FACTORS INFLUENCING CHINESE CONSUMERS' PERCEPTIONS TOWARD

SOCIAL MEDIA PLATFORMS FOR SHOPPING: A CASE STUDY OF WECHAT

by

FANYAO ZENG

(Under the Direction of Yoo-Kyoung Seock)

ABSTRACT

The purpose of this study was to investigate the relationships between social media characteristics—interactivity, informativeness, and source credibility—and consumers' perceived usefulness of social media platforms, and in turn, their electronic word-of-mouth intentions. Chinese consumers age over 18 who are WeChat users were asked to participate in the survey. A total of 543 questionnaires were received, and 502 of them were analyzed in SPSS. According to the result of factor analysis, informativeness was eliminated from the original three factors of social media characteristics. Regression analyses were then conducted to test the relationships among the remaining variables. The results indicated significant relationships between all of the variables. Significant direct impacts between social media characteristics and electronic word-of-mouth intention were also found in this study.

INDEX WORDS: Social media characteristics, WeChat, Chinese consumers' perceptions, Electronic word-of-mouth intention

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FANYAO ZENG

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FANYAO ZENG

Major Professor:	Yoo-Kyoung Seock	
Committee:	Soyoung Kim	
	Patricia Hunt-Hurst	

Electronic Version Approved:

Suzanne Barbour
Dean of the Graduate School
The University of Georgia
August 2015

DEDICATION

This thesis is dedicated to my beloved family.

献给我最爱的家人们。

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CHAPTER 1

INTRODUCTION

With the significant increase in the number of online shopping consumers, China's e-commerce market has grown rapidly within just a few years. The popularity of social media and the information shared on social media platforms have greatly helped consumers make better shopping decisions about products, brands, and services. Chiu, Lin and Silverman (2012) pointed out that social media have a greater influence on Chinese consumers' purchasing behavior than on the behavior of those who come from elsewhere in the world.

According to Chiu et al. (2012), among 5,700 Internet users surveyed in China, 91% of the respondents (in contrast to 67% in the United States, 70% in South Korea, and 30% in Japan) had visited social media websites in the previous six months, indicating that China has the world's most active social media population by far. Moreover, Kemp (2014) has revealed that more than 600 million active users in China use social media platforms, ranging from blogs and microblogs to social networking sites. Chiu, Ip and Silverman (2012) also revealed that China's online consumers spend more than 40% of their time on online social media sites, and this figure will continue to rise. As a result, social media in China have infiltrated the daily lives of people more deeply than in many other countries, such as the United States and Japan (Crampton, 2011).

China offers a wide range of social media platforms, including social networking sites, online forum and discussion sites, blogging and microblogging sites, customer review sites, video sharing sites, instant messaging applications, and much more. The complex and multiple types of Chinese social media platforms have created a unique social media landscape different from the landscape elsewhere in the world. Social media platforms in China are multifunctional and do not focus on a single form of functionality ("Beyond 1.3 Billion," 2014). Among the varieties of social media platforms in China, WeChat is no doubt one of the dominant social media platforms (Kaplan, 2015) that consumers use to connect with one another and receive and share information on a daily basis.

WeChat is a Chinese mobile instant messaging application with social networking features. It was originally intended just for instant messaging when it was first introduced in 2010, but later it was transformed into a multifunction platform with a mixture of features that provide users not only the original social networking communication features but also information subscription, e-commerce, gaming, shopping, mobile payment, and much more ("Beyond 1.3 Billion," 2014). Within four years, the active registered users of WeChat reached nearly 300 million (Barboza, 2014). WeChat has dominated the Chinese mobile messaging service, representing 82% of the huge Chinese instant messaging market share; notably, mobile messaging applications have overtaken short message service (SMS) in China and represent the largest instant communication channel ("Beyond 1.3 Billion," 2014). Although contacts in WeChat are more personal and messages passed within WeChat are much more private than other social media

platforms in China, the public subscription accounts of WeChat offer plentiful information and various services for those who subscribe.

Chiu et al. (2012) pointed out that many Chinese consumers hold a skeptical view of information from official news sources and advertising; thus, consumers place exceptional value on word-of-mouth advice from friends, family, and key opinion leaders from social media platforms. Furthermore, Chinese consumers are more likely to consider purchasing a product if it has been seen widely and portrayed and discussed positively on social media platforms and are more likely to even make an actual purchase if their friends or others have recommended the item on social media platforms (Chiu et al., 2012). Recent studies have focused on the influence of consumer demographics on consumers' perceptions toward social networking sites in China (Gong, 2013) and consumers' continuing intention to use a microblog and their satisfaction with it (Zhao & Lu, 2012). However, few studies have explored the influence of Chinese social media platforms on consumers' social media perceptions of shopping, and none of this research has examined WeChat. It is important to learn what social media characteristics influence Chinese consumers' perceptions. As previously mentioned, because Chinese consumers appreciate word-of-mouth opinions, it is also crucial to understand whether or not their perceptions will influence their electronic word-of-mouth intentions. This study aims to fill the void in the current literature.

The overall objective of this study was to examine social media characteristics that influence Chinese consumers' perceived usefulness of social media for shopping and electronic word-of-mouth intention. Specifically, the first objective is to investigate which social media characteristics—interactivity, informativeness, and source

credibility—influence consumers' perceived usefulness of social media platforms for shopping information. The second objective is to investigate the influence of consumers' perceived usefulness of social media platforms on their electronic word-of-mouth intentions.

Conceptual Definitions

Interactivity

  Interactivity refers to the extent to which a mediated platform is created for users to communicate with one another in real time by way of a certain technology (Kiousis, 2002).

Informativeness

  Informativeness refers to the relevance, understandability, and usefulness of information provided by social media platforms (Huang & Benyoucef, 2013).

Source credibility

  Source credibility refers to people's perceptions of the credibility of an information source, and has no connection to its content (Chaiken, 1980).

Perceived usefulness

  Perceived usefulness refers to people's perceptions of how helpful and useful social media platforms are (Yan & Huang, 2014).

Electronic word-of-mouth

  Electronic word-of-mouth refers to any comment or statement made by consumers about a product, service, or company and made available to other consumers through social media platforms (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

CHAPTER 2

LITERATURE REVIEW

To better understand what factors influence Chinese consumers' perceived usefulness of social media platforms for shopping, this study reviewed social media characteristics as key factors that have an impact on perceived usefulness. Additionally, it is necessary to understand whether consumers' perceived usefulness of social media platforms for shopping will drive their electronic word-of-mouth intentions on social media platforms. The social media characteristics—interactivity, informativeness, and source credibility—were selected based on previous research. In this study, these three characteristics are regarded as major social media characteristics that consumers would consider when evaluating the usefulness of a social media platform. Therefore, this study proposed that social media characteristics will significantly influence consumers' perceived usefulness of social media platforms for shopping, and the three social media characteristics selected for this study are discussed further in this chapter.

H1: Social media characteristics will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

Interactivity

Interactivity is considered to be one of the most important and significant characteristics of social media (Han, 2014; Wu, 2006). Social media have grown rapidly to be a form of communication and a commercial and consumption medium, and the

interactivity of social media has, therefore, been differentiated from other traditional media in the past (Wu, 1999). Kiousis (2002) pointed out that interactivity is a descriptive characteristic of new media, in which communication takes place. Previous research has identified interactivity as a crucial attribute of new media (Wu & Chang, 2005) and has received a great deal of attention (Thorson & Rodgers, 2006). According to Steuer (1992) and Lombard and Snyder-Dutch (2001), *interactivity* can be defined as the extent to which people are able to interact with one another online and add or change the form or the content of the information on a mediated online platform in real time. Other researchers have defined *interactivity* as a method for allowing people to contribute to the content or the form of a mediated online platform (Jensen, 1998). Therefore, *interactivity* can refer to the extent to which a mediated platform is created for users to communicate with one another in real time by way of a particular technology (Kiousis, 2002).

Interactivity between humans and machines, or humans and humans via machines (Rice, 1984; Kiousis, 2002), namely machine interactivity and person interactivity (Hoffman & Novak, 1996; Wu & Chang, 2005; Teo, Oh, Liu & Wei, 2003), has also been investigated. *Machine interactivity* is the degree to which users can modify the information enclosed in a mediated online platform in real time; *person interactivity* refers to the interactivity between people that takes place through a medium (Steuer, 1992; Hoffman & Novak, 1996). Thus, *machine interactivity* is interactivity with the medium, while *person interactivity* is interactivity via the medium (Teo et al., 2003); *medium* here refers to social media platforms.

Previous studies identified the interactivity of different dimensions, as well. According to Williams, Rice and Rogers (1988), interactivity includes three dimensions:

control, exchange of roles, and mutual discourse. While Heeter (1989) identified six dimensions of interactivity—complexity of choice available, effort users must exert, responsiveness to the users, monitoring information use, ease of adding information and facilitation of interpersonal communication—other researchers proposed that playfulness, choice, connectedness, information collection, and reciprocal communication are the five dimensions of interactivity (Ha & James, 1998). In the context of social media platforms, user control, convenience, and connectedness are selected as key dimensions of interactivity. *User control* refers to the extent to which users can choose a preferable time to communicate and the information they wish to communicate (Williams et al., 1988). In addition, Zhao and Lu (2012) viewed *control* as the degree to which an individual feels in control of his or her interactions with other users on social media platforms. They also described *connectedness* as the feeling of being connected to one another when users share their experiences and feelings through social media platforms. *Convenience* refers to the ease with which users find what they are seeking on social media platforms and is considered an important element of interactivity, as well (McMillan & Hwang, 2002).

The social presence theory is likely the most popular theory that has been adopted for understanding consumers' interactions in online communities (Lowenthal, 2009). Short, Williams and Christie (1976) defined *social presence* as the degree of prominence among people using a communication medium. Intimacy and immediacy are two influential factors of social presence through a communication medium; specifically, social presence is influenced by whether or not the medium provides interpersonal or mediated communication and whether or not people are able to communicate in real time (Kaplan & Haenlein, 2010). *Social presence* is conceptualized as the quality of

communication media that determines people's interactions and communication within the medium (Lowenthal, 2009). Hence, communication media are different from each other in their levels of social presence, and these differences influence the way people interact (Lowenthal, 2009). Lowenthal (2009) also noted that communication media with higher degrees of social presence are more sociable than those with lower degrees of social presence. Scholars have mentioned that the *social presence of websites* refers to people's interactivity on websites (Ganguly, Dash & Cyr, 2009). Social presence exists when interactivity actually takes place on the website and when people notice it (Gunawardena, 1995). Ganguly et al. (2009) further pointed out that a medium with a higher degree of social presence might eventually lead to user perceptions that are more positive.

Therefore, interactivity is viewed not only as a characteristic of a medium but also as a perception by a user (Thorson & Rodgers, 2006; McMillan & Hwang, 2002). Kiousis (2002) found that interactivity can be identified as both a medium and a psychological factor. Newhagen, Cordes and Levy (1995) were among the first scholars to identify interactivity as a perception of the individual; they argued that the interactivity level of a medium depends on users' perceptions toward that medium. Other scholars also suggested that interactivity should be measured by how users perceive and how they experience it (Lee, 2005). Thorson and Rodgers (2006) defined *perceived interactivity* as how users perceive their experiences as representations of interpersonal interactions and how they present themselves socially. Previous research has proposed perceived interactivity to be an important influence on consumers' perceptions and behavior (McMillan & Hwang, 2002). Notably, the level of interactivity and consumers'

perceptions of interactivity vary across different social media platforms (Kiousis, 2002; Wu, 2005; Cui, Wang & Xu, 2010). Therefore, this study proposed the following hypothesis:

H1-1: Social media's interactivity will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

Informativeness

Social media have provided users with resourceful, timely, and convenient shopping information (Lien & Cao, 2014) and are considered an important source of information for consumers and online communities (Han, 2014). According to Han (2014), informativeness is also known as information quality; it refers to the relevance, understandability, and usefulness of information provided by social media platforms (Huang & Benyoucef, 2013). Similarly, Ducoffe (1996) affirmed that important determinants of informativeness include whether or not the information is timely, relevant, and convenient. Recent studies have looked into the accuracy, relevance, completeness, variety, understandability, and usefulness of the information (Cheung, Lee & Rabjohn, 2008). Consumers will perceive the information provided by social media sites to be high quality if it is relevant and helpful (Zhang & Watts, 2008).

Based on previous studies, users' perceptions of informativeness are determined by their satisfaction with the reliability and currency of the information delivered on the social media platforms (Huang & Benyoucef, 2013). Informativeness was expected to have an impact on perceived usefulness (Bhattacherjee & Sanford, 2006) and was found to have a significant relationship with perceived usefulness (Lederer, Maupin, Sena & Zhuang, 2000). In their study, Bhattacherjee and Sanford (2006) further confirmed that

informativeness had a positive influence on consumers' perceived usefulness. In the context of an online community, people will consider a website to be useful when it provides accurate and timely information (McKnight & Kacmar, 2007). Other studies have shown the positive influence that informativeness has on the perceived usefulness of websites, ranging from general websites to specific online retailing websites (Ahn, Ryu & Han, 2007). As for social media platforms, scholars have pointed out that social media platforms with higher information quality will have higher perceived information usefulness (Cheung et al., 2008; Yan & Huang, 2014). High levels of information quality, including completeness, accuracy, timeliness, and relevancy, are likely to provide consumers with a better experience and enhance their perceptions (Ahn et al., 2007). Specifically, when the information provided on social media sites is up-to-date, timely, and useful, the usefulness of social media sites can be increased. Therefore, the perceived informativeness of social media platforms influences the perceived usefulness of social media platforms (Zhang & Mao, 2008).

Other researchers have mentioned that information quality is determined by media richness (Srinivasan, 1985; Yan & Huang, 2014). The theory of media richness is one of the key theories adopted not only in the earlier research on traditional media but also in current new media studies (Dennis & Kinney, 1998). Daft and Lengel (1984, 1986) originally developed the media richness theory and proposed that the ability of the media to provide a convenient place for users to understand information differs from one medium to another. In general, the media richness theory states that the amount of information that is allowed to be transferred within a certain period of time is different among media; thus, different media platforms distinguish themselves by their ability to

resolve the ambiguity and uncertainty of information (Kaplan & Haenlein, 2010).

Because media richness was originally known as information richness, *richness* is

defined as the potential data capacity of the information (Kaplan & Haenlein, 2010), and

because information richness refers to how many concepts can be contained in the

information, scholars found that the richer the information is, the more helpful the

information is perceived to be by users (Yan & Huang, 2014). WeChat has been

confirmed as a good source of information by previous researchers and provides

consumers with the useful and up-to-date information that they are seeking (Lien & Cao,

2014; Han, 2014).

Therefore, the following hypothesis was proposed:

H1-2: Social media's informativeness will have a significant impact on

consumers' perceived usefulness of social media platforms for shopping.

Source Credibility

Source credibility plays an important role when users seek and obtain information

on social media sites (Cheung et al., 2008). According to Chaiken (1980), *source*

credibility refers to people's perceptions of the credibility of the information source, and

this concept has no connection to content. *Credibility* is defined as the believability of the

information (Wathen & Burkell, 2002; McKnight & Kacmar, 2007). The source

credibility theory states that people are more likely to be influenced by information when

the source of the information has confirmed itself as credible (Chu & Kamal, 2008).

Various studies have suggested that highly credible sources have more positive effects on

consumers' behavior than sources that have less credibility (Chu & Kamal, 2008).

Additionally, the source credibility theory identifies source expertise and source

trustworthiness as the two key dimensions of source credibility (Chaiken, 1980; Cheung et al., 2008; Buda & Zhang, 2000; Kiousis, 2001; Wathen & Burkell, 2002; Willemsen, Neijens & Bronner, 2011; Chu & Kamal, 2008). Similarly, Self (1996) also pointed out that credible sources are characterized as having expertise and being trustworthy. Therefore, many studies have conceptualized source credibility as a multidimensional construct, in which expertise and trustworthiness are the two main attributes (Wathen & Burkell, 2002); past studies on source credibility have also investigated mainly the impact of expertise and trustworthiness on the believability of the source (Wathen & Burkell, 2002). *Source expertise* refers to the extent to which the source has been verified to provide information on a particular topic with accuracy and validity, and *source trustworthiness* refers to a consumer's belief that the source has the ability to offer information in an honest and reliable manner (Chu & Kamal, 2008). Recent research has mostly focused on source expertise and source trustworthiness when examining source credibility in the context of personal blogs (Chu & Kamal, 2008); thus, for the purposes of this study, source expertise and source trustworthiness are considered the two main dimensions of social media platforms' source credibility.

The Internet has become a very crucial source of information for consumers (Zehrer, Crotts & Magnini, 2011). A large amount of research on source credibility has been conducted in physical world (Hovland, 1951; Hovland, Janis & Kelley, 1953), and past studies also indicated the effectiveness of source credibility in the offline world (Cheung, Luo, Sia & Chen, 2007). Recently, Zhang and Watts (2008) pointed out that source credibility can also be identified in online communities, and they further confirmed in the study that source credibility was indeed a crucial characteristic in online

communities. As mentioned earlier, previous studies have found that source credibility

has an impact on consumers' perceptions of information usefulness (Sussman & Siegal,

2003; Yan & Huang, 2014; Zhang & Watts, 2008). McKnight and Kacmar (2007) noted

the importance of source credibility in predicting consumers' perceived usefulness of

information obtained from a website; they, as well as other scholars, further confirmed

that perceived source credibility positively influences the perceived usefulness of a

specific website (Bhattacherjee & Sanford, 2006).

Perceived source credibility is defined as the extent to which people perceive the

source of information as believable and trustworthy (Cheung et al., 2008). Specifically,

perceived source expertise refers to the degree to which a source is believed to be capable

of making valid statements; *perceived source trustworthiness* is defined as the degree of

confidence that a user has in the validity of a source's content (Willemsen et al., 2011).

Information from highly credible sources is perceived as reliable as well as useful (Ko,

Kirsch & King, 2005). Moreover, the higher the perceived source credibility is, the more

useful the information is perceived to be (Sussman & Siegal, 2003). For example, if

consumers think the information they receive on social media platforms is from highly

credible sources, they will have higher perceptions of the usefulness of the information

(Cheung et al., 2008). Therefore, when perceiving information from social media

platforms, consumers will take the expertise and trustworthiness of the source into

consideration while evaluating the information itself (Willemsen et al., 2011). Early

laboratory experiments found that people are more likely to change their opinions or

perceptions intentionally when the information is attributed to a highly credible source

rather than to a source with less credibility (Hovland, 1951; Hovland et al., 1953).

Accordingly, a recent study stated that consumers tend to accept information from a highly credible source (Cheung et al., 2007); also, Bhattacherjee and Sanford (2006) suggested that source credibility might directly influence consumers' perceived usefulness of information. Hence, many scholars have confirmed that source credibility is significantly related to people's perceived information usefulness (Sussman & Siegal, 2003; McKnight & Kacmar, 2007).

As previously mentioned, consumers often decide to accept and evaluate the usefulness of information from social media platforms based on their perceptions of the source's credibility (Yan & Huang, 2014). Yan and Huang (2014) also found that source credibility of social media platforms has a positive impact on consumers' perceived usefulness. While researchers argued that a source may be perceived as high in source expertise but not high in trustworthiness, they similarly pointed out that a source may be considered to be high in trustworthiness but not high in expertise (Willemsen et al., 2011). In the context of social media, some scholars argued that consumers often perceive information from social media platforms as more credible and trustworthy than information from traditional media (Zehrer et al., 2011), while other scholars stated that people tend to perceive information sources that they learned about from acquaintances as trustworthy (Cheung et al., 2007). WeChat provides a more private communication environment than other social media platforms do because communication only occurs among friends and family members; therefore, certain information shared on WeChat is considered more trustworthy than that shared on other forms of social media. Zhang and Watts (2008) suggested that more research needs to be conducted to obtain a deeper understanding of source credibility on specific social media platforms and source

credibility's influence on consumers' perceptions. Therefore, this study proposed the following hypothesis:

H1-3: Social media's source credibility will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

Perceived Usefulness of Social Media Platforms

Perceived usefulness has been identified as an important factor in consumers' behavioral intention by many researchers (Zhang & Mao, 2008; Hausman & Siekpe, 2009; Jeong & Lambert, 2001; Yan & Huang, 2014; Gefen, Karahanna & Straub, 2003; Pookulangara & Koesler, 2011). Zhang and Mao (2008) stated that *perceived usefulness* refers to one's own judgment about the usefulness of the technology. According to Davis (1989), *perceived usefulness* can be defined as the extent to which an individual believes that using a technology can improve his or her performance. In this study, *perceived usefulness of social media platforms* refers to people's perceptions of using social media platforms for shopping information as helpful and useful (Yan & Huang, 2014).

The development of electronic word-of-mouth shows that an increasing number of consumers are using online platforms to seek and share information (Jalilvand & Samiei, 2012). Electronic word-of-mouth has received a great deal of attention from scholars in recent years (Chu & Choi, 2011). *Electronic word-of-mouth* refers to any comment or statement made by consumers about a product, service, or company and made available to a large number of consumers through social media platforms (Hennig-Thurau et al., 2004). Previous studies have mentioned that electronic word-of-mouth has become an important factor for consumers not only in online information searching but also in shopping behavior and decision making (Cheung & Lee, 2012; Jalilvand &

Samiei, 2012; Gao & Ye, 2013). Researchers have pointed out that social media platforms enable consumers to freely and actively engage in electronic word-of-mouth to seek and to share information with others as well as to pass along information to others (Chu & Choi, 2011). Many researchers have identified perceived usefulness to be an important indicator in predicting consumers' behavioral intentions (Zhang & Mao, 2008; Hausman & Siekpe, 2009; Jeong & Lambert, 2001). For example, Lu, Zhou and Wang (2009) suggested that perceived usefulness is positively related to behavior intention in the context of instant messaging; moreover, Guo, Shim and Otondo (2010) similarly mentioned that perceived usefulness has a positive effect on intention in social networking sites. Thus, the following hypothesis was proposed:

H2: Consumers' perceived usefulness of social media platforms for shopping will have a significant impact on electronic word-of-mouth intention.

Theoretical Framework

To understand the relationship between social media characteristics and consumers' perceptions, Petty, Cacioppo and Goldman (1981) and Petty and Cacioppo (1986) introduced the Elaboration Likelihood Model, a dual-process model, to analyze people's information processing paths and their perceptions. According to this model, there are two paths of information processing: the central path and the peripheral path (Yan & Huang, 2014). In the central path, people focus on the information quality itself and pay more attention to the content. When using the peripheral path, people focus on heuristic cues, namely source credibility (Yan & Huang, 2014).

Studies have shown that the Elaboration Likelihood Model relates the two paths of information processing to their influence on people's perceptions and helps to explain

why users may have different perceptions about the same condition (Bhattacherjee & Sanford, 2006). For example, social psychology literature has already adopted this dual-process theory to examine the role of information processing in shaping people's perceptions (Bhattacherjee & Sanford, 2006). Sussman and Siegel (2003) also mentioned that information quality and source credibility positively influence perceived information usefulness by using the dual-process theory; moreover, Bhattacherjee and Sanford (2006) further confirmed this finding in their study. According to Yan and Huang's (2014) research, social media platforms, such as microblogs, are dual-process information systems, and, therefore, the Elaboration Likelihood Model can be adopted to investigate relationships within the social media context.

The Technology Acceptance Model has been widely adopted by researchers to examine the relationship between people's perceptions and behavioral intentions (Lu et al., 2009; Guo et al., 2010). As Davis, Bagozzi and Warshaw (1989) mentioned, the relationship between perceived usefulness and behavioral intention is based on the notion that people will form intentions toward behaviors they think will enhance their performance in a given environment. Hence, the Technology Acceptance Model posits that perceived usefulness has a direct influence on behavioral intention (Davis et al., 1989). Many researchers later confirmed that perceived usefulness is a significant determinant of behavioral intention (Hu, Chau, Sheng & Tam, 1999; Legris, Ingham & Collerette, 2003). This study applies the Technology Acceptance Model, in which *perceived usefulness* refers to perceived usefulness of social media platforms for shopping, and *behavioral intention* refers to the electronic word-of-mouth intention.

To better understand what factors have an impact on consumers' perceived

usefulness of social media platforms and, in turn, influence consumers' electronic word-of-mouth intention, this study adopted the Elaboration Likelihood Model and the Technology Acceptance Model to form a theoretical framework. The following conceptual proposed model provides a framework for investigating these relationships.

```
┌─────────────────┐
│  Interactivity  │────────┐
└─────────────────┘        │
                           ▼
┌─────────────────┐   ┌──────────────────────┐   ┌──────────────────┐
│ Informativeness │──▶│ Perceived usefulness of │──▶│ Electronic word-of-│
└─────────────────┘   │ social media platforms for │   │  mouth intention  │
                      │      shopping         │   └──────────────────┘
┌─────────────────┐   └──────────────────────┘
│Source Credibility│───────┘
└─────────────────┘
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Figure 2.1
The Proposed Model

<div align="center">Hypotheses</div>

The following five hypotheses that were addressed in the earlier sections were developed based on the previous studies and on the proposed conceptual model in this study.

H1: Social media characteristics will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

    H1-1: Social media's interactivity will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

    H1-2: Social media's informativeness will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

H1-3: Social media's source credibility will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.

H2: Consumers' perceived usefulness of social media platforms for shopping will have a significant impact on electronic word-of-mouth intention.

CHAPTER 3

METHODOLOGY

Instrument Development

This study conducted an online survey to examine the social media characteristics that influence Chinese consumers' perceptions of shopping information on social media platforms, and, in turn, to determine whether or not Chinese consumers' perceptions influence their electronic word-of-mouth intentions. The online survey questionnaire consisted of seven sections. Five variables—interactivity, informativeness, source credibility, perceived usefulness, and electronic word-of-mouth intention—were measured in this study. Demographic questions were asked at the end of the survey to gain a better understanding of the participants' backgrounds.

All the variables and measuring scales were adopted from previous research and were adapted accordingly to produce versions that better fit this study. The questionnaire was developed in English first and then translated into Chinese afterward. Except for the screening questions from Section 1 and demographic questions from Section 7, all the items in the survey used a five-point Likert scale, using 1 to represent "strongly disagree" and 5 to represent "strongly agree."

The first section consisted of three screening questions. The first screening question asked participants if they use WeChat. For those who responded negatively, the survey ended at that point, and they were not selected for the study. The second screening

question asked participants whether or not they use WeChat to browse any forms of shopping related information. Since this research is intended to examine consumers' perceptions of social media platforms for shopping, those who had negative responses were not taken to the next question. The survey ended at that point, and they were not selected for the study. Therefore, participants who proceeded to the next questions have confirmed that they are WeChat users and that they use WeChat for shopping information. The third screening question asked participants if they subscribe to any WeChat public account. Regardless of the positive or negative responses for this question, the participants proceeded to the next section of the questionnaire.

The second section examined interactivity of social media. Three subvariables that were based on previous studies—control, connectedness, and convenience—were separately measured. Two items from Liu (2003) and Wu (2006) were adapted to measure control; two items from Lee (2005) and Wu (2006) were adapted to measure connectedness; and another two items from Wu (2006) and Ridings, Gefen and Arinze (2002) were adapted to measure convenience. Statements include "WeChat enables me to freely choose what I want to see," "WeChat enables me to share shopping information with others," and "WeChat enables me to easily get timely feedback when I post or share information."

Section Three examined informativeness of social media. The five items included were derived from Ducoffe (1996). Participants were asked to respond to statements such as "WeChat provides relevant shopping information," "WeChat provides timely shopping information," and "WeChat provides up-to-date shopping information."

The fourth section focused on source credibility. Two subvariables, source expertise and source trustworthiness, were measured using a five-point Likert scale (1=strongly disagree; 5=strongly agree). Two items from each subvariable were derived from Wu and Shaffer (1987). This section included statements such as "The person/public account that provides information on WeChat has expertise in shopping" and "The person/public account that provides shopping information on WeChat is trustworthy."

The fifth section was intended to measure consumers' perceptions of usefulness regarding social media. Four items from Davis (1989) were modified and used with a five-point Likert scale (1=strongly disagree; 5=strongly agree). Statements included "Using WeChat enhances my effectiveness in information searching and shopping" and "Using WeChat increases my shopping productivity."

The sixth section was intended to measure consumers' electronic word-of-mouth intention. Six items were included; the first three items were adapted from Reynolds and Darden (1971) and Flynn, Goldsmith and Eastman (1996), and the other three items were derived from Bock, Zmud, Kim and Lee (2005) and Sun, Youn, Wu and Kuntaraporn (2006). Statements such as "I am willing to seek out other people's reviews from WeChat before I make a decision," "I am willing to share my experience and opinion of using WeChat for shopping information with my friends on WeChat," and "When I receive related shopping information from a friend on WeChat, I am willing to pass it along to other friends on WeChat" were included.

Section Seven contained demographic questions to better understand participants' backgrounds. Basic demographic information about a participant's gender, age, city,

current residence, education, and annual household income were requested. Moreover, the frequency of using WeChat, the length of time spent on WeChat, the frequency of online shopping, and product categories were included in this section.

Questionnaire Translation

Since the source version of the questionnaire was developed in English, the questionnaire was translated into the target language, Chinese, before being distributed. When measurement items are converted from one language to another, achieving equivalence between the source language and the target language is important (Su & Parham, 2002). A literal translation from one language to another will often fail to express the essence of the source language (Su & Parham, 2002) and will cause confusion in the target language. Therefore, the most appropriate way to produce an equivalent translation is to translate the meaning of the source language instead of the literal words (Su & Parham, 2002). Translation and back translation were conducted to best express the equivalent meaning from source language to target language. The researcher translated the questionnaire from English to Chinese first, and then a friend of the researcher's, who is a Chinese graduate student in the United States, translated the Chinese version back into English. She did not have access to the original English version before conducting the back translation. The translation and back translation were then compared to check if any modifications should
be made to ensure that the wording and meaning of the final questionnaire were accurate.

Data Collection and Sampling

The target participants were age 18 and over, male and female Chinese consumers who are WeChat users. Chinese consumers, in both China and abroad, who have a

WeChat account and whose primary language is Mandarin Chinese were asked to participate.

Snowball sampling was conducted to obtain a sufficient number of Chinese participants. An online questionnaire was distributed through WeChat to the researcher's friends and family members. These participants were then asked to repost to or share the questionnaire with their friends and family members on WeChat and to recommend that they participate in this survey.

Data Analysis

Data collected from the online survey were analyzed using SPSS (Statistical Package for Social Sciences). Descriptive statistical analysis was conducted to determine the participants' demographics in terms of mean, frequency, and percentage. Correlation analysis was used to measure whether or not there are relationships among items of the three social media characteristics. Factor analysis was also conducted to examine the reliability and validity of the study. Regression analysis was used to test hypotheses. Specifically, multiple regression was used to test whether or not the three social media characteristics—interactivity, informativeness, and source credibility—had an impact on consumers' perceived usefulness of social media platforms for shopping; bivariate regression was conducted to test whether or not consumers' perceived usefulness of social media platforms for shopping impacts their intentions of electronic word-of-mouth.

CHAPTER 4

RESULTS

The objectives of this study were to examine factors that influence consumers'

perceived usefulness of social media platforms for shopping, and in turn, their electronic

word-of-mouth intentions. An online questionnaire was developed and distributed on

WeChat, and the data were collected from among Chinese WeChat users. Out of a total

of 543 valid questionnaires, 502 questionnaires, excluding questionnaires from those who

did not have public accounts, were analyzed using SPSS software. Responses of those

who had not subscribed to any WeChat public accounts were discarded in order to verify

that all data analyzed were from those who have fully taken advantage of the WeChat

information searching and receiving functions. Descriptive statistics, correlation analyses,

factor analysis, and multiple regression and bivariate regression analyses were

implemented to test potential relationships among the variables.

Participant Demographics

The participants' demographic information included gender, age, current

countries of residence, hometown, length of time living abroad, education, annual

household income, WeChat usage frequency, hours spent on WeChat per day, online

shopping frequency, and product categories in which they are interested (Table 4.1).

Overall, 66.9% of the respondents were female, and 33.1% of the respondents were male.

Nearly half of the respondents reported an age range of 18-24 and 25-32, representing

25

25.1% and 23.3% of the overall participants' age range, respectively. Sixteen point seven

percent of respondents' ages ranged between 33-40, followed by the age range of 41-46

(14.9%) and 47-54 (14.1%). The age group that included people 55 and above

represented the remaining 5.8% of the respondents. The majority of the participants

(83.3%) were currently living in China, and 16.7% were living abroad when the online

survey took place. Due to the researcher's personal connections, respondents from

Shanghai comprised the highest percentage of all respondents (32.5% of the respondents

were from Shanghai). Additionally, 14.1% of the respondents were from Beijing,

followed by 12.7% from Liaoning province (northeast China). Six percent of the

respondents were from Hebei province (northeast China), 3.2% of the respondents were

from Sichuan province (southwest China), 2.8% of the respondents were from Jiangsu

province (eastern China), and 2.4% were from Guangdong province (southeast China).

The remaining 9.6% of the respondents were from other provinces as shown in Table 4.1.

In general, the participants represented 20 regions (31 in total) across Mainland China.

Among those who live abroad, 12.5% of all the respondents were currently living in the

U.S., and the remaining 4.2% were from other foreign countries, including Canada, Japan,

and Australia. Most of those who were abroad had been living in their current countries

for less than 4 years (9.0%), followed by those living abroad for 4-10 years (7.0%) and

more than 10 years (0.8%). Over half of the respondents had a bachelor's degree (53.2%).

Also, 19.7% of the respondents had a master's or a doctoral degree, 18.1% had an

associate's degree, 7.0% had a high school diploma, and 2.0% of the respondents had a

diploma below high school. The annual household income information revealed that most

of the respondents' annual household incomes were in the 100,000—200,000 RMB range

and under the 100,000 RMB range (30.3% and 26.9%, respectively). Moreover, 18.5% had an annual income between 200,000—300,000 RMB, 9.6% had an annual income between 300,000—400,000 RMB, and 14.7% earned 400,000 or above RMB annually.

As for the WeChat usage frequency, the majority (96.4%) of the respondents reported that they used WeChat on a daily basis. Three percent used WeChat a few times per week, and only 0.6% reported that they checked WeChat a few times per month. Among those who used WeChat every day, most of the respondents (out of all of the respondents) spent 2-5 hours (39.6%) or 0-2 hours (35.7%) daily using WeChat. Eleven point four percent spent 5-10 hours, and 9.8% spent 10 hours and above on WeChat every day. Most of the respondents had experiences with shopping online (95.4%). Over half of all respondents reported shopping online several times a month (45.2%) and several times a week (19.3%). In addition, 1.8% shopped online every day and 9.2% shopped online several times a year, while quite a few respondents (19.7%) reported that they shopped online only a few times a year. Most of the respondents were interested in browsing for shopping information on apparel (56.4%) on WeChat, followed by commodities (44.4%). Books (38.8%), shoes (35.9%), food (35.7%), and electronics (33.9%) were the next few product categories in which respondents were interested, followed by skin care (25.7%), handbags (22.9%), accessories (20.3%), and imported goods (20.1%). The remaining five product categories, as shown in Table 4.1, encompassed the remaining 37.1% of the respondents.

Table 4.1
Demographic Profile of Sample

		Frequency	Percentage
Gender	Male	166	33.1%
	Female	336	66.9%
Age	18-24	126	25.1%
	25-32	117	23.3%
	33-40	84	16.7%
	41-46	75	14.9%
	47-54	71	14.1%
	55 and above	29	5.8%
China or Abroad	China	418	83.3%
	Abroad	84	16.7%
Municipalities and Provinces	Shanghai	163	32.5%
	Beijing	71	14.1%
	Tianjin	1	0.2%
	Liaoning province	64	12.7%
	Hebei province	30	6.0%
	Sichuan province	16	3.2%
	Jiangsu province	14	2.8%
	Guangdong province	12	2.4%
	Hunan province	8	1.6%
	Zhejiang province	7	1.4%
	Shānxi province	7	1.4%
	Inner Mongolia	6	1.2%
	Shandong province	3	0.6%
	Hubei province	3	0.6%
	Fujian province	3	0.6%
	Henan province	2	0.4%
	Jilin province	2	0.4%
	Hainan province	2	0.4%
	Shǎnxi province	2	0.4%
	Guizhou province	2	0.4%
Foreign Countries of Residence	U.S.	63	12.5%
	Canada	6	1.2%
	Japan	4	0.8%
	Australia	3	0.6%
	Italy	2	0.4%
	Germany	2	0.4%
	Russia	2	0.4%
	Netherlands	1	0.2%
	Singapore	1	0.2%
Years Living Abroad	Less than 4 years	45	9.0%
	4-10 years	35	7.0%
	More than 10 years	4	0.8%

Education	Below high school	10	2.0%
	High school	35	7.0%
	Two-year college	91	18.1%
	Four-year university	267	53.2%
	Graduate school	99	19.7%
Household Annual Income (RMB)	Under 100,000	135	26.9%
	100,000–200,000	152	30.3%
	200,000–300,000	93	18.5%
	300,000–400,000	48	9.6%
	400,000 and above	74	14.7%
WeChat Frequency	Daily	484	96.4%
	A few times per week	15	3.0%
	A few times per month	3	0.6%
Hours on WeChat Per Day	0-2 hours	179	35.7%
	2-5 hours	199	39.6%
	5-10 hours	57	11.4%
	10 hours and above	49	9.8%
Online Shopping	Yes	479	95.4%
	No	23	4.6%
Online shopping Frequency	Everyday	9	1.8%
	Several times a week	97	19.3%
	Several times a month	227	45.2%
	Several times a year	46	9.2%
	Only a few times a year	99	19.7%
Product Categories	Apparel	283	56.4%
	Shoes	180	35.9%
	Handbags	115	22.9%
	Accessories	102	20.3%
	Watches & Jewelry	32	6.4%
	Skin care	129	25.7%
	Cosmetics	68	13.5%
	Electronics	170	33.9%
	Imported Goods	101	20.1%
	Commodities	223	44.4%
	Books	195	38.8%
	Food	179	35.7%
	Auto	37	7.4%
	Mother & Baby Products	33	6.6%
	Other	16	3.2%

Descriptive Statistics

As displayed in Table 4.2, the means and standard deviations were computed for all variables. Interactivity had the highest mean score (4.086) among all variables with a standard deviation of 0.754. Informativeness had a mean score of 3.578 and a standard deviation score of 1.049. Source credibility had the lowest mean score among all variables (3.303), with a standard deviation of 1.092. Perceived usefulness had a mean score of 3.428 and a standard deviation of 1.099. Electronic word-of-mouth intention had a mean score of 3.593 and a standard deviation of 1.046.

Table 4.2
Descriptive Statistics for All Variables

	N	Mean	Std. Deviation
Interactivity	502	4.086	0.754
Informativeness	502	3.578	1.049
Source credibility	502	3.303	1.092
Perceived usefulness	502	3.428	1.099
Electronic word-of-mouth intention	502	3.593	1.046

Reliability

The reliability test was performed on SPSS to ensure the consistency and repeatability of each scale. The Cronbach's alpha score was used to confirm the internal consistency of multi-item scales. To be considered as having a good internal consistency, a variable's Cronbach's alpha score has to be above 0.70 (Hair, Anderson, Tatham & Black, 1998). Six items of interactivity had a Cronbach's alpha score of 0.843. Five items for informativeness had a score of 0.935. Source credibility showed a Cronbach's alpha

score of 0.934. Four items of perceived usefulness showed a score of 0.929. The Cronbach's alpha score for electronic word-of-mouth intention was 0.933. Therefore, as shown in Table 4.3, all of the variables in this study were considered reliable.

Table 4.3
Reliability

Variable	Cronbach's Alpha
Interactivity	0.843
Informativeness	0.935
Source credibility	0.934
Perceived usefulness	0.929
Electronic word-of-mouth intention	0.933

Correlation Analyses

In order to determine the correlations among items, Pearson correlation analysis was conducted as shown in Table 4.4. The table presents the correlation coefficients among items of interactivity, source credibility, and informativeness. The results showed that all of the items from the original three variables of social media characteristics were significantly correlated with one another ($p<0.01$). Specifically, each item of informativeness (the last five items in the first column were items for informativeness) indicated a significant correlation between each item of interactivity and also between each item of source credibility, with correlation coefficients ranging from 0.334 to 0.741 ($r=0.334\sim0.741$, $p<0.01$).

Table 4.4
Pearson Correlation Analysis

	Freely choose	Freely manage	Share information	Real time communication	Communicate with brand	Timely feedback	Expertise	Knowledgeable	Trustworthy	Reliable	Good source	Relevant	Timely	Complete	Up-to-date
Freely choose	1														
Freely manage	0.470**	1													
Share information	0.363**	0.423**	1												
Real time communication	0.371**	0.373**	0.682**	1											
Communicate with brand	0.449**	0.380**	0.571**	0.574**	1										
Timely feedback	0.417**	0.411**	0.504**	0.530**	0.529**	1									
Expertise	0.458**	0.345**	0.419**	0.478**	0.566**	0.469**	1								
Knowledgeable	0.456**	0.357**	0.438**	0.444**	0.553**	0.447**	0.824**	1							
Trustworthy	0.415**	0.304**	0.435**	0.408**	0.450**	0.409**	0.746**	0.755**	1						
Reliable	0.406**	0.337**	0.436**	0.395**	0.433**	0.411**	0.715**	0.752**	0.882**	1					
Good source	0.468**	0.352**	0.552**	0.530**	0.563**	0.475**	0.615**	0.631**	0.580**	0.570**	1				
Relevant	0.412**	0.397**	0.531**	0.502**	0.591**	0.484**	0.665**	0.682**	0.612**	0.578**	0.735**	1			
Timely	0.387**	0.338**	0.554**	0.573**	0.576**	0.493**	0.626**	0.655**	0.543**	0.534**	0.699**	0.736**	1		
Complete	0.459**	0.340**	0.499**	0.526**	0.616**	0.460**	0.741**	0.735**	0.650**	0.629**	0.729**	0.792**	0.752**	1	
Up-to-date	0.429**	0.334**	0.522**	0.565**	0.569**	0.504**	0.691**	0.698**	0.601**	0.606**	0.687**	0.732**	0.766**	0.791**	1

*$p<0.05$, **$p<0.01$, ***$p<0.001$

Factor Analysis

Before performing the regression analyses and testing hypotheses, an exploratory

factor analysis (EFA) with varimax rotation was conducted for the social media

characteristics of interest: interactivity, informativeness, and source credibility. A series

of preliminary tests were conducted to determine whether or not the data of the social

media characteristics were appropriate for factor analysis. The Kaiser-Meyer-Olkin

(KMO) Measure of Sampling Adequacy (0.944) and the Bartlett's Test of Sphericity

($p<0.001$) indicated that the data of the social media characteristics were appropriate for

factor analysis. The principal component analysis with varimax rotation requires

retaining factors with eigenvalues greater than 1.0, and this was accomplished. Then,

items with rotated loadings greater than 0.50 were retained, and to make sure that each

item only loaded on one factor, those items that had rotated loading scores equal to or

greater than 0.40 on both factors were excluded (Chen & Hsu, 2001). The results

indicated that all of the five items for informativeness (Table 4.5) had rotated loadings

greater than 0.40 on two factors. Thus, informativeness was eliminated from social media

characteristics for further analysis in this study.

Table 4.5
Deleted Variable and Items

Informativeness	Factor 1 Source Credibility	Factor 2 Interactivity
10 WeChat supplies complete shopping information.	0.762	0.445
11 WeChat provides up-to-date shopping information.	0.699	0.487
08 WeChat provides relevant shopping information.	0.684	0.496
07 WeChat is a good source of shopping information.	0.626	0.524
09 WeChat provides timely shopping information.	0.621	0.542

The social media characteristics model was then re-specified with the exclusion of five items of informativeness. Two factors were formed, namely interactivity and source credibility. These two factors indicated that 66.68% of the total variance was explained. The first factor reflected the source credibility of social media and was composed of four items. Factor One, with a Cronbach's alpha of 0.934, had an eigenvalue of 8.693 and explained 57.95% of the total variance. Factor Two was named interactivity and included six items. The second factor had a Cronbach's alpha of 0.843 and an eigenvalue of 1.309, explaining 8.73% of the total variance.

Table 4.6
Factor Analysis of Social Media Characteristics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA): 0.944						
Bartlett's Test of Sphericity: p=0.000						
Factor	No.	Abbreviated Statement	Eigen Value	Variance Explained	Factor Loading	Cronbach's Alpha
Factor 1: Source credibility	14	The person/public account is trustworthy.			0.864	
	13	The person/public account is knowledgeable.			0.852	
	15	The person/public account is reliable.	8.693	57.95%	0.846	0.934
	12	The person/public account has expertise.			0.829	
Factor 2: Interactivity	03	Share shopping information with others			0.772	
	04	Communicate in real time with my friends			0.769	
	06	Easily get timely feedback			0.691	
	05	Easily communicate with a brand or public account	1.309	8.73%	0.676	0.843
	02	Freely manage my visiting experience			0.642	
	01	Freely choose what I want to see			0.530	
Total				66.68%		

Regression Analyses

In order to test Hypotheses 1 and 2, multiple regression and bivariate regression were used in this study. Multiple regression analyses were conducted to examine the relationships of social media characteristics (interactivity and source credibility) with perceived usefulness. A bivariate regression analysis was conducted to investigate the relationship between perceived usefulness and electronic word-of-mouth intention.

The multiple regression analysis tested the significance of social media characteristics, interactivity and source credibility toward predicting consumers' perceived usefulness of social media (H1-1 and H1-3). The results for perceived usefulness ($F(2,499)=531.329$, $p<0.001$) showed that interactivity and source credibility, as a group, explained 68% of the variance in perceived usefulness ($R^2=0.68$). As shown in Table 4.7, the two independent variables of social media characteristics, interactivity ($\beta=0.245$, $p<0.001$) and source credibility ($\beta=0.649$, $p<0.001$), were both highly significant in predicting perceived usefulness.

Table 4.7
Multiple Regression Analysis for Social Media Characteristics and Perceived Usefulness

Dependent Variable: Perceived usefulness
Independent Variable: Interactivity, Source credibility
Analysis of Variance: $F(2, 499)=531.329$, $p<0.001$
R^2: 0.68

	Perceived usefulness	
	β	t
Social media characteristics		
Interactivity	0.245	19.956***
Source credibility	0.649	7.528***

*$p<0.05$, **$p<0.01$, ***$p<0.001$

Bivariate regression analysis was used to test the significance of consumers'

perceived usefulness toward electronic word-of-mouth intention (H2). As shown in Table

4.8, a significant amount of variance (R^2=0.629) in electronic word-of-mouth intention

was explained by perceived usefulness (F(1, 500)=848.444, p<0.001). The results also

indicated that perceived usefulness (β=0.793, p<0.001) was a significant predictor for

electronic word-of-mouth intention.

Table 4.8
Bivariate Regression Analysis for Perceived Usefulness and Electronic Word-of-Mouth
Intention

Dependent Variable: Electronic word-of-mouth intention Independent Variable: Perceived usefulness Analysis of Variance: F(1, 500)=848.444, p<0.001 R^2: 0.629		
	Electronic word-of-mouth intention	
	β	t
Perceived usefulness	0.793	29.128***

*p<0.05, **p<0.01, ***p<0.001

Hypothesis 1-1 proposed that social media's interactivity would have a significant

impact on consumers' perceived usefulness of social media platforms for shopping. The

multiple regression analysis showed that interactivity was significant in predicting the

perceived usefulness of social media. Therefore, Hypothesis 1-1 was supported.

Informativeness was eliminated for further analysis according to the result of

factor analysis in this study. Therefore, Hypothesis 1-2 was not included.

Hypothesis 1-3 suggested that social media's source credibility would

significantly affect consumers' perceived usefulness of social media platforms for

shopping. According to the result, source credibility was a significant predictor for perceived usefulness, and thus, Hypothesis 1-3 was supported.

Hypothesis 2 proposed that consumers' perceived usefulness would have a significant impact on electronic word-of-mouth intention. The bivariate regression analysis showed that consumers' perceived usefulness is highly significant in predicting their electronic word-of-mouth intentions. Therefore, Hypothesis 2 was supported. Table 4.9 below presents a summary of findings obtained by the current study. Figure 4.1 shows the revised model of the relationships among social media characteristics, perceived usefulness, and electronic word-of-mouth intention.

Table 4.9
Research Findings from Current Study

Hypotheses	Findings
H1: Social media characteristics will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.	Partially Supported
H1-1: Social media's interactivity will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.	Supported
H1-2: Social media's informativeness will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.	Not Included
H1-3: Social media's source credibility will have a significant impact on consumers' perceived usefulness of social media platforms for shopping.	Supported
H2: Consumers' perceived usefulness of social media platforms for shopping will have a significant impact on electronic word-of-mouth intention.	Supported

Figure 4.1
The Revised Model

Additional Analyses of Interest

According to the results of the factor analysis, informativeness of social media was eliminated for further analysis. However, informativeness was identified as an important factor in predicting the perceived usefulness of social media by many past studies, and multiple regressions were, therefore, performed among the original three independent variables—interactivity, informativeness, and source credibility—and perceived usefulness to examine the potential proposed relationships. Further multiple regressions were also conducted among two retained factors of social media characteristics—interactivity and source credibility—and electronic word-of-mouth intention to find whether or not there were direct relationships of social media's interactivity and source credibility toward electronic word-of-mouth intention.

Multiple Regression Analyses

Because informativeness was considered an important factor of social media in predicting consumers' perceived usefulness in previous research, an additional multiple regression analysis was conducted to examine the significance of interactivity, source credibility, and informativeness toward perceived usefulness. The results (F(3,

498)=429.768, p<0.001) showed that the three independent variables as a group explained a significant amount of variance in perceived usefulness (R^2=0.721). As displayed in Table 4.10, interactivity was not as significant compared to its result (p<0.001) in Table 4.7. However, interactivity (β=0.091, p<0.05) was still significant enough in predicting perceived usefulness. Source credibility (β=0.456, p<0.001) was also a significant predictor for perceived usefulness. Interestingly, informativeness (β=0.373, p<0.001) indicated a high significance in predicting perceived usefulness.

Table 4.10
Multiple Regression Analysis for Social Media Characteristics and Perceived Usefulness

Dependent Variable: Perceived usefulness
Independent Variable: Interactivity, Source credibility, Informativeness
Analysis of Variance: F(3, 498)=429.768, p<0.001
R^2: 0.721

	Perceived usefulness	
	β	t
Social media characteristics		
Interactivity	0.091	2.590[*]
Source credibility	0.456	12.035[***]
Informativeness	0.373	8.550[***]

*p<0.05, **p<0.01, ***p<0.001

Another multiple regression analysis was performed to find whether or not social media characteristics—interactivity and source credibility—had direct relationships with electronic word-of-mouth intention. As shown in Table 4.11, a great amount of variance (R^2=0.621) in electronic word-of-mouth intention was explained by interactivity and source credibility (F(2, 499)=408.500, p<0.001). Furthermore, the results revealed that interactivity (β=0.296, p<0.001) and source credibility (β=0.567, p<0.001) were both found to be significant predictors of electronic word-of-mouth intention.

Table 4.11
Multiple Regression Analysis for Social Media Characteristics and Electronic Word-of-Mouth Intention

Dependent Variable: Electronic word-of-mouth intention		
Independent Variable: Interactivity, Source credibility		
Analysis of Variance: $F(2, 499)=408.500$, $p<0.001$		
R^2: 0.621		
	Electronic word-of-mouth intention	
	β	t
Social media characteristics		
Interactivity	0.296	8.368[***]
Source credibility	0.567	16.015[***]

*p<0.05, **p<0.01, ***p<0.001

CHAPTER 5

DISCUSSION

This chapter discusses the results of the study and determines how social media characteristics influence consumers' perceived usefulness of a social media platform for shopping as well as how consumers' perceptions toward a social media platform influence their electronic word-of-mouth intentions. Discussions of additional analyses of interest from the previous chapter are also provided. Limitations of this study and suggestions for future research are addressed at the end of this chapter.

Conclusions and Implications

Significant relationships between characteristics of social media and consumers' perceived usefulness were identified in this study. Social media characteristics were composed of two factors in this study: interactivity and source credibility. Hypothesis 1-1 proposed that social media's interactivity would have a significant impact on consumers' perceived usefulness of social media platforms for shopping. According to the result of the multiple regression analysis, interactivity was found to significantly influence consumers' perceived usefulness. This finding supported McMillan and Hwang's (2002) research finding. Additionally, the finding also suggests that the more interactivity consumers perceive to exist on a social media platform, the more likely they are to consider that platform as useful to browse for shopping information. The results indicated that the ease of use of WeChat was the main reason why consumers perceived a higher

interactivity with WeChat. Being able to easily communicate with others, to share

shopping information in real time with friends, and to receive timely feedback easily

from others on WeChat strongly affect consumers' perceptions of the usefulness of

WeChat. Furthermore, the easier it is for consumers to search for shopping information

and to share it with friends on WeChat, the more interactivity they perceive on WeChat,

and therefore, the more useful WeChat may be perceived for providing shopping

information. In other words, the easier a social media platform is for consumers to use for

shopping information, the higher the perceptions of usefulness consumers may have

toward that social media platform. The introduction of public accounts does prompt a

certain level of interactivity between a brand and a subscriber. Each public account

managerial team also needs to generate further strategies to make the public accounts for

which it is responsible more interactive and convenient in order to attract more

subscribers on WeChat.

Contradicting previous studies, informativeness was not considered an

independent factor of social media characteristics in this study due to the cross loading

scores of items of informativeness with items of interactivity and source credibility. The

result did not correspond to Yan and Huang's (2014) suggestion that social media

platforms are dual-process information system. As a result, the Elaboration Likelihood

Model was only partially supported because informativeness, which represents the central

path of the information processing in the model, was eliminated in this study.

Items from informativeness were deleted not because of low factor loadings but

because they shared commonalities with the items measuring interactivity and source

credibility and, thus, showed cross loading scores on both factors (source credibility and

interactivity). Furthermore, the five items of informativeness showed higher factor loading scores on source credibility (Factor 1) than on interactivity (Factor 2). The Pearson correlation results further indicated that items of informativeness were significantly correlated with all the items of the other two factors: interactivity and source credibility. Specifically, the five items of informativeness showed higher correlations with items of source credibility than with items of interactivity. The findings from the correlation analysis corresponded to the results from the factor analysis that items of informativeness had higher factor loading scores on source credibility than on interactivity. In general, these findings suggest that items of informativeness were highly correlated with items from the two factors and might not properly represent and measure informativeness in this study. The possible similarities of some of the keywords from the original three social media characteristics might have confused participants, making it difficult for them to differentiate informativeness items from interactivity items and source credibility items when they were taking the survey.

Source credibility has a significant impact on consumers' perceived usefulness of social media for shopping (H1-3). In this study, source credibility was found to be an important factor in predicting consumers' perceptions toward a social media platform. This finding confirms the Elaboration Likelihood Model. When people process information through a peripheral path, they focus more on the credibility of the source (Yan & Huang, 2014). This result suggests that the credibility of the shopping information source on WeChat may influence consumers' perceived usefulness of WeChat. The more the consumers believe the source has expertise in shopping, the more they may perceive WeChat as a useful platform for shopping information. Similarly, the

more consumers think the source is trustworthy in providing shopping related information, the more they may recognize WeChat as being helpful for providing shopping information. There are two major sources from which consumers receive shopping information on WeChat: friends and public accounts. According to the findings, consumers, who consider their friends or the public accounts to which they subscribe to be knowledgeable about shopping, are more likely to perceive WeChat as useful. Similarly, consumers, who believe their friends or the public accounts they follow are trustworthy in providing shopping related information, tend to perceive WeChat as a helpful platform for shopping information. These findings further support McKnight and Kacmar's (2007) research finding that source credibility was important in predicting consumers' perceived usefulness of information obtained online. When the source of information on a social media platform is regarded as highly credible, consumers may gain a perception of usefulness regarding that social media platform.

Hypothesis 2 proposed that consumers' perceived usefulness would have a significant impact on their electronic word-of-mouth intentions. In this study, the results revealed that consumers' perceived usefulness of social media platforms for shopping does significantly influence their electronic word-of-mouth intentions. As previously mentioned in the Technology Acceptance Model, perceived usefulness was confirmed to be a significant and direct determinant of behavioral intention in this study. This finding suggests that consumers who perceive WeChat as a helpful platform for shopping are more likely to pass along the useful shopping information to other friends on WeChat and to share their experiences with using WeChat for shopping information with their friends on WeChat. As discussed in the earlier chapters, Chinese consumers value word-of-

mouth opinions from friends, family, and key opinion leaders from social media platforms. The result of the current study supported Chiu et al.'s (2012) findings that Chinese consumers appreciated word-of-mouth advice and they were also willing to contribute to it. Many researchers have pointed out that consumers' perceived usefulness was an important indicator in predicting behavioral intentions. This study further confirms that the perceived usefulness of WeChat is significant in predicting consumers' electronic word-of-mouth intentions on WeChat. The more the consumers perceive WeChat to be useful in shopping information searching, the more willing they are to recommend using WeChat to their friends for shopping information searching. Moreover, the more they recognize WeChat as being helpful in increasing the effectiveness of information searching and in enhancing the actual shopping performance, the more willing they are to share their experiences with friends on WeChat. Therefore, perceived usefulness of a social media platform significantly influences consumers' electronic word-of-mouth intentions.

Additional analyses were conducted to examine the possible relationships among the three original variables—interactivity, source credibility, and informativeness—and perceived usefulness. Based on factor analysis, informativeness was eliminated from social media characteristics for further analyses in this study. However, previous researchers (Lederer et al., 2000) found that social media's informativeness did have a significant influence on perceived usefulness. The regression analysis results showed that there indeed was a significant relationship between informativeness and perceived usefulness. This finding indicates that informativeness of WeChat significantly influences consumers' perceptions of the usefulness of WeChat. The higher the quality of the

shopping information delivered on WeChat, the higher the perception consumers may have of WeChat as being a useful platform for shopping related information.

Potential direct relationships among retained factors—interactivity and source credibility—and electronic word-of-mouth intention were also investigated out of curiosity. Interestingly, the results showed that social media characteristics had significant direct impacts on electronic word-of-mouth intentions. Interactivity and source credibility were found to be significant in predicting electronic word-of-mouth intentions. These findings suggest that when consumers perceive WeChat to be interactive in sharing shopping information and receiving timely feedback, they may be willing to share their experiences and opinions with friends on WeChat and to recommend WeChat for shopping information to their WeChat friends as well. Moreover, when consumers consider the source of shopping information to be credible, they may be willing to pass the information along to their WeChat friends. WeChat's in-app technology has been enhanced to a more advanced level, making this instant messaging application a more interactive platform for consumers' communications and public account service subscriptions. Also, with the popularity of public accounts, many already well-known brands have adopted this feature to deliver information and services to consumers, and many verified public accounts have gradually raised their reputations among WeChat users. Therefore, the direct relationships identified in this study suggest that when consumers perceive WeChat to be interactive and the source to be reliable, regardless of the usefulness of the information to themselves, they may be willing to spread the word to other friends on WeChat.

Limitations and Future Research

There are several limitations in this study that need to be considered. First, the shopping information referred to in this study was broad and did not focus on a specific product category. Consumers may have different perceptions toward shopping information for different product categories.

Second, the study only focused on WeChat as an example of social media platforms. China has a wide range of social media platforms that provide varieties of shopping information. Social media platforms may be different from one another in terms of functions. Thus, it may not be possible to generalize the results of this study to all the Chinese social media platforms.

Third, although informativeness has been confirmed as an important predictor in previous research, it was eliminated as a factor in this study due to high correlations between the informativeness items and interactivity items and source credibility items.

Additionally, participants were not randomly selected from the general population. A large enough sample size was received, and respondents represented most of the regions in China. However, due to the researcher's personal connections, nearly one-third of the respondents were from Shanghai. This study conducted snowball sampling and used a convenience sample, and thus, the results may not be generalized to the entire Chinese population.

The current study also provides possibilities for future research. Because this study did not focus on one category of shopping information, future research can select shopping information on a specific product category and examine consumers' perceptions. The current study only took WeChat as an example to represent the general

Chinese social media platforms. Future studies can use the same model for other social media platforms to see whether or not these social media characteristics will still influence consumers' perceptions and behavioral intentions or use the same model to compare different social media platforms and to see if consumers will perceive various social media platforms differently.

Moreover, items of informativeness were found to be highly correlated with items from other factors in this study and were not exclusive for the measurement of informativeness. Future studies may need to develop additional items that better represent and measure informativeness in order to have an accurate measurement in the case of WeChat or other social media platforms. Future studies can also use random sampling to better generalize about the Chinese population or to focus on a specific population to gain a deeper understanding on the perceptions and behavioral intentions of the target group. Lastly, direct relationships were found between social media characteristics and electronic word-of-mouth intentions. Because the current study did not provide any supporting materials regarding these relationships from previous research, future studies can review the previous research and locate proven findings to further support the potential direct influences that social media characteristics have on consumers' electronic word-of-mouth intentions.

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APPENDICES

Appendix A

IRB Approval Form

Phone 706-542-3199

Office of the Vice President for Research
Institutional Review Board

Fax 706-542-3660

APPROVAL OF PROTOCOL

April 16, 2015

Dear Yoo-Kyoung Seock:

On 4/16/2015, the IRB reviewed the following submission:

Type of Review:	Initial Study
Title of Study:	Factors influencing Chinese consumers' perceptions towards social media platforms for shopping: A case study of WeChat
Investigator:	Yoo-Kyoung Seock
IRB ID:	STUDY00001917
Funding:	None
Grant ID:	None

The IRB approved the protocol from 4/16/2015.

In conducting this study, you are required to follow the requirements listed in the Investigator Manual (HRP-103).

Sincerely,

Larry Nackerud, Ph.D.
University of Georgia
Institutional Review Board Chairperson

Appendix B

Consent Form

**Factors Influencing Chinese Consumers' Perceptions Toward Social Media
Platforms for Shopping: A Case Study of WeChat**

Researcher's Statement

We are asking you to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. This form is designed to give you the information about the study so you can decide whether to be in the study or not. Please take the time to read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information. When all your questions have been answered, you can decide if you want to be in the study or not. This process is called "informed consent." A copy of this form will be given to you.

Principal Investigator: Dr. Yoo-Kyoung Seock   Email: yseock@fcs.uga.edu
                                       Textiles, Merchandising & Interiors   Phone: 706-542-4892
                                       307 Dawson Hall
                                       305 Sanford Drive, Athens GA 30602

Purpose of the Study

The purpose of the study is to examine social media characteristics that influence Chinese consumers' perceived usefulness of social media platforms for shopping and, in turn, their electronic word-of-mouth intentions. The study focuses on whether or not social media characteristics—interactivity, informativeness, and source credibility—will have an impact on consumers' perceived usefulness of social media platforms for shopping. The study will also investigate whether or not consumers' perceived usefulness of social media platforms will have an impact on their electronic word-of-mouth intentions.

Study Procedures

If you agree to participate, you must be 18 or older. You will be asked to answer seven sections of the questions. The first section will be screening questions to make sure that you are qualified as the target participant to take the survey. If you are not qualified for the study, the survey will end at that point and you do not need to take further action. From section two to section six, you will be asked to circle the number that best describes your feelings about WeChat (1=strongly disagree, 5=strongly agree). The last section will be demographic questions such as gender, age, education, city, frequency of using WeChat, and so forth. The total duration of the survey will take about 10-15 minutes.

Risks and discomforts

We do not anticipate any risks from participating in this research.

Benefits

Participants may enjoy talking about their feelings about WeChat by doing this survey on WeChat. This study may also contribute in understanding the influence of social media characteristics on consumers' perceptions and electronic word-of-mouth intentions. There

is lack of focus on this topic in the current study, therefore this research will provide insights with academic researchers for future study on this emerging topic, and provide suggestions with marketers about how they should do to better promote their products on WeChat and to attract more subscribers on WeChat.

Privacy/Confidentiality
The data will be collected completely anonymously. No information about your name or your WeChat username will be identified or collected. Your responses will be stored electronically in the researcher's WeChat account, and only the researcher has the username and password to sign into her WeChat account to access the data. The data will be stored from May 2015 to May 2016 until this study is completed and published. All the data will be deleted after this time period.

Taking part is voluntary
Your involvement in the study is voluntary, and you may choose not to participate or to stop at any time without penalty or loss of benefits to which you are otherwise entitled. If you decide to stop at any time after the survey begins, the survey will end and your responses will not be collected.

If you have questions
The main researcher conducting this study is Dr. Yoo-Kyoung Seock, an associate professor at the University of Georgia. Dr. Seock is supervising a graduate student researcher, Fanyao Zeng, who will be conducting the survey. Please ask any questions you have now. If you have questions later, you may contact Dr. Seock at yseock@fcs.uga.edu or at 706-542-4892. If you have any questions or concerns regarding your rights as a research participant in this study, you may contact the Institutional Review Board (IRB) Chairperson at 706.542.3199 or irb@uga.edu.

Research Subject's Consent to Participate in Research:
To voluntarily agree to take part in this study, you must sign on the line below. Your signature below indicates that you have read or had read to you this entire consent form, and have had all of your questions answered.

_____   _____   _____
Name of Researcher   Signature   Date

_____   _____   _____
Name of Participant   Signature   Date

Please sign both copies, keep one and return one to the researcher.

Appendix C

Survey

FACTORS INFLUENCING CHINESE CONSUMERS' PERCEPTIONS TOWARD
SOCIAL MEDIA PLATFORMS FOR SHOPPING: A CASE STUDY OF WECHAT

Section 1

1. Do you use WeChat?   Yes   No

    If you indicate No, the survey will end at this point.

2. Do you use WeChat for shopping related information?   Yes   No

    If you indicate No, the survey will end at this point.

3. Do you subscribe any WeChat public account?   Yes   No

    Regardless of your response of Yes or No, you will proceed to the next section.

Section 2
For each statement below, please circle the number that best describes your feeling about your interaction within WeChat.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
01	WeChat enables me to freely choose what I want to see.	1	2	3	4	5
02	WeChat enables me to freely manage my visiting experience.	1	2	3	4	5
03	WeChat enables me to share shopping information with others.	1	2	3	4	5
04	WeChat enables me to communicate in real time with my friends on WeChat about shopping information they share.	1	2	3	4	5
05	WeChat enables me to easily communicate with a brand or public account for further questions about shopping information posted.	1	2	3	4	5
06	WeChat enables me to easily get timely feedback when I post or share information.	1	2	3	4	5

Section 3
For each statement below, please circle the number that best describes your feeling about the information received from WeChat.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
07	WeChat is a good source of shopping information.	1	2	3	4	5
08	WeChat provides relevant shopping information.	1	2	3	4	5
09	WeChat provides timely shopping information.	1	2	3	4	5
10	WeChat supplies complete shopping information.	1	2	3	4	5
11	WeChat provides up-to-date shopping information.	1	2	3	4	5

Section 4
For each statement below, please circle the number that best describes your feeling about the source credibility of information received from WeChat.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
12	The person/public account that provides information on WeChat has expertise in shopping.	1	2	3	4	5
13	The person/public account that provides information on WeChat is knowledgeable about shopping.	1	2	3	4	5
14	The person/public account that provides shopping information on WeChat is trustworthy.	1	2	3	4	5
15	The person/public account that provides shopping information on WeChat is reliable.	1	2	3	4	5

Section 5

For each statement below, please circle the number that best describes your feeling about the usefulness of WeChat.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
01	Using WeChat is useful in information searching and shopping.	1	2	3	4	5
02	Using WeChat enhances my effectiveness in information searching and shopping.	1	2	3	4	5
03	Using WeChat improves my shopping performance.	1	2	3	4	5
04	Using WeChat increases my shopping productivity.	1	2	3	4	5

Section 6

For each statement below, please circle the number that best describes your feeling about your electronic word-of-mouth intention of WeChat.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
01	I am willing to ask my friends on WeChat for their opinions when I find useful shopping information on WeChat.	1	2	3	4	5
02	I am willing to recommend my friends on WeChat to use WeChat for shopping information.	1	2	3	4	5
03	I am willing to seek out other people's reviews from WeChat before I make a decision.	1	2	3	4	5
04	I am willing to share useful shopping information I find on WeChat with my friends on WeChat.	1	2	3	4	5
05	I am willing to share my experience and opinion of using WeChat for shopping information with my friends on WeChat.	1	2	3	4	5
06	When I receive related shopping information from others on WeChat, I am willing to pass it along to other friends on WeChat.	1	2	3	4	5

Section 7
Demographic Questions

Please indicate your gender.

     Male   Female

Please indicate your age range.

     18-24   25-32   33-40   41-46   47-54   55 and above

If you currently live in China, which city do you come from?   _____

If you currently live abroad,

    1) Where do you currently live?   _____

    2) How long have you been living in your current place?   _____

    3) Where is your hometown in China?   _____

Please indicate the highest education level you have completed or current education level.

    Below high school   High school   Two-year college

    Four-year university   Graduate school

Please indicate your annual household income (RMB)

    Under 100,000   100,000–200,000   200,000–300,000   300,000–400,000

    400,000 and above

How often do you use WeChat?

    A few times per month   A few times per week   Daily

How much time do you spend on WeChat everyday?

    0-2 hours   2-5 hours   5-10 hours   10 hours and above

Do you shop online?

    Yes   No

How often do you shop online?

    Everyday   Several times a week   Several times a month

    Several times a year   Only a few times a year

Which product categories interest you the most and motivate you to seek information about it on WeChat? Indicate all that apply.

    Apparel   Shoes   Handbags   Accessories   Watches & Jewelries

    Skin care   Cosmetics   Electronics   Imported Goods   Commodities

    Books   Food   Auto   Mother & Baby Products   Others_____

Appendix D

Survey—Chinese Version

影响中国消费者对于社交媒体平台购物资讯认知力的因素：微信的研究与分析

第一部分

1. 你是否使用微信？   是   否

    如果为否，问卷结束。

2. 你是否在微信上来浏览过任何一种形式的购物资讯？   是   否

    如果为否，问卷结束。

3. 你是否知道微信的公众号功能或者/并且订阅相关的微信公众号？是   否

    无论是或否，问卷都将继续。

第二部分

以下每项中请圈出最能表达你对微信的互动性看法的数字。

		非常不同意	不同意	一般	同意	非常同意
01	微信可以让我自由地选择我所想看的。	1	2	3	4	5
02	微信让我能自主管理我的微信帐号。	1	2	3	4	5
03	微信让我能与他人分享购物资讯。	1	2	3	4	5
04	微信让我能与好友们实时地交流他们所分享的购物资讯。	1	2	3	4	5
05	对于品牌或公众号所发布的购物资讯，通过微信让我能更容易地与其进一步交流相关的购物问题。	1	2	3	4	5
06	当我在微信发布或分享资讯时能让我容易地获得及时反馈（如：评论，点赞，或转发）。	1	2	3	4	5

第三部分

以下每项中请圈出最能表达你对从微信获取资讯看法的数字。

		非常不同意	不同意	一般	同意	非常同意
07	微信是获取购物资讯很好的平台。	1	2	3	4	5
08	微信提供了确切的购物资讯。	1	2	3	4	5
09	微信提供了即时的购物资讯。	1	2	3	4	5
10	微信提供了全面的购物资讯。	1	2	3	4	5
11	微信提供了最新，最当下的购物资讯。	1	2	3	4	5

第四部分

以下每项中请圈出最能表达你对微信的资讯获取的来源可信度看法的数字。

		非常不同意	不同意	一般	同意	非常同意
12	在微信上发布资讯的好友/公众号在购物方面有专业的购物领域的见解。	1	2	3	4	5
13	在微信上发布资讯的好友/公众号在购物方面有多样性的购物经验和见识。	1	2	3	4	5
14	在微信上发布购物资讯的好友/公众号是真实可信的。	1	2	3	4	5
15	在微信上发布购物资讯的好友/公众号是可靠的，可借鉴的。	1	2	3	4	5

第五部分

以下每项中请圈出最能表达你对于微信实用性看法的数字。

		非常不同意	不同意	一般	同意	非常同意
01	用微信对我搜寻资讯和购物很有帮助。	1	2	3	4	5
02	用微信提升了我搜寻资讯和购物的效率。	1	2	3	4	5
03	用微信提高了我在购物中产品选择的能力。	1	2	3	4	5
04	用微信增加了我的购买力度。	1	2	3	4	5

第六部分

以下每项中请圈出最能表达你对用微信进行网络口碑传播的倾向。

		非常不同意	不同意	一般	同意	非常同意
01	当我在微信上发现有用的购物资讯时，我愿意去征求微信上好友们的意见。	1	2	3	4	5
02	我愿意推荐微信上的好友去用微信来获取购物相关的资讯。	1	2	3	4	5
03	在做决定前，我愿意在微信上去参考其他人的评论或评价。	1	2	3	4	5
04	我愿意和微信上的好友们分享我在微信上所获取的有用的购物资讯。	1	2	3	4	5
05	我愿意和微信上的好友们分享我用微信所获取的有关购物资讯的想法和经验。	1	2	3	4	5
06	当我从微信好友那看到与购物相关的资讯时，我愿意把这些资讯@或把内容/链接分享给有相关需求的其他微信好友们。	1	2	3	4	5

第七部分
个人信息

你的性别是？

男　　　女

你的年龄范围是？

18-24　　　25-32　　　33-40　　　41-46　　　47-54　　　55 及以上

如果你在中国, 你来自哪个城市？　　　　　　　　　　_____

如果你在国外,

1）你目前所居住的地方是？　　　　　　　　_____

2）你在目前的地方生活了多长时间？　　　　_____

3）你的家乡是？　　　　　　　　　　　　_____

你所取得的最高教育水平或你目前在读的学位是？

高中以下　　　　高中　　　　大专　　　　本科　　　　硕士及以上

你的家庭年收入是？

10 万人民币以下　　10 万-20 万（含）人民币　　20 万-30 万（含）人民币

30 万-40 万（含）人民币　　　40 万人民币及以上

你使用微信的频率是？

一月几次　　　　　一周几次　　　　　每天

你每天上多久微信？

0-2 小时　　　　2-5 小时　　　　5-10 小时　　　　10 小时及以上

你是否网上购物？或者是否曾经网上购物过吗？

是　　　否

你网上购物的频率是？

每天　　一周几次　　一月几次　　一年好几次　　一年也就那么几次

最让你感兴趣并会促使你在微信上浏览的是以下哪些产品类别的资讯？（可多选）

服装　　　　鞋履　　　　手袋　　　　配饰　　　　钟表珠宝　　　护肤品

彩妆　　　电子产品　　　进口产品　　　生活用品　　　书籍　　　食品

车类　　　母婴用品　　　其他_____