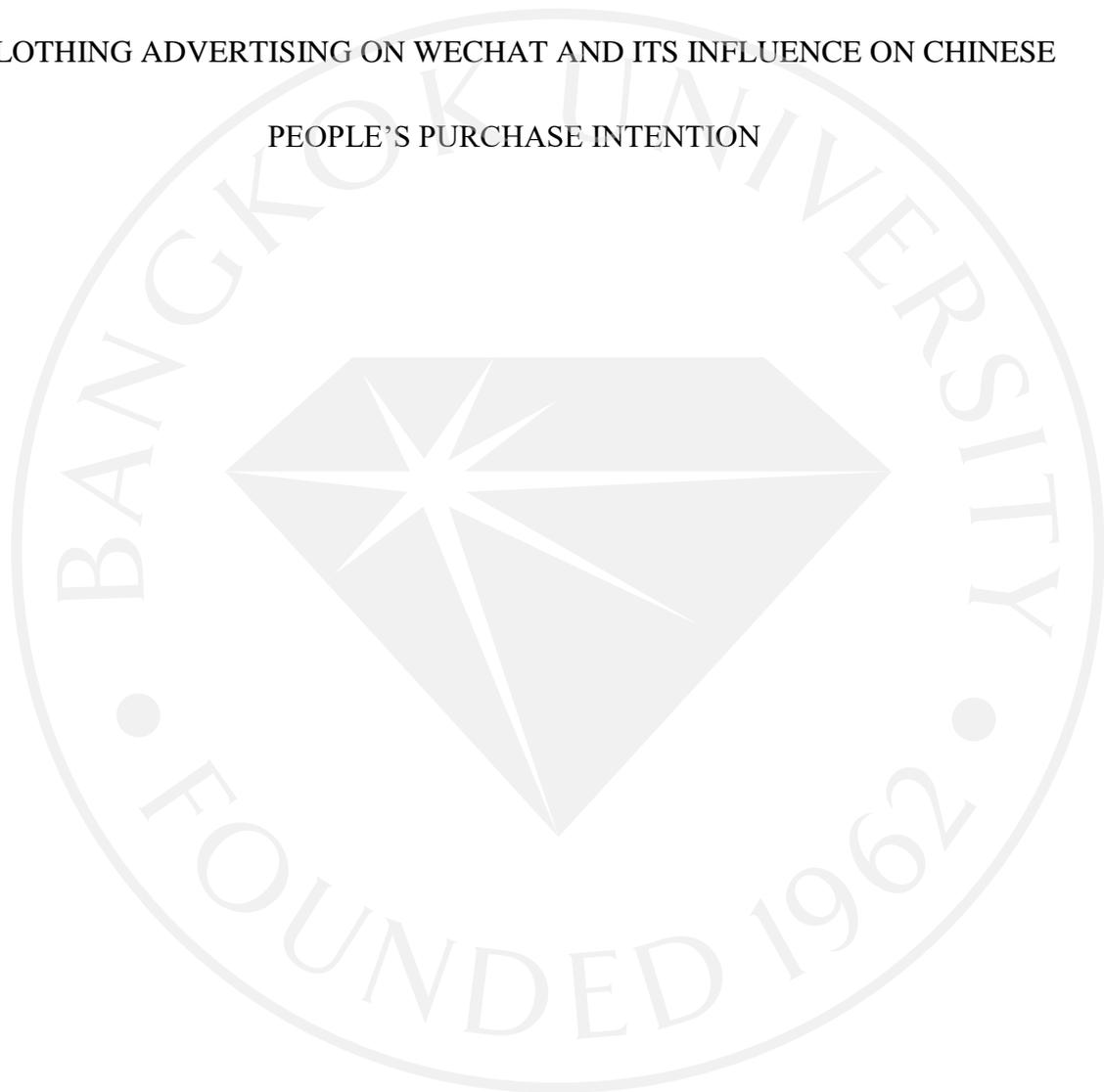
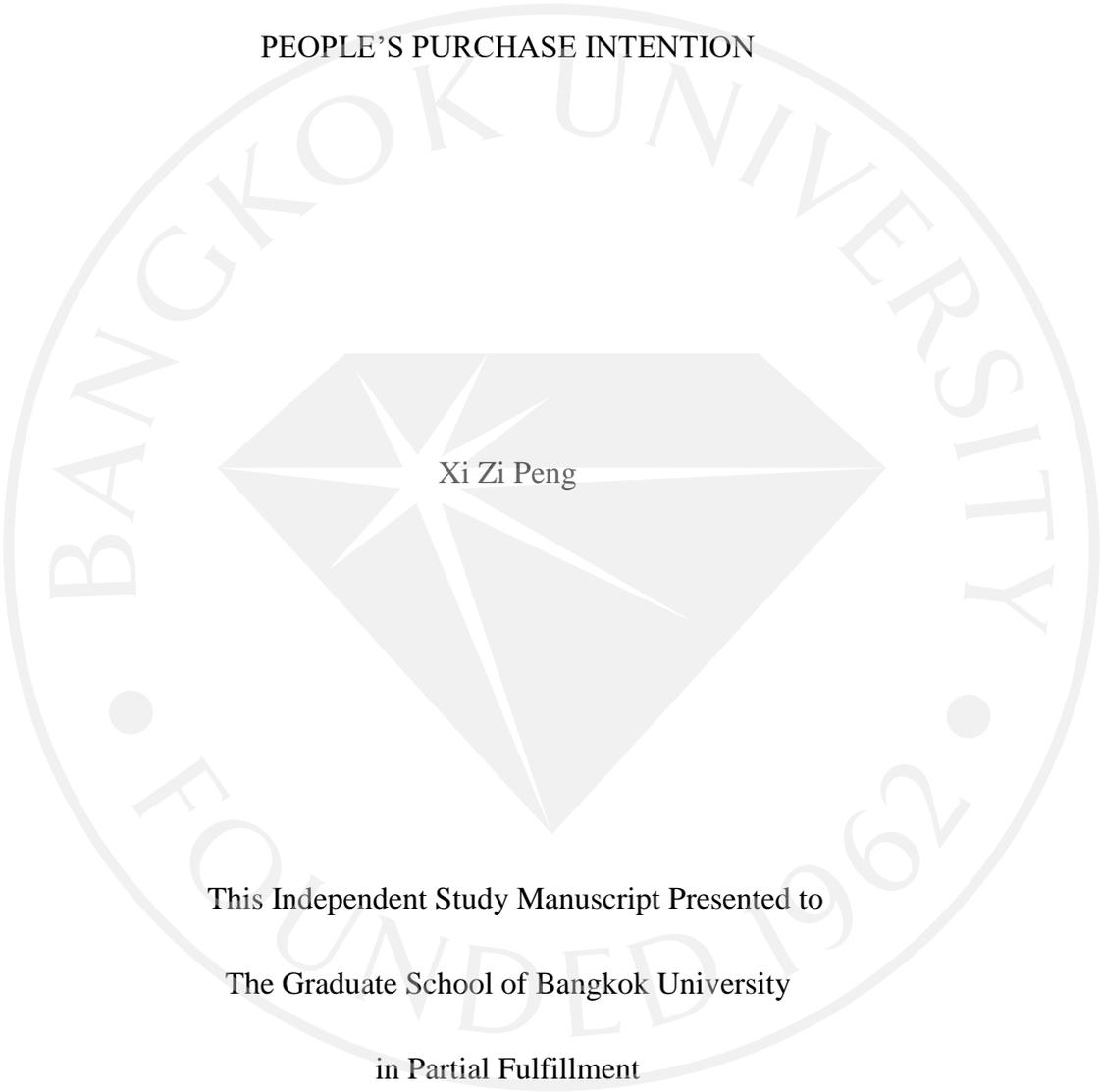


CLOTHING ADVERTISING ON WECHAT AND ITS INFLUENCE ON CHINESE
PEOPLE'S PURCHASE INTENTION



CLOTHING ADVERTISING ON WECHAT AND ITS INFLUENCE ON CHINESE

PEOPLE'S PURCHASE INTENTION



Xi Zi Peng

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Communication Arts

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Clothing Advertising on WeChat and Its Influence on Chinese People's Purchase

Intention (99 pp.)

Advisor: Assoc. Prof. Boonlert Supadhiloke, Ph. D.

ABSTRACT

With the development of the Internet and the mobile Internet technology and the popularization of smartphones, kinds of social media network gradually replace traditional media. WeChat is a popular social media platform which the biggest user group is young Chinese adults. In terms of the functions of WeChat some clothing advertising began arousing Chinese young adults' attractions. In this study, it focuses on their purchase intention on clothing products on WeChat. By studying the factor that influence purchase intention, some suggestions for the development of clothing advertising on WeChat are put forward the end of the study.

Keyword: Attitude, purchase intention, advertising effectiveness, mobile shopping

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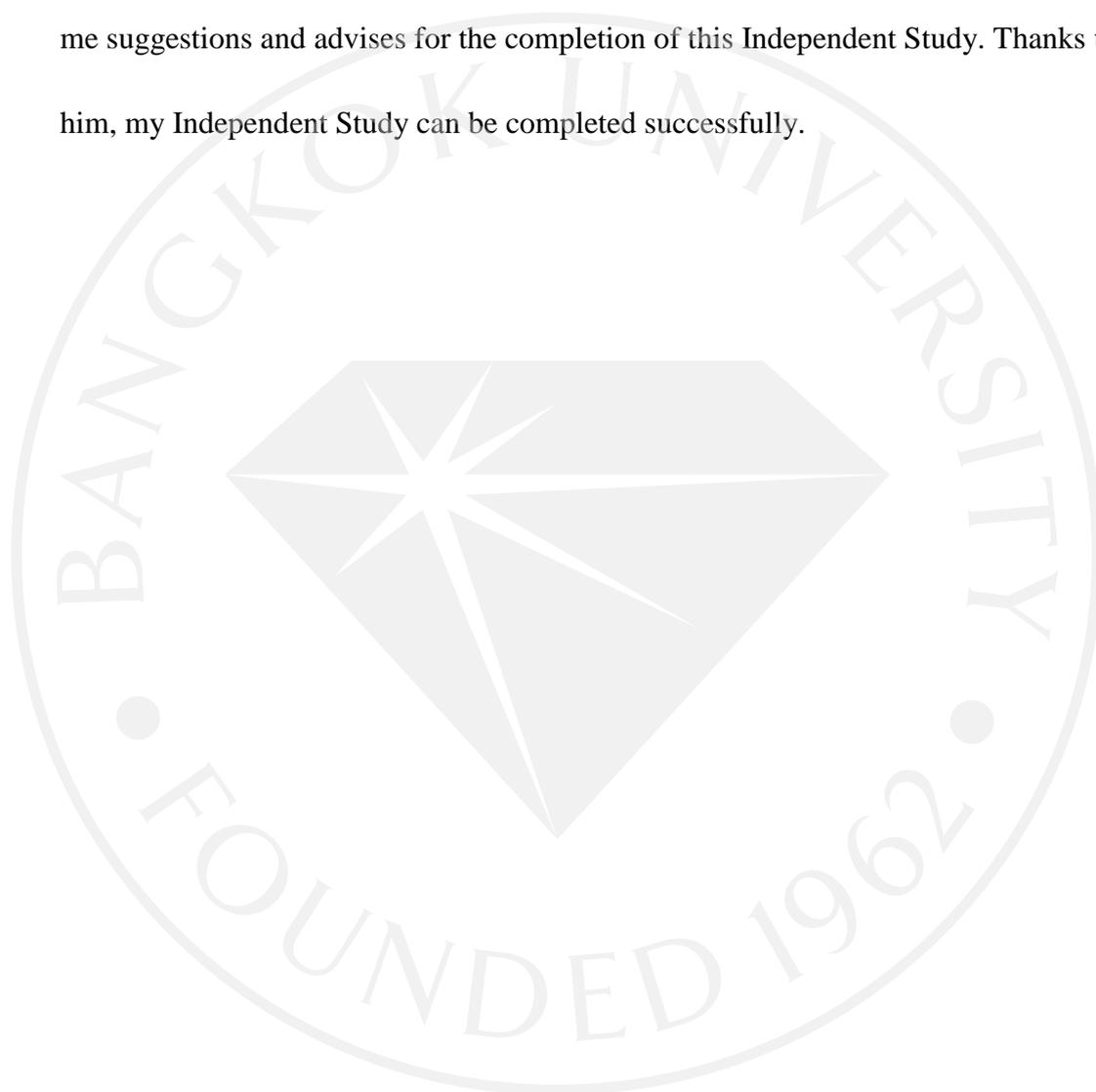


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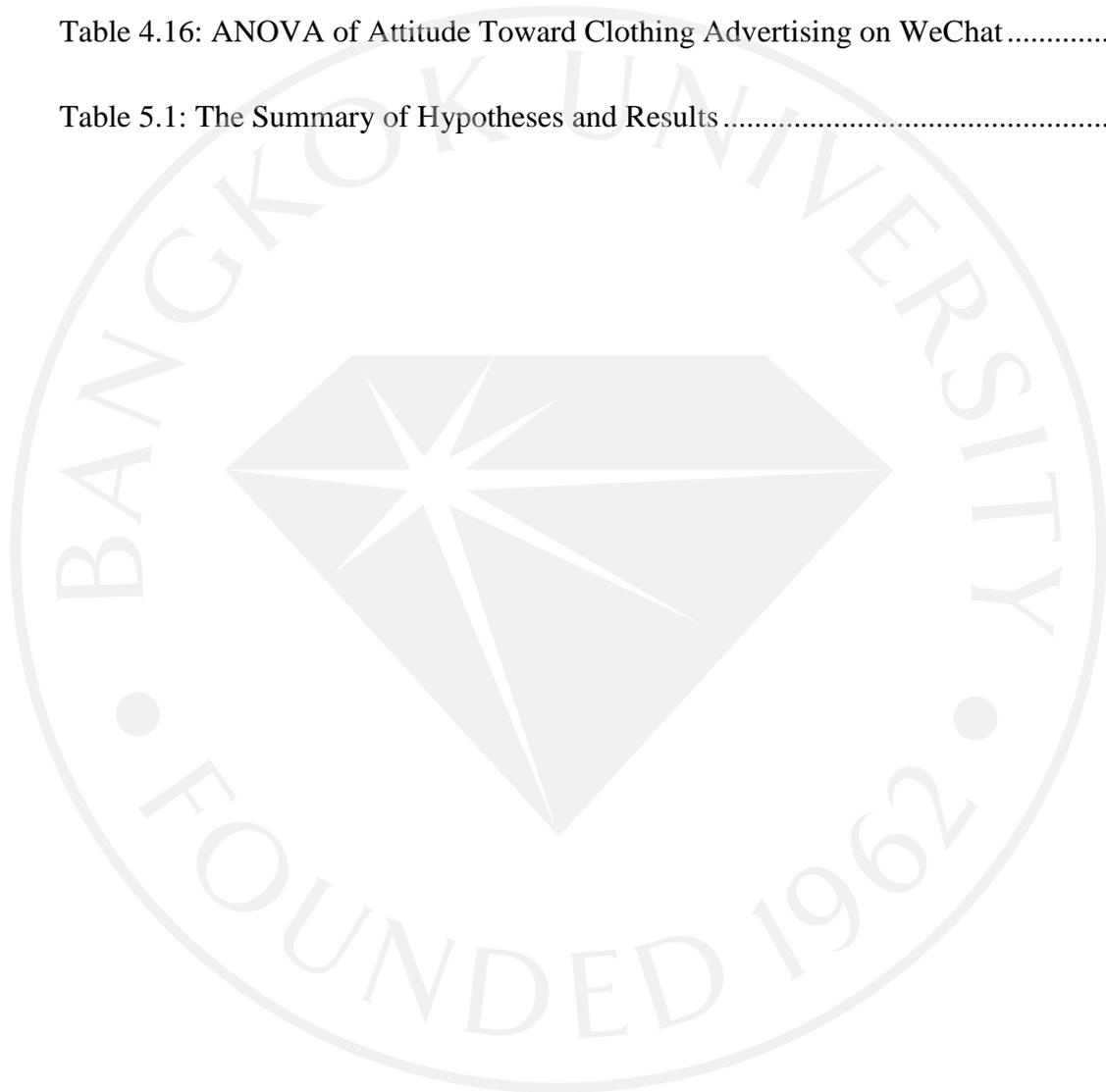
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CHAPTER 1

INTRODUCTION

1.1 Introduction

This research is going to study on Chinese young adults' purchase intention toward clothing advertising and identify independent variables which involved frequency of using WeChat, the form of clothing advertising on WeChat, and attitude toward clothing advertising on WeChat. Background of research will be conducted in order to give readers a better understanding of Chinese young adults' purchase intention on clothing products through WeChat and the factors that influence their purchase intention. Problem statement will be carried out to provide readers a clear description of issues. Subsequently, research objectives and research question will be formulated. Lastly, hypothesis statement of relationship between variables will be testable and significance of study will be clearly defined of how these variables influence purchase intention on clothing products on WeChat.

1.1 Rationale and Problem Statement

With the development of social media, it changed interpersonal communication deeply because people can obtain and share information effectively and efficiently (Hui, C., & Cao, Y., 2014). In China, with the popularity of Internet, China already have near 7.72 million netizens, and 97.5% netizens are mobile phone user according to a latest report from China internet network information center (CNNIC, 2017). The number of Chinese netizens is keeping increasing, however, the use of desktop computer, PAD, laptop computer is declined, mobile phone becomes the major device for surfing the internet. The report also pointed that the rate of using mobile payment is 65.5%. According to the report of China internet network information center, there

are three large groups of Chinese netizens that are 20-29, 30-39 and 10-19. Therefore, we can learn most Chinese netizens are between the ages of 10 and 39.

In terms of the definition of young adults from the Chinese State Statistical Bureau, and based from the research of Guo, Otondo, and Shim (2010), 73% of WeChat users in China are between 13 and 34 years old. And the previous research also identified young adults are the target users of social media (Correa, et al., 2010). Therefore, my research focuses on Chinese young adults who are between the ages of 18 to 30 years old. As we can learn from the report from CNNIC, the biggest group of internet users is young adults.

With the development of the Internet and the mobile Internet technology and the popularization of smartphones, kinds of social media network gradually replace traditional media and wide the channels of getting information. Besides, it also reflects a tendency in the future that young audiences are tend to receive succinct information and prefer to diverse information channels.

The new media technologies and media forms are increasingly connected with the offline economic life. They not only profoundly affect our lives, but also the greatly change the original media ecology. In particular, a large number of new and mobile platform, including the micro-channel represented by micro-channel gradually emerge. The new media technologies and media forms are increasingly connected with the offline economic life. They not only profoundly affect our lives, but also greatly change the original media ecology. In particular, a large number of new and mobile platform, including the micro-channel represented by micro-channel gradually emerge.

WeChat Moments is a function of the smartphone app WeChat. It serves new social-networking functions for WeChat users. The Chinese translation of Moment is known as “Friends' circle”, which means users can share and get access to accepted WeChat friends' information, creating an intimate and private communicating circle within the users' choice of close friends. As a new form of advertising, the microblogging clothing ads are characterized by high rate of connecting with customers, building strong relationship and strong interaction so that they can spread in the WeChat Moments without restriction.

WeChat Moments advertising as a new thing, but it is developing rapidly and it can be found universally in Chinese teenagers' life. Especially with the popularity of WeChat, micro-business as a new business model appears. It also has an impact on most Chinese teenagers who use WeChat frequently. In addition, some brands also place their advertisements in the WeChat Moments. It is to take note of the high utilization rates of social software by modern people, especially young people, and the previous advertising placement model was challenged. Therefore, the research on WeChat circle of friends has become the current hot spot. In addition, WeChat friends in the circle of advertising is the use of a unique feed mode, the advantages and disadvantages of communication and use is worth studying.

1.2 Objectives of the Study

1.2.1 To examine the relationship between the frequency of using WeChat and Chinese people's attitude towards purchasing on WeChat.

1.2.2 To examine the relationship between the form of advertisement in WeChat Moments and Chinese people's attitude towards purchasing on WeChat.

1.2.3 To examine the relationship between the one-to-one marketing model and Chinese people's attitude towards purchasing on WeChat.

1.2.4 To examine the relationship between Chinese people's attitude towards purchasing on WeChat and their purchase intention.

1.2.5 To examine the relationship between Chinese people's attitude towards purchasing on WeChat and their purchase intention.

1.3 Scope of Study

WeChat was launched in 2011. After that, the advertising in WeChat Moments began to rise. By 2005, it became common to find advertisement in WeChat Moments. Because of its rapid development in the short term, the problems in this area are hot spots and research is mostly, but most of them are periodical articles. Few specific examples of in-depth exploration, only for a case to deepen the study can be a concrete solution to specific problems. How to balance the advantages and existing problems in the communication on WeChat Moments also is a new topic in the academic field. It is urgent to pay attention to whether it can be used for theoretical cognition or practical application.

So far, most of the research in social media research has focused on Facebook and blogs. Since WeChat has not been widely used abroad, a small number of foreigners use WeChat only through the recommendation of Chinese friends. Compared with Chinese domestic research, western scholars have little research on the WeChat platform and the circle of friends. There are no studies on the advertising operation process and the final publicity effect published for the WeChat platform and no relevant statistical results (Chang, Y. P., & Zhu, D. H., 2011).

In comparison, there are many domestic studies on WeChat. Domestic research mainly focuses on the research of the traditional advertising effect model, online advertising effectiveness research, new media advertising effectiveness research, and WeChat friends circle micro-business advertising research. The literature research on WeChat's circle of friends is roughly divided into three categories. The first category is about the study of interpersonal communication. For the interpersonal composition and interpersonal communication of the circle of friends, compare his group of contacts.

The second category is about the use of the circle of friends and the use of content and psychology in the dissemination of psychology on the Internet to find essential clues. The third category is about personal privacy, analyzing the environmental safety of the circle of friends from a legal perspective. The research methods used in the above data include literature research, comparative analysis, experience summaries, questionnaire surveys, and text analysis.

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and

tracks statistics, and advertising affiliates who do independent promotional work for the advertiser

This study uses quantitative methodology and launch a survey of Chinese young adults' attitude towards purchasing intention as well as their behaviors in order to exam the relationship between independent and dependent variables.

1.4 Research Questions

The research focuses on four variables, which are the frequency of using WeChat, the form of clothing advertising, attitude toward clothing advertising on WeChat and Chinese young adults' purchase intention on clothing products on WeChat. Based the four variables, the research haves the following hypotheses:

H1: Frequency of using WeChat influences the Chinese people's attitude toward purchasing on WeChat.

H2: Form of clothing advertising on WeChat influences the Chinese people's attitude toward purchasing on WeChat.

H3: Chinese people's attitude towards purchasing clothing products on WeChat influences their purchase intention.

According to the purposes of study and the scope of this study, the following research questions are formulated:

RQ: Whether the clothing advertising on WeChat will be able to influence Chinese people's attitude toward purchasing on WeChat and their purchase intention.

1.5 Significance of the Study

By research the objectives mentioned above, the research might obtain the following significances:

1.5.1 Through the construction of the advertising effect model and the analysis of the impact of advertising on Chinese people, it provides a certain practical value for the release and implementation of social media advertising.

1.5.2 The research also has great significance to the further development of social network such like WeChat, and at the same time, In the future, the development of social media such as WeChat can also provide some reference.

1.5.3 At present, there is little research on the effect of WeChat clothing advertising on micro channel in academic circles, but it is of practical value and significance to conduct a reasonable analysis of the influence of advertising in WeChat Moments on Chinese people's purchase intentions so that to better understand WeChat Moments as a way to communicate with customers and its utility in the micro-commercials

1.6 Concepts and Definitions of Terms

1.6.1 WeChat is the most popular free social network used in China. WeChat provides multiple functions not only for daily chatting. In 2014, WeChat optimized service for mobile electronic commerce.

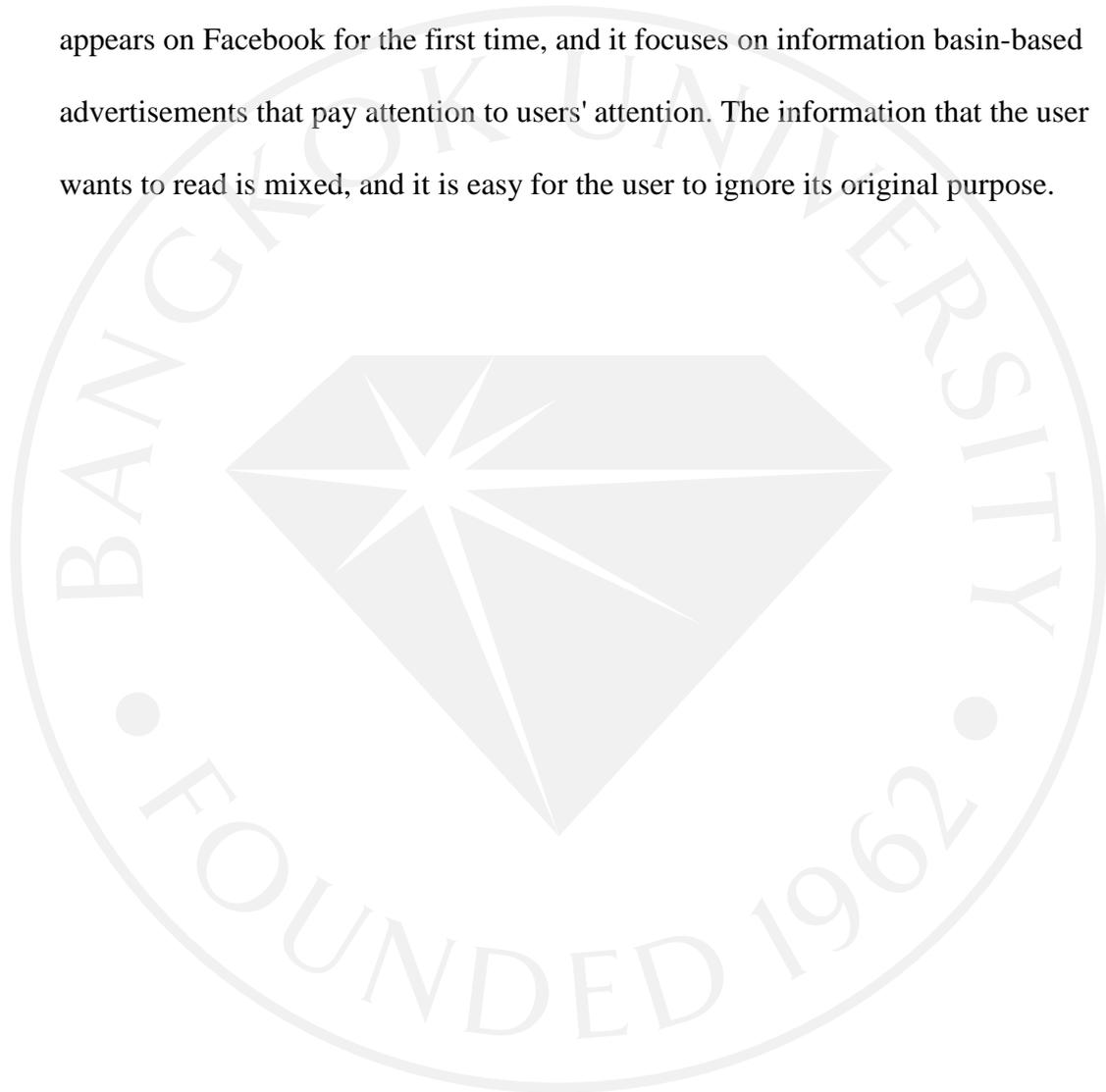
1.6.2 Moments is a function of WeChat, which can be used to share personal daily life and get access to friends' information. It provides three forms of posting information, for example, picture, short video and word.

1.6.3 Mobile Shopping refers to the shopping behavior happening with mobile devices, using a unique dataset from an internet-based grocery retailer. And it has become increasingly important in marketing and retailing (Jen-Hui Wang, 2015).

1.6.4 Micro Business refers to retailers who present and sell goods through the social network. They post the advertising of their products through social media

platform by text, photo, and video. Most retailers only have their own agents on social media platform and sell various types of products. The retailers on WeChat can be enterprise as well as individual sellers.

1.6.5 Feed Advertising Model, which is the information flow advertisement. It appears on Facebook for the first time, and it focuses on information basin-based advertisements that pay attention to users' attention. The information that the user wants to read is mixed, and it is easy for the user to ignore its original purpose.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Chapter 2 aims to provide a synthesis of the past studies on purchase intention, consumer behavior, the advertising forms in social media. The chapter explores the concepts, principles, and the related theories to develop the theoretical framework and hypothesis.

2.1 Overview on WeChat

WeChat is a free application for instant messaging service launched in China on January 21, 2011 by Tencent which is Chinese biggest company. There are many functions in WeChat such as chatting with friends in live chat sessions, group chat, video calls, voice chat, Moments, people nearby, message in a bottle and games. In the first quarter of 2016, WeChat has covered more than 90% of Chinese smartphones (Tencent, 2016). It can be seen that WeChat is the hottest intelligent social media channel in China and it has a very important impact on accelerating transferring the social formation of China in the information age.

There are four advantages for WeChat. Firstly, WeChat can connect people from different communication operators and different digital platforms, which allows people have instant communication with just a little network flux. Secondly, users from different regions are allowed to have synchronous interactive experience through

some unique features of WeChat such as WeChat shake, message in the bottle, WeChat Moments and Subscriptions. Besides, the public information can be targeted to focus on specific users efficiently. Finally, the user can use various functions to search for other nearby users they are interested in or public subscriptions according to users' personal preferences.

2.1.1 The History of WeChat

WeChat was developed by Chinese technology conglomerate Tencent in 2011 which provided mobile text and voice message communication service. And the platform boasted 600 million daily-active users in 2015 (Bao, 2015). With the tremendous growth of users, sharing WeChat IDs became a trendy way of socializing instead of sharing phone number, which caused some disruption to the telecommunications business. After WeChat became the mainstream social media platform as well as the popular tool for daily communication, WeChat made itself become the main payment system by connecting to China's biggest online shores JD.com, at the same time, mobile shopping started to appear on WeChat Moments. Henceforth, WeChat and China's e-commerce giant Alibaba dominant on the e-commerce scene (Rein,2015).

2.1.2 A Summary of Past Studies

In recent years, with the widespread diffusion of WeChat has drawn the attention of researchers and scholars. They focus on uses and social implications of WeChat, but only a few of exploratory research was carried out (Hua, P., 2016). According to the research of Ping Zhang (2015), WeChat marketing is a new way of marketing in the internet "tide player", which is an integration product of today's rapidly developing market economy and network economic. And Xiucui Yu, Tianhao

Zhao and Shishi Tong had research on the structure and behavior on WeChat users, they found that there were no obvious gender differences between gender and the largest group of users were aged less than 24 which with a middle class of monthly income around 3000 to 5000 RMB. The user structure of WeChat suggested that majority of users of WeChat are ordinary young people who have consumption potential. The research also pointed out that WeChat has a high frequency of usage, and majority of users use WeChat multiple times a day some of them even use WeChat for more than 15 min each time. In the study about WeChat marketing of Xingdong Fang and Huailiang Hu (2015) showed an increasing number of offline of offline businesses were involved in WeChat marketing and WeChat would impact on the performance of more offline businesses based on mobile clients since 2015. A problem had been noticed in the research of Pengfei Liu, Yaqiong Zhou and Li Zhang (2015), with the development of WeChat marketing, some fake online goods aroused the attention of the public and the government, online inspection systems and network technology which used to supervise online trading became important.

However, the researches about the advertising on WeChat Moments are fewer, compared with the researches on WeChat's influence on interpersonal communication and the cyber security on WeChat. In the research of Yao Lu, Wei Qi, and Juan Qin (2018) showed that the more of users' attention and good feeling on the better advertising on WeChat works. In the research of L Y. Fang (2015) suggested that the advertising should fit in the style of social media platform and the form of advertising should follow with the fashion trend in social media platform, which is driven by the form of advertising. Based on the study of J.J. Tang (2015), advertising in WeChat should reach its target consumers accurately, satisfy the emotion experience of target

consumer, and make reasonable strategy of posting in order to develop itself sustainably. Besides, in the research of L. Ye (2015), based on the effects of the frequency of using WeChat, the functions of WeChat, and the volume of followers, J. Yu, (2014) pointed out that advertising on WeChat have positive potential for further development.

Furthermore, most researches about the effect of advertising on WeChat were carried out by literature research methods, only some researches in journal used survey research to study it. But most of these researches focused on three parts: The recent state of advertising on WeChat, attitude toward advertising and the effect of advertising.

2.1.3 The Development of Mobile Shopping on WeChat

Due to the popularity of mobile Internet devices and government policies which support to improve mobile Internet usage, and the combination of mobile and Internet accelerates the transforming of traditional industries. the various types of credits closely related to life are extended, making mobile Internet access convenient and fast attracting users to gradually start using the mobile Internet. Wechat has changed people's way of socializing and lifestyle and it is extending the market based on the platform. WeChat offers a platform for business owners and individual consumers, where everyone can participate in social media platform and narrow the distance between each other. The micro business based on the social media platforms such as WeChat can expand their own market and sales of their own products easily and efficiently.

On the other hand, WeChat is a popular social media platform that has been promoted very quickly. Compared with social media such as Weibo with is the

mainstream blog network in China, WeChat has more function of instant message sending than Weibo. The former focuses on interaction, while the latter focuses on publicity, and the promotion of Weibo is open, while the promotion of WeChat is private, and the capturing of information on WeChat is more accurately. Another important condition is that the complete payment function of WeChat makes WeChat become the place for the development of micro business.

In terms of WeChat Moments can publish text, photos, sticker, and short videos, it makes the advertising on WeChat have diverse forms. In addition, the post in in WeChat Moments allow users to comment and click likes, which can narrow the distance between retailers and their target consumers and enhance the knowledge about consumers' preferences (Chih-Chien Wang, YaHui Hsu, & Wenchang Fang, 2004). And the content of post only can be seen by users in friend list of WeChat, which guarantee the information security of individual WeChat users.

In this research, WeChat micro business refers to retailers who present and sell goods through the social network. They post the advertising of their products through WeChat Moments, including text, photo, and video. Most retailers only have their own agents on WeChat and sell various types of products. The retailers on WeChat can be enterprise as well as individual sellers. In addition, due to the WeChat payment has also brought convenience to the trading on WeChat Marketing. WeChat users can use the mobile phone to complete the payment quickly. Mobile shopping on WeChat can be fast, effectively, at the same it makes sure the security and secrecy.

The form used in WeChat ads is the feed advertising model, which is the information flow advertisement. It appears on Facebook for the first time, and it focuses on information basin-based advertisements that pay attention to users'

attention. The information that the user wants to read is mixed, and it is easy for the user to ignore its original purpose. According to the user's preferences, the feed advertisement has the function of sharing and commenting, changing the boring and single sales action to the interaction of communication and communication. In the end, it can be easily hidden in the user's state and delivered to the target group in a targeted audience. The advertisements in WeChat Moments are integrated into the status of WeChat friends in the circle of friends. They are combined in various forms of text, pictures and videos. The clubs disappear with the update of the content and are integrated into the circle of friends in a relatively natural way. WeChat users can forward, comment, and like, thus attracting attention and facilitating transactions. As long as you log in to WeChat, various types of advertisements in various forms, there are relatives and friends in the state of hair. The publisher's real location may be close or may be far away. These ads are pushed to WeChat users in a collaborative format.

2.2 Theoretical Model

The conceptual model of this research is based on Fishbein model to verify Chinese young adults' attitude towards purchasing clothing products on WeChat and their purchase intention in terms of consumer's attitude towards the behavior in Fishbein model can be used to explain purchase intention. Therefore, this chapter is going to introduce Fishbein model, review some past studies of Fishbein model as well as the literature related to the variables in the conceptual model. That is the frequency of using WeChat, the form of clothing advertising on WeChat and their influence on consumer's purchase behavior. Besides, the research will make hypotheses based on Fishbein model.

Fishbein model is influenced by multi-attribute attitude models that has resulted from Rosenberg (1956) attitude model and has reignited by the work of Fishbein(1963). The multi-attribute attitude models were used to describe sometime consumers can use the advantaged attribute of one brand to replace the shortage of its disadvantaged attribute, and the sum of all attributes can reflect consumers' attitude towards one brand. However, multi-attribute attitude model exposed some problems, for instance purchase intention is the guide of purchase behavior, the impact of social influence and attitudes. Though these deficiencies cannot influence predicting behavior.

To better explain the relationship between attitude and behavior, Fishbein revised the multi-attribute attitude model. At 1975, Fishbein and Ajzen provided a more rational model which is derived from Dulany's(1968) theory of propositional control, and the model is an accurate predictor of a wide range of behavior and behavior intentions. From the point in Dulany's theory, comparing attitude towards behavior with the normative belief and the motivation to comply, he pointed out there are many additional variables which affect can behavior.

However, these other variables have only an indirect effect. They are exogenous to his model and their influence on behavior is reflected in the model's endogenous variables. This normative belief is defined more strictly than common social norm, and the norm the model uses to predict behavior intention is the norm that includes specific social factors which can influence predicting behavior.

Dulany's theory is composed by two hypotheses. The first one is the Response Hypothesis (RH), it points out the individual's hypothesis is related to the expectation

of a reinforcement. The second one is Behavior Hypothesis (BH), it means the individual's hypothesis is related to the congruence of a response with group norms.

Based on Dulany's Theory, Fishbein adopt Dulany's Behavior Intention in into his model. In Fishbein's model, the variables the attitude toward the behavior and subjective norm are independent reciprocally, and the attitude toward the behavior and subjective norm are able to influence purchase behavior reciprocally. Some scholars point that attitude toward the behavior is related to the influence of group in a large degree, () and they also point out while using Fishbein model the main step is to consider the influence of attitude and group psychology on purchase behavior. Therefore, Fishbein model is a good method to explain consumer behavior, but the research mainly studies the influence attitude toward the behavior on purchase intention and behavior.

According to the Theory of Reasoned Action (TORA), in order to predicting if a person will perform a behavior the most important part is to recognize a person's intention to perform that behavior. And there are two ways using the global and summing the beliefs and weighting their importance, which are the TORA uses to measure attitude. In this research, attitude toward clothing advertising on WeChat is defined as the global attitude that individuals related to the purchasing clothing products on social media, but in this research, WeChat is the mainly object of research.

Many previous TRA studies support the strong linkage between attitudes and intentions regarding fashion product purchases (Belleau, Summers, Xu, & Pinel, 2007; Kim, Kim, & Kumar, 2003; Summers, Belleau, & Xu, 2006). Kim et al. (2003)

measured attitudes toward online apparel shopping and found that attitude significantly predicted the intention to purchase clothing online. Summers et al. (2006) conducted a study to determine affluent female consumers' purchase intentions of a controversial luxury product, and revealed that attitudes were significant predictors of purchase intentions. Belleau et al. (2007) conducted a similar study to examine Generation Y consumers' purchase intentions towards the fashion merchandise made of emu leather. Significant associations were identified between attitude and purchase intentions in this study

2.3. Dependent Variable

2.3.1 Purchase Intention

In Tan's study (2013), the significant actor that uses to predict individual behavior intention. There is a relationship between attitude and behavior, which can affect the possibility of performing certain behavior (Jason, Ramayah, & Mohamad, 2010). Sometimes a strong intention will lead to the similarity of the performance of a particular behavior (Francis, Low, Lee, & Lin, 2012). Consumer's purchase intention affects positively on the probability of a consumer's actual purchase behavior on clothing products on WeChat (Chen, 2013). In other words, it is assumed that the willingness of the consumer to purchase a particular product is higher when the purchase intention is high. Therefore, when consumers have strong intention towards the green foods, they are more likely to transfer it into actual purchase (Francis et al., 2012).

2.4. Independent Variable

2.4.1 The Frequency of Using WeChat

The variable is used to test the influence of powerful social media such as WeChat on the attitude of a certain group toward a certain product. For the reason that the frequency of using WeChat would increase the attention of a certain group. The variable is also used to text posting advertising on the mainstream social media of the target audience is positive for propagandizing a product. In this study, the variable aims to test the frequency of using WeChat can influence Chinese young people's purchase intention of clothing products on WeChat.

2.4.2 The Form of Advertising in WeChat

The advertising in WeChat is derived from In-feed ads, this model is used to describe the space of native advertising. This kind of advertising is displayed at the bottom or the top of screen or even at full screen interstitials. The idea behind In-feed ads let people neglect propaganda objective and integrate advertisements better into the content of applications which makes them less annoying for the user and at the same time can have better click rate.

2.4.3 The Attitude toward Clothing Advertising on WeChat

In the preliminary study, six attitude items were adapted to measure the degree Chinese young adults' attitude clothing advertising is junk, informative, useful, useless, annoying and attractive. According the research of Porter (1974) showed that advertising should not be presented in hollowness and competes against other advertising so in this context a consumer's perception in general of other advertising may have impact on his or her attitude leading to the focused advertising.

2.5. Conceptual Framework

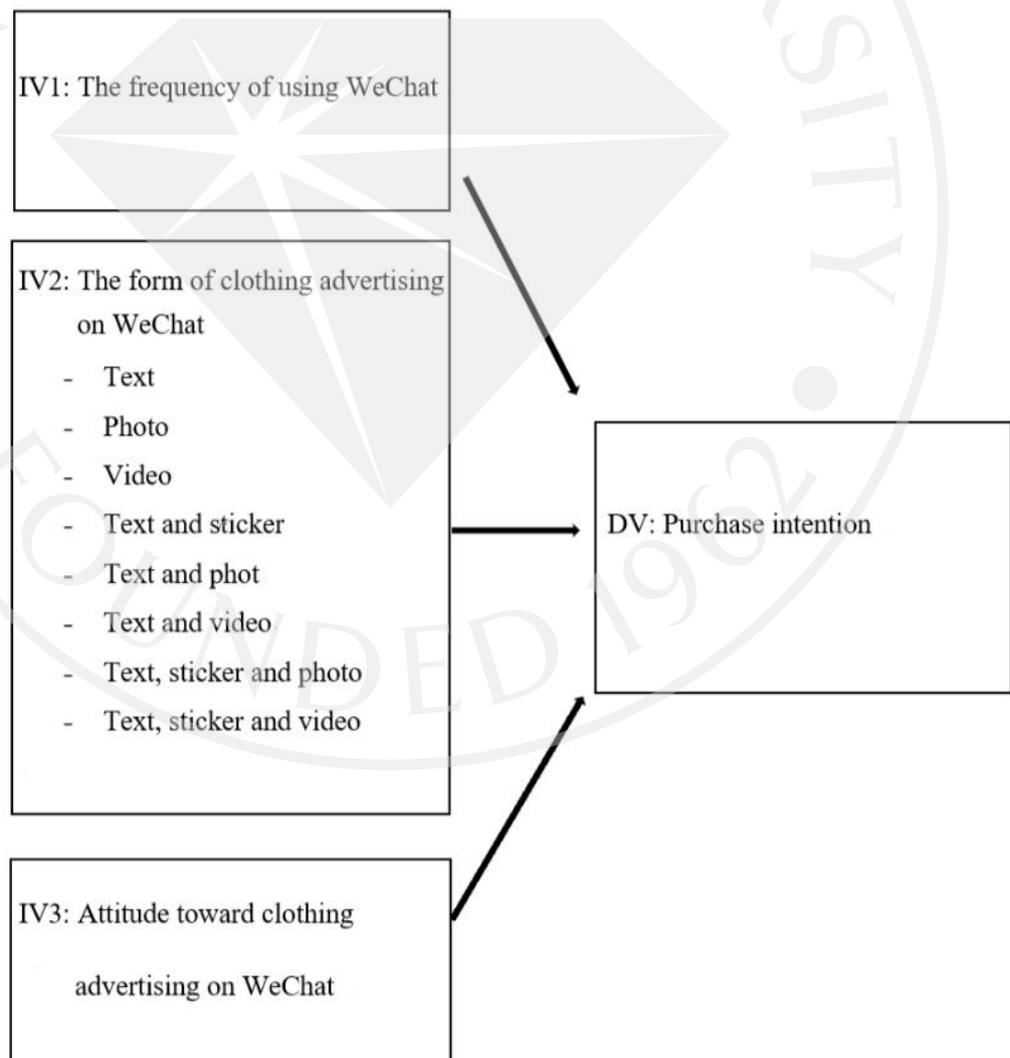


Figure 1: Conceptual Framework

2.6. Hypothesis Development

2.6.1. The Frequency of Using WeChat

H0: The frequency of using WeChat doesn't influence the Chinese people's attitude toward purchasing on WeChat.

H1: The frequency of using WeChat influences the Chinese people's attitude toward purchasing on WeChat.

In terms of the advance in Internet technology and the popularity of smart phone, WeChat users has reached 335 million at the end of 2013 and is available in 200 countries and supported in 18 different languages (Tencent 2013 Fourth Quarter and Annual Result Announcement). Consumer activities in WeChat range is generally increasing from socializing with friends and entertaining to exchanging information and experiences regarding a product or service. WeChat is the most widely used social networking service in China and it has become an important social media platform for computer-mediated communication (Gao & Zhang, 2013).

According to some Chinese scholars' research about Chinese young people's attitude towards the using and satisfaction of WeChat, they find WeChat can make the interpersonal communication and daily life of most Chinese young people more convenient to a large extent, at the same time, the enormous convenience coming from the using of WeChat leads to the problem that many Chinese young people are addicted to it. They tend to look through WeChat Moments as soon as they have free

time (Cao, Wang & Cai, 2015). The situation exposes the using of WeChat takes up every day's fragmentary time of most Chinese young adults. The frequency of using WeChat can be one of actor that increase the effect of clothing products advertising on Chinese young adults and the condition that affect the attitude of Chinese young adults toward purchasing clothing products on WeChat.

2.6.2 The Form of Clothing Advertising on WeChat

H0: Form of clothing advertising on WeChat doesn't influence the Chinese people's attitude toward purchasing on WeChat.

H2: Form of clothing advertising on WeChat influences the Chinese people's attitude toward purchasing on WeChat.

The content of the advertising that micro business man post on WeChat Moments not only includes the information about the products but also the sales volume and the directions for use. This comprehensive advertising can make customers fully understand the information about a product, so that it can influence customers to a large degree to boost its sales volume.

However, there are some restrictions due to the functions of WeChat Moments, micro businessmen still can control and select the content and forms of advertising freely by themselves. And the forms of advertising in WeChat Moments are similar to the daily post from other users, so that it can be accepted by other users more easily. There are five forms of advertising on WeChat Moments: Text, picture, text with picture, video and text with video. Currently, the most common form of clothing products advertising on WeChat is text with picture. To be more specific, text is used to convey the information of clothing products to customers. In other study, it point

out text takes up small part of the forms of advertising, the main reason is only text is hard to convey comprehensive information about a product, where reduces the influence of text on consumers.

The form of advertising that only use picture to attract consumer visually are applied widely at the preliminary stage of the development of the micro business. With the diversity of advertising forms, micro businessmen are generally adding the related information about a product on the pictures they release to make the advertising show comprehensive information as well as possible.

The form of advertising that combine text and picture convey information to consumers by the pictures showing the details about clothing products and text of information about the clothing products. This is the most welcomed form of clothing products advertising on WeChat Moments. The biggest advantage of this form is the combination of text and picture can make consumer be attracted by clothing products easily and save the time of reading but they also can receive enough information about the clothing products.

With the development of function, WeChat users can release an eight-second video on WeChat Moments. Due to it is a new function of WeChat and the limitations of technology and costing, most micro businessmen are still looking for a way to make video on WeChat Moments into a novel form of advertising, and therefore, video is not used as the form of advertising commonly, as well as the form of advertising that combines video and text.

2.6.3. Attitude and Purchase Intention

H0: Chinese people's attitude towards purchasing clothing products on WeChat doesn't influence their purchase intention.

H3: Chinese people's attitude towards purchasing clothing products on WeChat influences their purchase intention."

There is a positive relationship between private label attitudes and purchase intentions was also determined in previous studies. Garretson et al. (2002) found that attitudes toward private labels attitude positively affected the percentage of actual purchase in a grocery store chain in the USA. In the research of Jin and Suh (2005), they tested the TRA model on two product categories groceries and home appliances in a South Korean discount store context. They found that private label attitude was positively related to purchase intentions. Based on these findings, the first hypothesis is proposed:

H1: Young consumers' attitudes towards purchasing clothing products on WeChat will be positively and significantly related to their purchase intentions.

Ajzen and Fishbein (1980) also proposed that the relative weight of the attitude may be influenced by external variables, including consumer demographics (i.e., sex, age, race, and major), attitudes toward targets (i.e., mass designer brand products), and personality traits (i.e., social acceptance and self-worth). These identified external variables could provide a better understanding and prediction of consumer behavior in the present study. Other researchers have suggested that additional consumer characteristics could aid in explaining attitude.

2.7. Conclusion

In this chapter, it gave an overview of two independent variables which are the frequency of using WeChat, and the forms of advertising which include text, picture,

video, text with picture, and text with video and one dependent variable which is purchase intention on purchasing clothing products on WeChat. Besides, a conceptual Framework is developed to test the relationship of the independent variables and dependent variable. In the next chapter, research methodologies which included data collection methods and data analysis methods will be discussed.



CHAPTER 3

METHODOLOGY

3.0 Introduction

The purpose of this study is to understand influences on Chinese people's purchase intentions towards clothing products on WeChat. To meet the research objective, a proposed research model is empirically tested. This chapter includes a description of a preliminary study regarding Chinese people's purchase intentions towards clothing products on WeChat. The preliminary study serves as a starting point for the present research, particularly in regard to instrument development. Sampling, data collection, development of the research questionnaire, and data analysis methods are also discussed.

3.1 Research Design

This research would be applied with the quantitative research approach by using the survey as a specific method to gather the data information in order to see the correlation between the frequency of using WeChat, the forms of advertising, attitudes, and their behavioral intentions. After evaluating the below statement, the study attempts to answer the question:

Whether the clothing advertising on WeChat will be able to influence Chinese people's attitude toward purchasing on WeChat and their purchase intention.

3.2 Population and Sample Selection

A preliminary study related to Chinese people's attitude and purchase intentions towards clothing products on WeChat, was conducted to understand more about Chinese people's behavior on purchasing clothing products on WeChat.

Research question in the preliminary study is whether the clothing advertising on WeChat will be able to influence Chinese people's attitude toward purchasing on WeChat and their purchase intention.

To enable the duration of the course Independent Study which last for only semester, the researcher selected only 200-sample size, which is not including 50 of pre-test and use Simple Random Sampling method to launch the survey. An online questionnaire was developed to measure Chinese people's attitude and purchase intention towards clothing products on WeChat, based on relevant literature.

Measures include four variables: The frequency of using WeChat, the forms of

advertising, attitude towards purchasing on WeChat, and purchase intention. Two hundred Chinese people from China participate in the survey. For respondents, only those WeChat users who sent out at least one message during the last month (monthly active users). This requirement fit with the assumption of U&G theory that social media users are active, at the same time, it ensures those respondents all are Chinese people. This study survey respondents from China and the survey reach effectively respondents by online survey distributed through WeChat Moments.

In this research, respondents are required to answer particular questions in order to have a better insight about the frequency of using WeChat, which form of advertising they like most, and their attitude and purchase intention towards clothing products on WeChat. According to Van Ittersum and Feinberg's research, Respondents are required to answer because these particular questions can predict.

This is an important part of sampling element in order to ensure accuracy of data collected and relevant toward research topic. In term of there are two categories of sampling categorized techniques such as probability sampling and nonprobability

sampling, hence, the population of each element has a chance to be selected and unknown as nonzero probability which includes simple random sample. And for nonprobability sampling, the population of each element being selected is unknown which includes convenience sampling.

Besides, an applicable sample size is within 30 to 500 respondents suggested by Saiful (2011), in this study, a total set of 200 questionnaires were designed and distributed to target respondents in order to reach the requirements and represent target respondent better. And according to the research of Sudiyanti (2009), 200 of sample size is fair adequate to get reliable correlation coefficients results.

3.3 Research Instrument

In this study, self-administered questionnaire was distributed to respondents for the data collection and data analysis purposes and it also is the common and easier method to collect data. It does not need the assistance of interviewer where respondents can answer the question through questionnaire paper and internet

(Zikmund et al., 2013). But in this study, online survey is conducted in order to reach large amount of potential respondent effectively.

3.3.1 Questionnaire Design

Questionnaire Design is an important part in the process of survey research. It is a vital stage in order to reach the fundamental criteria of accuracy and relevance (Zikumund et all., 2013). The questionnaire is divided into two sections, that is Section A (demographic profile) and Section B (factors that influence Chinese young adults' attitude and purchase intention toward clothing products on WeChat). The objective of the research, introduction of the research title and the details of the researcher is presented in the top of the questionnaire to inform and make sure that respondents can understand the title and the purpose of the survey. There are fundamental questions on respondents' personal Information in the section A of the questionnaire which include gender, education background, income and how long they have been using WeChat. The purpose of the demographic question is to increase the understanding toward the target respondents. For section B, there are questions

regarding four variables which are the frequency of using WeChat, the forms of clothing advertising, attitude towards purchasing clothing products on WeChat and purchase intention towards clothing products on WeChat.

Table 3.1: Operation Definitions

Variables	Questions
Frequency of using WeChat	<ol style="list-style-type: none"> 1. None (0 hour/day). 2. Rarely (1-2 hours/day). 3. Sometimes (3-4 hours/day). 4. Often (5-6 hours/day) 5. Very often (>6 hours/day).
The form of clothing advertising on WeChat	<ol style="list-style-type: none"> 1. Text 2. Photo 3. Video 4. Text and sticker 5. Text and photo 6. Text and video 7. Text sticker and photo 8. Text sticker and video

(Continued)

Table 3.1 (Continued): Operation Definitions

Attitude toward clothing advertising on WeChat	<ol style="list-style-type: none"> 1. I think the clothing advertising on WeChat is junk. 2. I think the clothing advertising on WeChat is informative. 3. I think the clothing advertising on WeChat is useless. 4. I think the clothing advertising on WeChat is useful. 5. I think the clothing advertising on WeChat is annoying. 6. I think the clothing advertising on WeChat is attractive.
Purchase intention	<ol style="list-style-type: none"> 1. I intend to purchase clothing on WeChat. 2. I will make every effort to purchase clothing on WeChat. 3. I will continue Purchasing clothing on WeChat.

3.3.2 Scale Measurement

The Frequency of Using WeChat

There are five scales which is used to measure the frequency of using WeChat.

The five scales are divided into time range that include 0 hour per day (None), 1 to 2

hours per day (Rarely), 3 to 4 hours per day (Sometimes), 5 to 6 hours per day (Often), and more than 6 hours per day (Very often).

According to the survey, over 85.1% of respondents use WeChat more than two years. Among these respondents, 94.1% of them will look through WeChat Moments each day.

The Forms of Clothing Advertising on WeChat

In this study, there are eight forms of clothing advertising which show frequently on WeChat, including text, photo, video, text and stickers, text and photo, text and video, text, sticker and photo, and text, sticker and video. And a 5 point Likert-type scale which ranges strongly disagree from strongly agree is applied to measure these five items.

Attitudes toward Clothing Advertising on WeChat

In the preliminary study, six attitude items were adapted to measure the degree to attitude towards the advertising of clothing products on WeChat is junk, informative, useless, useful, annoying and attractive.

In the present study, six items were added to better measure this construct, including “I think the clothing advertising on WeChat is junk,” “I think the clothing advertising on WeChat is informative,” “I think the clothing advertising on WeChat is useless,” “I think the clothing advertising on WeChat is useful,” “I think the clothing advertising on WeChat is annoying,” and “I love it when mass-designer lines are available for the product categories I purchase.” To measure these six items, a 5 point Likert-type scale from strongly disagree to strongly agree is used to measure Chinese people’s attitude towards the clothing advertising on WeChat.

Purchase intentions

Purchase intentions have been widely used as a predictor of subsequent purchase in the literature. In this study, purchase intentions refer to the Chinese people’s intentions to purchase clothing products on WeChat. In the preliminary study, purchase intentions were measured by adapting three purchase-intention items developed by Baker and Churchill (1977) with a 5 point Likert-type scale from strongly disagree to strongly agree. There are three items to describe purchase

intention: “I intend to purchase clothing on WeChat.”, “I will not to purchase clothing on WeChat.”, and “I am not sure if I will purchase clothing on WeChat.”

3.4 Instrument Pretest

A total of 200 questionnaires are distributed to target respondents through WeChat Moments. Before the formal survey was carried out, total of 50 pilot test samples was distributed as pretesting process to minimize biased and ambiguous question in order to ensure the validity and reliability of questionnaires. By having this pilot testing, few mistakes have been identified from the respondents' feedback such as grammatical errors in the questionnaire, ambiguous and unclear question statements, and also typing errors.

The structure of the questions, amendment for the grammar mistakes, and typing errors had been changed to make the statement more understandable. Results indicated that the items performed well and were consistently interpreted by the participants. Thus, no revisions were deemed necessary to the instrument and the researcher proceeded to the data collection phase.

Table 3.2: Reliability Statistics of Pretest

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.766	22

As for Chinese young adults perceived of purchasing clothing on WeChat, the first round of Exploratory Factor Analysis (EFA) using Principal Component extraction and Varimax rotation performed yielded four dimensions (KMO score of 0.880, Bartlett's Test $p=0.000$ ($p<0.05$)). The factor loading for all the 19 proposed items is above 0.5. The second round EFA performed on the remaining 19 items and the results confirmed that all the remaining items were accepted with factor loading more than 0.5 with four dimensions extracted. The KMO measure of sampling adequacy tests for behavioral intention and actual purchase behavior were 0.772 and 0.766 respectively (Barlett's ETest $p=0.000$ ($p<0.05$)). As can be seen in the table 3.2, all items of behavioral intention and actual purchase behavior were accepted based on factor loading of 0.5, with one component extracted for each variable.

For reliability analysis, as can be seen in the following table, all the Cronbach' Alpha results were above 0.7. Thus, all dimensions of perceived WeChat clothing ads, behavior intention and actual purchase behavior of the products were valid and reliable for further inferential analyses.

Table 3.3: Item Statistics of Pretest

	Mean	Std. Deviation	N
education	2.14	.670	50
gender	1.76	.431	50
income	2.90	1.147	50
time of using WeChat	1.34	.519	50
the frequency of using WeChat	3.08	1.175	50
Text	2.28	1.126	50
Photo	3.62	.923	50
Video	3.40	1.088	50
Text and sticker	2.88	1.118	50
Text and photo	3.94	.767	50
Text and video	3.54	.994	50
Text, sticker and photo	3.90	.995	50
Text, sticker and video	3.66	.772	50
I think the clothing advertising on WeChat is junk	2.90	1.199	50
I think the clothing advertising on WeChat is informative	3.44	1.091	50

(Continued)

Table 3.3 (Continued): Item Statistics of Pretest

I think the clothing advertising on WeChat is useful	3.32	1.096	50
I think the clothing advertising on WeChat is annoying	2.72	.882	50
I think the clothing advertising on WeChat is attractive	3.40	1.010	50
I intend to purchase on WeChat	3.40	1.195	50
I will make every effort to purchase clothing on WeChat	2.52	1.199	50
I will continue purchasing clothing on WeChat	2.85	1.274	50

3.5 Data Collection Procedure

In the study, questionnaires are distributed through WeChat Moments, Weibo, QQ, and email. Weibo and QQ is powerful social network in China, at the same, same as WeChat Moments they are all mainstream social media used by most of Chinese people. The data were collected in September 2008 over a one-week period through a survey based on an online professional website for surveying.

After data collection, the data were analyzed by using SPSS version 25.0.

Exploratory factor analysis was conducted to determine initial factor structures.

Principal components analysis with varimax rotation was employed to obtain the factor loadings. An eigenvalue of 1 or higher and factor loading of .50 or higher were used to determine items retained in each factor (Stevens, 1992). Reliability analyses were employed to test consistency of measures using coefficient alpha. A minimum value of .70 was employed for assessing internal consistency (Nunnally, 1978).

Descriptive statistics were used to present an overview of consumers' purchasing behaviors regarding clothing products on WeChat and provide respondents' demographic background profiles.

3.6 Demographic Data of the Samples

In this part, questions focused on the demographic information of the 200 customers responding to the questionnaire questions: sex, age, level of education, monthly income, and how long they have been using.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

This chapter is about the results of the questionnaire surveyed respondent data. Statistical Package for Social Science Version 25 (SPSS) was carried out analyzing the data which was collected from 200 respondents. The chapter consists of three sections which are descriptive analysis and inferential analysis including Reliability Analysis and Regression Analysis.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Profile

In the Section A of this questionnaire is the demographic section that comprises of four questions that were used to collect data from the 200 respondents about age, education background, income and how long they have been using WeChat.

Table 4.1: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	103	51.5	51.5	51.5
	Female	97	48.5	48.5	100.0
	Total	200	100.0	100.0	

From the total 200 respondents of the sample group, there are 103 of the respondents are male which represent 51.5%, and 97 respondents are female, which represent 48.5%.

Table 4.2: Education Background of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than undergraduate degree	65	32.5	32.5	32.5
	Undergraduate degree	97	48.5	48.5	81.0
	Graduate or higher	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

According to the Table 4.2, the majority of respondents are undergraduate degree which consists of 97 (48.5%) from the 200 respondents. Next, it is followed by

respondents who are less than undergraduate degree and it consists of 65 (32.5%)

respondents. There are 38 (19.0%) of respondents who are graduate degree or higher.

Table 4.3: Income Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2000RMB	16	8.0	8.0	8.0
	2000RMB- 4000RMB	61	30.5	30.5	38.5
	4000RMB- 6000RMB	80	40.0	40.0	78.5
	6000RMB- 10000RMB	28	14.0	14.0	92.5
	More than 10000RMB	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

As shown in the Table 4.3, most of the respondents' income level are between 4000RMB to 6000RMB, which consists of 80 respondents and 40%, followed by

30.5% has a gross income between 2000RMB to 3000RMB, 14.0% has a gross income in range of 6000RMB to 10000RMB. And the least number of respondents consists of 8.0% respondents whose income level less than 2000RMB and 7.5% respondents whose income level more than 10000RMB.

Table 4.4: Time of Using WeChat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 4 years	48	24.0	24.0	24.0
	3 years-4years	63	31.5	31.5	55.5
	1 years-2 years	53	26.5	26.5	82.0
	Less than 1 year	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Based on the Table 4.4, respondents who have been using WeChat more than 4 years consists of 48 respondents (24.0%) while 63 of respondents (31.5%) who have

been using WeChat for 3 years to 4 years. And there are 53 of respondents (26.5%) have been using WeChat for 1 years to 2 years and 36 of respondents (18.0%) have been using WeChat less than 1 years.

4.1.2 Factor Analysis

Each of the statement of every variable in this questionnaire had been analyzed.

The mean value and percentage of responses of every item are listed in order to define the ranking.

The result of analysis on frequency of using WeChat variable are shown below (refer to table 4.5). The statement “frequency of using WeChat” in this questionnaire had a mean score of 3.53. Based on the Table 4.6, there are 67 of respondents (33.5%) use WeChat often (5-6 hours/day) and followed by 60 of respondents (30.0%) who use WeChat sometimes (3-4 hours/day). Respondents who use WeChat rarely (1-2 hours/day) and very often (more than 6 hour per day) consists of 36 respondents

(18.0%) and 37 respondents (18.5%) respectively. However, the result of this survey shows that no respondents never use WeChat during a day.

Table 4.5: Descriptive Statistics of the Frequency of Using WeChat

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
the frequency of using WeChat	200	2	5	3.53	.070	.984
Valid N (listwise)	200					

Table 4.6: The Frequency of Using WeChat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rarely (1-2 hours/day)	36	18.0	18.0	18.0
Sometimes (3-4 hours/day)	60	30.0	30.0	48.0
Often (5-6 hours/day)	67	33.5	33.5	81.5
Very often (>6 hours/day)	37	18.5	18.5	100.0
Total	200	100.0	100.0	

The result of analysis on the forms of clothing advertising variable are shown below (refer to table 4.5). The highest mean 3.66 is by the statement "Photo". It is

followed by the statement “Text and photo” with the mean of 3.60. The next two statements are the statement “Text, sticker and photo” and the statement “Text, sticker and video” with the similar mean of 3.45. The fifth higher mean is 3.34 with the statement by “Text and video”, and the sixth higher mean is 3.20 with the statement by “Video”, while the seventh higher mean is “Text and sticker”. The lowest scored is 2.97 mean by the statement of “Text”.

Table 4.7: Descriptive Statistics of the Form of Clothing Advertising

	N	Minimum	Maximum	Mean	Std. Deviation	Std. Error	Variance
Text	200	1	5	2.97	.070	.990	.981
Photo	200	2	5	3.66	.069	.973	.947
Video	200	1	5	3.20	.076	1.071	1.146
Text and sticker	200	1	5	3.00	.075	1.056	1.115
Text and photo	200	2	5	3.60	.065	.916	.838
Text and video	200	1	5	3.34	.084	1.184	1.401

(Continued)

Table 4.7 (Continued): Descriptive Statistics of the Form of Clothing Advertising

Text, sticker and photo	200	1	5	3.45	.095	1.349	1.819
Text, sticker and video	200	1	5	3.45	.092	1.301	1.694
Valid N (listwise)	200						

The result of analysis on attitude toward clothing advertising on WeChat are shown below (refer to table 4.8). The statement “I think the clothing advertising on WeChat is attractive” had the highest mean which is 3.60 among the six items. It is then followed by the statement “I think the clothing advertising on WeChat is informative with the mean of 3.47. The third higher mean is 3.46 with the statement by “I think the clothing advertising on WeChat is useful”.

The fourth higher mean is 2.37 with the statement by “I think the clothing advertising on WeChat is annoying”. Next, the statement “I think the clothing advertising on WeChat is useless” with the mean of 2.32. The lowest scored is 2.23 mean by the statement of “I think the clothing advertising on WeChat is junk”.

Table 4.8: Descriptive Statistics of Attitude Toward Clothing Advertising on WeChat

	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
I think the clothing advertising on WeChat is junk	200	1	5	2.23	.088	1.239	1.535
I think the clothing advertising on WeChat is informative	200	1	5	3.47	.076	1.075	1.155
I think the clothing advertising on WeChat is useless	200	1	5	2.32	.076	1.073	1.152
I think the clothing advertising on WeChat is useful	200	1	5	3.46	.095	1.341	1.797
I think the clothing advertising on WeChat is annoying	200	1	5	2.37	.084	1.191	1.419
I think the clothing advertising on WeChat is attractive	200	1	5	3.60	.080	1.134	1.286
Valid N (listwise)	200						

The result of analysis on purchase intention toward clothing products on WeChat variable are shown below (refer to table 4.10). The first statement “I intend to purchase on WeChat” had the highest mean which is 3.62 among the three items. The

second statement “I will make every effort to purchase on WeChat” had the lowest scored with the mean of 2.58 and the third statement “I will continue purchasing clothing on WeChat” with the mean of 3.27.

Table 4.9: Descriptive Statistics of Purchase Intention

	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic		Statistic	Statistic
I think the clothing advertising on WeChat is junk	200	1	5	2.23	.088	1.239	1.535
I think the clothing advertising on WeChat is informative	200	1	5	3.47	.076	1.075	1.155
I think the clothing advertising on WeChat is useless	200	1	5	2.32	.076	1.073	1.152
I think the clothing advertising on WeChat is useful	200	1	5	3.46	.095	1.341	1.797
I think the clothing advertising on WeChat is annoying	200	1	5	2.37	.084	1.191	1.419
I think the clothing advertising on WeChat is attractive	200	1	5	3.60	.080	1.134	1.286
Valid N (listwise)	200						

4.2 Reliability Test

Table 4.10: Summary of Reliability Test

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Item
The frequency of using WeChat	0.922	0.920	5
The form of clothing advertising on WeChat	0.952	0.955	8
Attitude towards purchasing on WeChat	0.776	0.792	6
Purchase intention	0.858	0.863	3

Based on the research of Tavakol and Dennick (2011), Cronbach's Alpha can provide a measure of the internal consistency which is expressed as a number within 0 to 1, it can help researchers to evaluate the student better. The Table 4.11 shows the reliability coefficient analysis of each variable. According to George and Mallery (2003), the rules of thumb of Cronbach's Alpha coefficient, alpha value that is more than 0.9 is excellent, 0.8 is good, 0.7 is acceptable, 0.6 is questionable, 0.5 is poor and

less than 0.5 is unacceptable. In this study, the Cronbach's Alpha for frequency of using WeChat is 0.922 and 5 items were used to measure. And the Cronbach's Alpha for the form of clothing advertising on WeChat is .0.952, while 8 items were used to measure it. For the attitude toward purchasing on WeChat, the Cronbach's Alpha is 0.776 measured by 6 items. Last the Cronbach's Alpha for purchase intention is 0.858 and 3 items were used to measure it. These values show that these three variables have a good reliability in influencing purchase intention and all the measurement scales items adopted in the study have internal consistence and they are reliable.

4.3 Data Analysis and Hypotheses Testing

According to Cohen (2003), multiple regression is a general system for analyzing data in the behavioral sciences, so the research used regression analysis for data analysis and hypotheses testing.

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.633 ^a	.401	.352	.871	2.410

a. Predictors: (Constant), frequency of using WeChat, the form of clothing advertising on WeChat, attitude toward purchasing on WeChat

b. Dependent Variable: Purchase intention

Based on the Table 4., the value of R Square is 0.401. This shows about 40.1% of the dependent variable (Chinese young adults' purchase Intention on WeChat) can be described by the variances in all independent variables. (Frequency of using WeChat, the forms of clothing advertising on WeChat and attitude towards clothing advertising on WeChat)

Table 4.12: ANOVA of Purchase Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.772	14	4.484	14.702	.000 ^b
	Residual	176.408	185	.954		
	Total	239.180	199			

a. Dependent Variable: Purchase intention

According to Table, the F-value is 14.702 and the significant level is 0.000. In conclusion, there is a significant effect of independent variables (frequency of using WeChat, the forms of clothing advertising on WeChat and attitude towards clothing advertising on WeChat) on the dependent variable (purchase intention).

Table 4.13: Summary of Coefficients

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	0.837	.667		1.254	.211
FRE	.213	.064	0.200	3.339	.000
1 TAD	.175	.089	.207	1.970	.000
ATII	.277	.073	.279	3.808	.000

a. Dependent: Variable Purchase Intention

Based on the Table 4.14, the frequency of using WeChat, the form of clothing advertising on WeChat and the attitude towards clothing advertising on WeChat show positive correlations to Chinese young adults' purchase intention in terms of p-value are less than 0.05, which are 0.000 and 0.001. According to the table, an equation can be formed in order to determine the statistical significance of the independent variables on the dependent Variable.

Regression equation:

$$\text{Purchase intention} = 0.837 + 0.213\text{FREQ} + 0.175\text{TAD} + 0.277\text{ATTI}$$

FREQ= Frequency of Using WeChat

TAD= the Form of Clothing Advertising on WeChat

ATTI= Attitude towards Clothing Advertising on WeChat

4.3.1 Test of Significant

The Frequency of Using WeChat

H0: The frequency of using WeChat doesn't influence the Chinese people's attitude toward purchasing on WeChat.

H1: The frequency of using WeChat influences the Chinese people's attitude toward purchasing on WeChat.

Reject H0 if $p < 0.05$

Table 4.14: ANOVA of The Frequency of Using WeChat

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.148	1	27.148	26.140	.000 ^b
	Residual	205.632	198	1.039		
	Total	232.780	199			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), the frequency of using WeChat

According to the Table 4.11, Table 4.14 and Table 4.15, Cronbach's Alpha of the frequency of using WeChat is 0.922, and the significant value of the frequency of using WeChat is below the p-value of 0.05 ($p = 0.000 < 0.05$), t-value is 3.339 and the unstandardized beta coefficient value is 0.200. Therefore, H0 is rejected which

indicates there is a significant relationship between the frequency of using WeChat and purchase intention on the clothing products on WeChat.

The Form of Clothing Advertising on WeChat

H0: Form of clothing advertising on WeChat doesn't influence the Chinese people's attitude toward purchasing on WeChat.

H2: Form of clothing advertising on WeChat influences the Chinese people's attitude toward purchasing on WeChat

Reject H0 if $p < 0.05$.

Table 4.15: ANOVA of the Form of Clothing Advertising on WeChat

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.508	8	5.939	6.122	.000 ^b
	Residual	185.272	191	.970		
	Total	232.780	199			

a. Dependent Variable: Purchase intention

According to the Table 4.11, Table 4.14 and Table 4.16, Cronbach's Alpha of the frequency of using WeChat is 0.952, and the significant value of the frequency of

using WeChat is below the p-value of 0.05 ($p= 0.000 < 0.05$), t-value is 1.970 and the unstandardized beta coefficient value is 0.207. Therefore, H0 is rejected which indicates there is a significant relationship between the form of clothing advertising on WeChat and purchase intention on the clothing products on WeChat.

Attitude towards Clothing Advertising on WeChat

H0: Chinese people's attitude towards purchasing clothing products on WeChat doesn't influence their purchase intention.

H3: Chinese people's attitude towards purchasing clothing products on WeChat influences their purchase intention.

Reject H0 if $p < 0.05$

Table 4.16: ANOVA of Attitude towards Clothing Advertising on WeChat

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.686	6	8.281	8.729	.000 ^b
	Residual	183.094	193	.949		
	Total	232.780	199			

a. Dependent Variable: Purchase intention

According to the Table 4.11, Table 4.14 and Table 4.17, Cronbach's Alpha of the frequency of using WeChat is 0.776, and the significant value of the frequency of using WeChat is below the p-value of 0.05 ($p=0.000<0.05$), t-value is 3.808 and the unstandardized beta coefficient value is 0.279. Therefore, H_0 is rejected which indicates there is a significant relationship between attitude towards clothing advertising on WeChat and purchase intention on the clothing products on WeChat.

4.4 Conclusion

In this chapter, descriptive analysis was used to analyze respondents' demographic information. Next, the reliability analysis was used to test the reliability of the items of the four variables. On the other hand, multiple regression analysis was used to test the relationship between dependent variable and independent variables. And the following chapter 5 will focus on discussing the details of the main findings and conclusions of this study.

CHAPTER 5

FINDING DISCUSSION

5.1 Summary of Statistical Analysis

5.1.1 Summary of Descriptive Analysis

In this study, male respondents take up the 51.5% of those 200 respondents which is higher than female respondents which is with 48.5%. For the education background of respondents, majority are undergraduate degree which consists of 48.5%, followed by respondents who are less than undergraduate degree and master degree or higher represent 32.5% and 19.0% respectively. In term of income of respondents, majority have a gross income between 4000RMB to 6000RMB which consists of 80 respondents and 40%, followed by 30.5% has a gross income between 2000RMB to 4000RMB and 14.0% has a gross income between 6000RMB to 10000RMB respectively. And respondents whose income is below 2000RMB and beyond 10000RMB represent just 8.0% and 7.5%. For the time of using WeChat, 48

(24.0%) of respondents have been using WeChat more than 4 years. Majority have been using WeChat for 3 years to 4 years which consists of 63 respondents and 31.5%. Then 53(26.5%) of respondents have being using WeChat for 1 year to 2 years, only 36(18.0%) of respondents have been using WeChat less than 1 year.

5.1.2 Summary of Factor Analysis

According to the questionnaire of evaluating the frequency of using WeChat variable, the statement that possesses the highest mean is “Often (5-6hours/day)”. And for the form of clothing advertising on WeChat, the statement “text and photo” is with the highest mean. Next, the statement of attitude towards clothing advertising on WeChat variable “I think the clothing advertising on WeChat is attractive” gets the highest mean. Finally, for the purchase intention variable, the statement “I intend to purchase on WeChat” is with the highest mean.

5.1.3 Reliability Test

Based on the reliability test, as the Table 4.11, the form of clothing advertising on WeChat has the highest Cronbach's Alpha value which is 0.952 among the four variables, followed by the frequency of using WeChat (0.922), purchase intention (0.858) and attitude towards clothing advertising on WeChat (0.792). Overall, the reliability test results indicate all the measurement scales items adopted in this research are more than 0.7, which means the items that were used to measure these four variables are tend to be consistent and reliable.

5.1.4 Multiple Regression Analysis

In Chapter 4, multiple regression analysis was applied to test the relationship among independent variables (the frequency of using WeChat, the form of clothing advertising on WeChat and attitude towards clothing advertising on WeChat) and dependent variable (Chinese people purchase intention on clothing products on WeChat).

According to the result of regression, the value of R square is 0.401 Which indicates that there is 40.1 % of Chinese people purchase intention is affected by the frequency of using WeChat, the form of clothing advertising on WeChat and attitude towards clothing advertising on WeChat. The regression coefficient for FREQ is 0.213, TAD is 0.175, and ATTI is 0.277.

The constant value is 0.837. Therefore, the estimated regression equation for the model had been deduced:

$$\text{Purchase intention} = 0.837 + 0.213\text{FREQ} + 0.175\text{TAD} + 0.277\text{ATTI}$$

FREQ= Frequency of Using WeChat

TAD= the Form of Clothing Advertising on WeChat

ATTI= Attitude towards Clothing Advertising on WeChat

5.2 Finding Discussion

Table 5.1: The Summary of Hypotheses and Results

Hypotheses	Results	Supported
H1: The frequency of using WeChat influences the Chinese people's attitude toward purchasing on WeChat.	P= 0.000	Yes
H2: Form of clothing advertising on WeChat influences the Chinese people's attitude toward purchasing on WeChat.	P= 0.000	Yes
H3: Chinese people's attitude towards clothing advertising on WeChat influences their purchase intention.	P = 0.000	Yes

5.2.1 Relationship Between the Frequency of Using WeChat and Purchase Intention

H1: The frequency of using WeChat influences the Chinese people's attitude toward purchasing on WeChat.

According to the result in this research, the finding of H1 has shown that it was supported at 0.000 significant value ($p=0.000$), which is less than 0.05. Therefore, the frequency of using WeChat have a positive significant relationship towards Chinese people purchase intention. It is proved Chinese people intend to purchase clothing products on WeChat when they use WeChat frequently in a day. The research of the frequency of using WeChat shows most of people use WeChat more than 3 hours a day, their behavior will increase the influence of clothing advertising on them.

5.2.2 Relationship Between Form of Clothing Advertising on WeChat and Purchase

Intention

H2: Form of clothing advertising on WeChat influences the Chinese people's attitude toward purchasing on WeChat.

Based on the result in this research, there is a positive significant relationship between the form of clothing advertising on WeChat and purchase intention. The regression analysis shows the form of clothing advertising variable has a p-value equal to 0.000 ($p<0.05$). Therefore, H2 is supported and the form of clothing

advertising on WeChat is proven to have significant influence on the purchase intention on clothing advertising that are sold through WeChat.

As the Table 4.7 shown, the form “text” has the lowest mean among all forms, on the contrary, the form “photo” has the highest mean. And it found forms with photo share high means relatively, which forms only text have low means relatively. The forms with video are accepted by Chinese young adults more than forms only with text. And the sticker does not react on the attraction of clothing advertising obviously. Overall, the study found the visualization of clothing advertising on WeChat can increase Chinese people attention.

5.2.3 Relationship between Attitude towards Clothing Advertising on WeChat with Purchase Intention

H3: Chinese people’s attitude towards clothing advertising on WeChat influences their purchase intention.

In this study, the finding of H3 has shown that it was supported at 0.000 ($p < 0.05$) significant value. Thus, attitude towards clothing advertising on WeChat has a significant relationship with Chinese people's purchase intention on clothing products on WeChat. According to the table 4.9, the item of "I think the clothing advertising on WeChat is attractive" has the highest mean, followed by two item "I think the clothing advertising on WeChat is informative" and "I think the clothing advertising on WeChat is useful". It showed most Chinese people's attitudes towards clothing advertising on WeChat are positive. On the contrary, the items "I think the clothing advertising on WeChat is junk", "I think the clothing advertising on WeChat is useless" and "I think the clothing advertising on WeChat is annoying" all are in low mean scores.

Therefore, this research showed that attitude was a strong predictor to purchase intention for Chinese people's, which also supported the hypothesized positive effect of attitude on purchase intention. The more positive attitude Chinese people have toward the clothing advertising on WeChat, the more possibly they are to purchase

from WeChat. On the other hand, the result supports the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) and also confirm this theory is a good theoretical framework to explain consumer behavior in various fashion consumption setting.

5.3 Conclusion of the Study

The purpose of this study is to find out factors that influence Chinese people's purchase intention toward clothing products on WeChat. The results and findings of this research have provided some insights and knowledge about Chinese people's purchase intention on clothing products on WeChat. It is important for the development of mobile shopping, especially for the age of social media in terms of the development of the Internet and the mobile Internet technology and the popularization of smartphones, kinds of social media network gradually replace traditional media and wide the channels of getting information. While it can provide a certain practical value for the transforming of social media advertising and diversify the channels between some clothing brands with their target audience not only the channels of offline retails and online store.

In this study, the form of clothing advertising on WeChat plays a more important role on the Chinese people's purchase intention on clothing products on WeChat as compared to other two factors which included the frequency of using WeChat and the attitude toward clothing advertising on WeChat. The result showed that it is important to enhance the visual effect of clothing advertising on social media such like WeChat. In contrast, most Chinese people tend to dislike advertising only with text. But it cannot deny the visual form with video does not have the potential to become mainstream form of social media advertising in the future.

Based on the study of Chinese people's attitude toward clothing advertising on WeChat, it indicated most Chinese people's regard the informatization of details and the attraction of contents as important, meanwhile the details and contents in the clothing advertising should be useful as far as possible. And most of them have a positive attitude toward clothing advertising on WeChat, this is important for the development of mobile shopping. On the other hand, by the study of frequency of WeChat, it showed Chinese people's who use WeChat frequently in daily life are

more possible to purchase clothing products on WeChat. It means delivering advertising on mainstream social media can enhance the influence of clothing advertising at a large degree. The study of attitude also confirmed the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) can successfully serve as a tool for predicting Chinese people's purchase intention on clothing products on WeChat.

As for demographic research of the study, it shown Chinese people's who are undergraduate degree or under undergraduate degree are more likely to purchase clothing products on WeChat, and the income of them are in a medium level. It means young adults are willing to accept advertising on social media and most of them have a certain power of consumption.

5.4 Limitation of the Study

On one hand, the respondents are also a limitation to this study since the questionnaires were distributed through WeChat where respondents can answer the questionnaire freely. Thus, it is difficult to know the background of all the

respondents. And if some respondents did not answer the questionnaire honestly it might cause influence on the validity and reliability of the study. Plus, if some respondents answered the questionnaire casually that they filled in the questionnaire when they did not understand the question. And in another case, some respondents might choose the answer randomly in order to save their time, this might possibly affect the accuracy of the results.

On the other hand, there are only three independent variables used to test the purchase intention in the study, and respondents are limited to answer the questionnaire based on the variables tested. However, there are other factors that might affect the purchased intention of Chinese people which are not tested in this study. Researchers should expand the research to increase the independent variables in order to make the findings results more accurate and reliable.

5.5 Recommendation for Future Application

In the end of this study, there are recommendations are suggested in order to overcome some limitations of this study and also used to improve the quality of this research project in future.

First, the survey should provide more different methods in order to be used in conducting this research besides questionnaire. For instance, conduct interview to gain more complete information on respondents' perception, insight, and experiences toward purchase intention on clothing products on WeChat. In addition, interview should allow instant responses from the respondents, because by this way, the future research can obtain better insight on purchase intention.

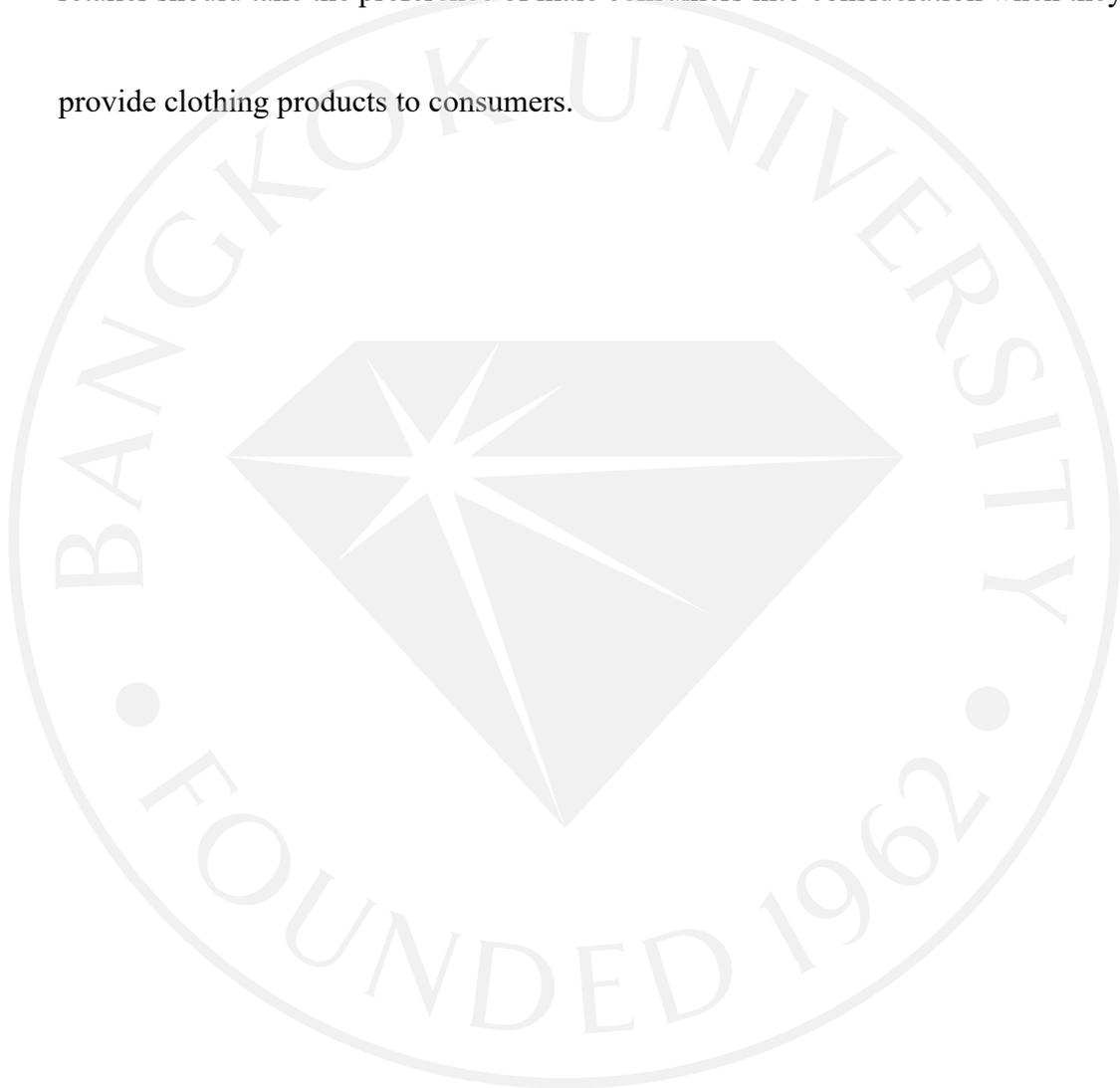
Recent years, the clothing advertising becomes widespread in terms of the advantage of itself which the clothing advertising posted on some social media such as WeChat is cost saving and efficient to reach the target consumer at the first time.

And it makes the fully use of consumer's fractional time, let consumers can read the clothing advertising easily as they are busy. Meanwhile, based on the chatting function of WeChat, it provides a platform for the communication between retailers

and consumers. And from the descriptive findings of my research, most Chinese people often use WeChat around 5 to 6 hour per day, thus the retailers can enhance the frequency of posting clothing advertising on WeChat Moments. And as I found from my research, male consumers are the main target consumer of clothing products, retailer can provide more chooses while male consumers are purchasing clothing products. Besides, I suggest the future research take male insight as consideration

Faced with these problems and based on the finding of this study, there are some suggestions for the development of clothing advertising on WeChat. Frist, retailer should improve the attraction of clothing advertising by enhancing the visuality of advertising by using form of clothing advertising such like photo, text and photo, text and video, and the form of clothing advertising can be changed flexibly. Second, from the finding of my research, Chinese people tend to like useful and informative clothing advertising, so retailers should provide the useful details of clothing products as far as possible. Next, in term of most Chinese people use WeChat around 5 to 6 hours per day, retailers can increase the frequency of posting clothing

advertising on WeChat Moments. Moreover, in the finding of my research male consumers are also the biggest target consumers of clothing products on WeChat, retailer should take the preference of male consumers into consideration when they provide clothing products to consumers.



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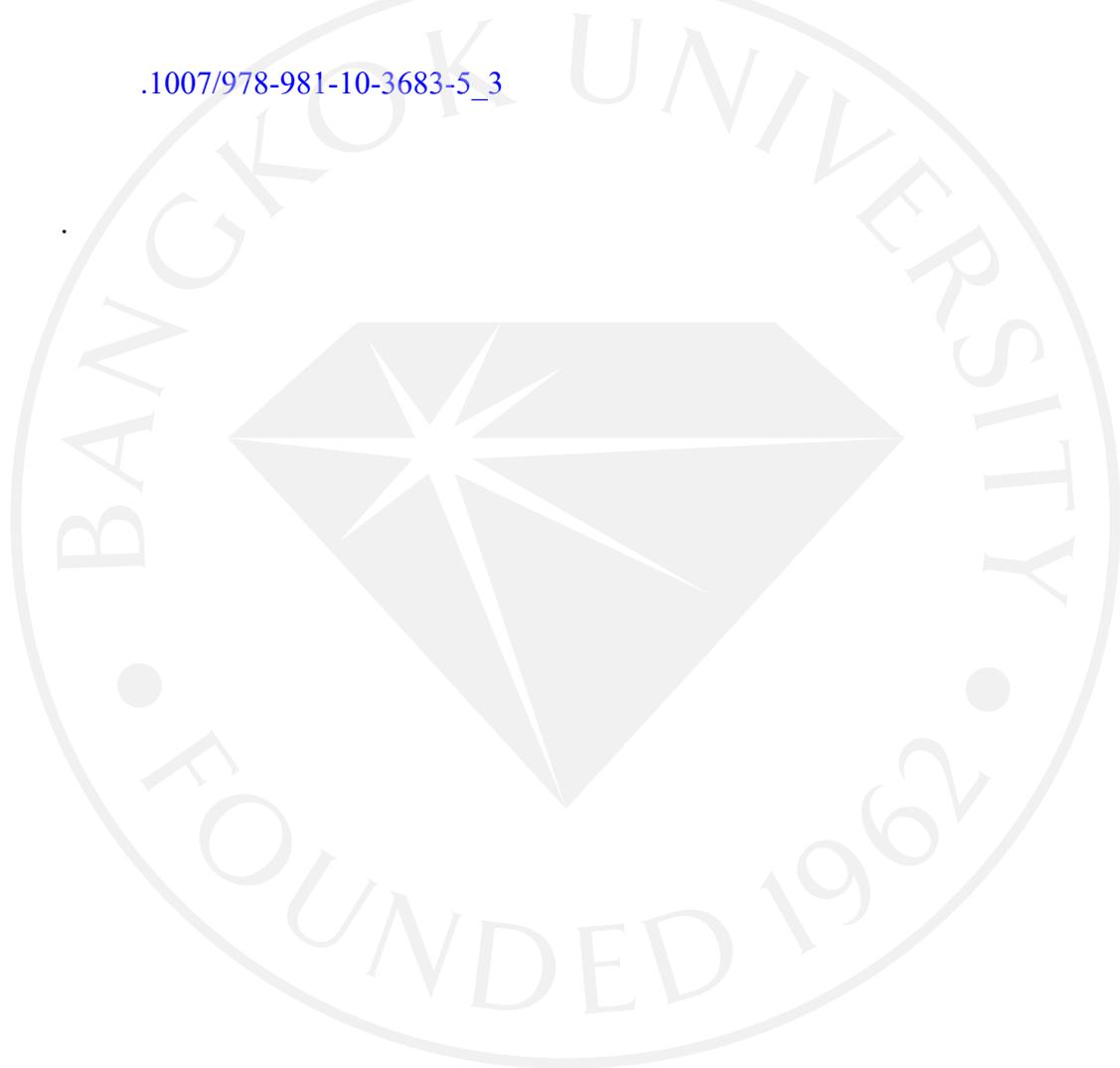
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Questionnaire

Thank you for agreeing to take part in this survey designed to research WeChat and its influence on Chinese young adults' purchase intention on clothing. This survey should only take 4-5 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

Section 1: Personal information

Please circle the only one choice of answers that best represents you.

1. What is your gender?

- 1) Male 2) Female

2. What is your education background?

- 1) Less than undergraduate degree. 2) Undergraduate degree. 3) Graduate degree or higher

3. Monthly income:

- 1) Less than 2000RMB
2) 2000RMB-4000RMB
3) 4000RMB-6000RMB
4) 6000RMB-10000RMB
5) More than 10000RMB

4. How long you have been using WeChat?

- 1) More than 4 years 2) 3 years-4 years 3) 1 years-2 years 4) Less than 1 year

Section 2: Frequency of using WeChat

Select the box that best represents your opinion on the following statements regarding your frequency of using WeChat.

Statements	1 None (0 hour/day)	2 Rarely (1 - 2 hours/day)	3 Sometime (3 - 4 hours/day)	4 Often (5 - 6 hours/day)	5 Very often (> 6 hours/day)
The frequency of using WeChat.					

Section 3: Form of clothing advertising on WeChat

Based on the following forms of clothing advertising in WeChat Moments, please indicate your degree of preference from 1 (not at all) to 5 (very much)? Put the \checkmark in the box that best represents your answer.

Form of clothing advertising	1 Not at all	2 Few	3 Medium	4 Much	5 Very much
8. Text					
9. Photo					
10. Video					
11. Text and sticker					
12. Text and photo					
13. Text and video					

14. Text, sticker and photo					
15. Text, sticker and video					

Section 4: Attitude toward purchasing on WeChat

On a continuum of 1 – 7, please circle the number from a pair of adjectives that best represents your feeling or thinking.

How do you feel or think about clothing advertisements in your WeChat Moments?

	1 Strongly disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly agree
I think the clothing advertising on WeChat is junk.					
I think the clothing advertising on WeChat is informative.					
I think the clothing advertising on					

WeChat is useless.					
I think the clothing advertising on WeChat is useful.					
I think the clothing advertising on WeChat is annoying.					
I think the clothing advertising on WeChat is attractive.					

Section 5: Purchase intention

Select the box that best represents your opinion on the following statements regarding your intention on purchasing on WeChat

	1 Strongly disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly agree
19. I intend to purchase clothing on WeChat.					
20. I will make every effort to purchase clothing on WeChat					
21. I will continue purchasing clothing on WeChat					

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