand image on the micro-blog platform, and improve their reputation and visibility. Enterprises should take the initiative to publicize their own advantages and strengths, so that consumers can have a higher perceived quality of products, and give full play to the role of corporate brand image in promoting the effect of Micro-blog marketing.

Enhance the Innovation of Micro-Blog Marketing and Attract the Attention of Potential Consumers.

Utilizing diverse and creative micro-blog marketing modes to make consumers pay attention to enterprises and produce higher perceived quality of their products is a major goal for enterprises to carry out micro-blog marketing. Enterprises should fully recognize the huge marketing effect brought by creative marketing activities, learn from the successful experience of marketing activities of other enterprises, actively plan, actively demonstrate, and actively organize creative marketing activities on micro-blog as the carrier. Enterprises should seize the characteristics of enterprises' products, integrate brand building and product sales, integrate event marketing, film marketing, content marketing, online and offline multi-channel marketing and interactive marketing. With the development of the times, the enterprises should innovate the traditional marketing modes continuously and effectively to publicize the image of enterprises and promote consumer perceived quality. In addition, the enterprises can cooperate with some official websites or other e-commerce platform enterprises, embedding their websites in the labels of enterprises, so as to facilitate consumers to view or purchase. If the marketing methods used by enterprises are too old, they will be eliminated, which will cause consumers to have aesthetic fatigue, thereby reducing or canceling the interest in the enterprise's micro-blog, and the ultimate purchase behavior is even more impossible to talk about. Therefore, the way of micro-blog marketing should constantly push through the old and bring forth the new, point-to-point combination, so as to arouse new concerns and interests of consumers, and prevent consumers from aesthetic fatigue.

Enhance the Participation of Network Community Members and Strengthen the Dissemination of Product Information Among Network Community Members.

Internet word-of-mouth is a double-edged sword. Good word-of-mouth can increase the public's interest in enterprises and their products. At the same time, poor word-of-mouth may also lead to the collapse of enterprises. In order to create a good reputation to promote sales, enterprises can organize free trial activities on the micro-blog platform, and send products to consumers free of charge, so that consumers can try their own experience free of charge. When consumers have a sense of identity with the enterprise and its products, they will actively forward the Micro-blog which reviews the product introduction and promotion activities of the enterprise, edit the Micro-blog text personally and actively transmit the effect of the enterprise products to other members of the network community, thus playing a good publicity effect and forming a good reputation. The effect information of the product is spread to other members of the network community through consumers' personal experience, and the product reputation is shaped by high-quality products, which leads to consumers' active purchasing emotions and ultimate purchasing behaviors.

Research Limitations and Prospects

Firstly, the limitations of sample selection. The more effective samples collected by the questionnaire, the higher the accuracy of the research results will undoubtedly be. The sample size of this study is relatively small, which may affect the accuracy of the results.

Secondly, the limitations of extracting the influencing factors of consumer perceived quality. Based on the previous research on micro-blog marketing, this paper extracts three influencing factors of consumer perceived quality, but the comprehensiveness of influencing factors needs to be further explored, hoping to further improve the model in the future research.

Finally, there is no classification study on enterprise Micro-blog marketing in different industries. Now almost all industries have implemented micro-blog marketing, but the implementation means and marketing focus of different industries on micro-blog are different, and the impact mechanism on consumer perceived quality is bound to be different, which is also the direction for further research.

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Appendix

Questionnaire on the Impact of Micro-blog Marketing on Consumer Perceived Quality

Part I: Basic Personal Information

1. Your gender:

A. Male

B. Female

2. Your age:

A. Under 18 years old

B. 18-25 years old

C. 26-35 years old

D. 36-45 years old

E. 45 years old and over

3. Your educational background:

- A. College
- B. Undergraduate
- C. Master
- D. Doctor and above

Part II: The Use of Micro-Blog

4. You use the history of Micro-blogging:

- A. Within one-year
- B. One year to two years
- C. Two to three years
- D. Three to four years
- E. four years or more

5. The average number of times you log on to Micro-blog every day:

- A. Less than one
- B. 1-3
- C. 4-6
- D. 7-9 times
- E. 10 times or more

6. You log in using Micro-blogging:

- A. Mobile phone
- B. Computer (including portable computer)

7. How much attention do you pay to the official Micro-blog?

- A. Never
- B. Less
- C. Moderate level
- D. Great Concern

Part III: Measurement Indicators of Variables in Micro-Blog Marketing

This part mainly deals with some aspects of enterprise Micro-blog marketing and consumer perceived quality. Looking back on the enterprise Micro-blog account you are concerned about, according to your personal situation, please choose it truthfully (tick under the corresponding figures). Score description: 1 = total disagreement, 2 = comparative disagreement, 3 = uncertainty, 4 = comparative agreement, 5 = total agreement.

BI Brand Image	1 2 3 4 5
BI1 Enterprise has a good brand image on the micro-blog platform, and its micro-blog content has a high credibility.	
BI2 The higher the reputation of brand on the Internet, the more attractive it will be to me.	
BI3 If a company is well-known on Weibo, I am likely to buy its products.	
IM Marketing Innovation	1 2 3 4 5
IM1 I like the novel marketing content in enterprises' micro-blog	
IM2 I like innovative marketing modes in enterprises' micro-blog	
IM3 I am happy to accept the novelty of Micro-blogging	
Participation Degree of CM Network Community Members	1 2 3 4 5
CM1 I often see friends on the micro-blog platform to forward comments on some product introductions or promotional activities of the micro-blog	
CM2 It is more trustworthy for a brand product recommended by other members of the network community by micro-blog.	
PQ perceived quality	1 2 3 4 5
PQ1 I think the products that the company has introduced are of reliable quality.	
PQ2 I think the products sold by this company have high quality and effect.	
PQ3 The quality of products developed by this enterprise is trustworthy.	