**We-media Marketing -Taking Beijing, China as example**

**By JaneLa**

**TABLE OF CONTENTS**

[TABLE OF CONTENTS 1](#_Toc26628)

[LIST OF FIGURE 4](#_Toc31992)

[LIST OF TABLES 4](#_Toc25018)

[ACKNOWLEDGEMENTS 5](#_Toc20553)

[ABSTRACT 6](#_Toc22281)

[CHAPTER ONE: Introduction 7](#_Toc4267)

[CHAPTER TWO: Literature review 8](#_Toc14120)

[2.1 Introduction 9](#_Toc13937)

[2.2 We-media 9](#_Toc28070)

[2.2.1 We-media marketing 9](#_Toc15436)

[2.2.3 Characteristics of we-media Marketing 10](#_Toc31032)

[2.3 Consumer Intention 13](#_Toc30407)

[2.3.1 Theory of Planned Behaviour (TPB) 13](#_Toc5201)

[2.3.2 we-media marketing factors affecting consumer intentions 14](#_Toc8063)

[2.5 Relationship between consumer satisfaction and we-media marketing strategies 17](#_Toc8003)

[2.5.1 The impact of platform interactivity and content relevance on consumer satisfaction 17](#_Toc5631)

[2.6 Research conclusions and theoretical gaps 18](#_Toc485)

[CHAPTER 3:Methodology 19](#_Toc30546)

[3.1 Introduction 19](#_Toc12131)

[3.2 Research design 20](#_Toc13077)

[3.2.1 Research type/philosophy/strategy 20](#_Toc1406)

[3.2.2Time dimension 20](#_Toc4669)

[3.2.3Sampling strategy 20](#_Toc19133)

[3.2.4 Summary 21](#_Toc1264)

[3.2.5Data collection methods 21](#_Toc27505)

[3.2.6Data analysis methods 22](#_Toc30740)

[3.2.7Data validity and reliability 22](#_Toc21356)

[3.2.8 Research ethical issues 23](#_Toc14476)

[3.3Limitations of research methods 23](#_Toc29407)

[CHAPTER 4: Results 25](#_Toc22849)

[4.1Descriptive statistics 25](#_Toc11964)

[4.1.1Demographic characteristics（Q1/Q2/Q5/Q6） 25](#_Toc31320)

[Table1: Demographic characteristics 26](#_Toc16778)

[4.1.2Frequency of social media use（Q3） 26](#_Toc848)

[4.1.3Frequency of self-media contact (Q4) 27](#_Toc30617)

[4.1.4 Platform usage preference (Q7) 28](#_Toc11997)

[Operate the Platform usage preference and drawing. 28](#_Toc18920)

[4.1.5Usage time distribution (Q8) 29](#_Toc32434)

[Table2：Usage time distribution 30](#_Toc13639)

[4.1.6Marketing content perception (Q9) 30](#_Toc7841)

[4.1.7Frequency of seeing marketing on self-media platforms (Q10) 30](#_Toc22390)

[4.1.8Self-media marketing evaluation ability (Q11) 32](#_Toc14778)

[Table 3：Case Processing Summary 32](#_Toc27219)

[Table 4：Descriptive Statistics 32](#_Toc6475)

[Table 5：Report Form 33](#_Toc13647)

[4.1.9 Have you ever purchased products because of self-media recommendations (Q12) 34](#_Toc25836)

[4.1.10Factors affecting purchases (Q13) 34](#_Toc4041)

[4.1.11Purchase intention (Q14) 36](#_Toc21511)

[Table 6：Purchase likelihood after brand interaction 36](#_Toc8957)

[4.1.12 Content attractiveness (Q15) 37](#_Toc25719)

[4.1.13Distribution of satisfaction with we-media marketing (Q16) 38](#_Toc20647)

[Table 7：Questionnaire data 41](#_Toc1836)

[4.1.14Regression analysis of relevant variables 41](#_Toc2959)

[Table 8：Regression analysis results 42](#_Toc6546)

[4.2Analysis of objective 1: The effect of we-media marketing activities on consumer purchase intention 43](#_Toc3869)

[4.2.1Factor analysis (extracting we-media marketing dimensions) 43](#_Toc13035)

[Table 9：Rotated component matrixa 44](#_Toc4513)

[Table 10： The rotated component matrix displayed (Only values ​​with load > 0.5 are displayed) 45](#_Toc5229)

[Table 11:Total variance explained 46](#_Toc19814)

[4.2.2 Prediction of marketing perception factors on purchase intention (Q14) 46](#_Toc16690)

[4.2.3 Moderating effect analysis 49](#_Toc19030)

[Table 12:Crosstabulation table directly exported from SPSS 51](#_Toc32582)

[Table 13：Directly exported case processing summaries from SPSS 51](#_Toc13714)

[4.3Analysis of objective 2: The relationship between self-media marketing activities and consumer satisfaction 52](#_Toc199)

[4.3.1 Reliability analysis 52](#_Toc19595)

[Table 14:Reliability test, item total statistics 53](#_Toc14859)

[Table 15:Scaling Statistics 53](#_Toc13399)

[4.3.2Prediction of We-media marketing factors on various dimensions of satisfaction 53](#_Toc7545)

[Table 16:Model summary and coefficientª table for sat\_resp (satisfaction with responsiveness) 54](#_Toc14508)

[Table 17：Model summary and coefficientsª table for sat\_loyal 55](#_Toc1852)

[Table 18：Model summary and coefficientsª table for sat\_uinter (Continued willingness to interact) 56](#_Toc3910)

[Table 19：coefficientsª table for sat\_match (Content Matching) 56](#_Toc24426)

[Table 20：Model summary and coefficientsª table for sat\_ugc (user content quality) 57](#_Toc11241)

[Table 21：Model summary and coefficientsª table for sat\_con(Personalized perception) 58](#_Toc28314)

[4.3.3 Path analysis based on structural equation model (SEM) 58](#_Toc20777)

[Table 22：Model path setting 59](#_Toc3)

[Table 23：Model path coefficient 59](#_Toc11408)

[Table 24：Model goodness of fit 60](#_Toc1420)

[4.3.4 Analysis of mediation effect 61](#_Toc223)

[Table 25:Mediation effect results 61](#_Toc21888)

[4.3.5Cross-analysis of platform use and purchasing behavior 62](#_Toc14209)

[4.4Analysis of Objective 3: Comprehensive impact of self-media marketing on Beijing consumers’ purchasing intention and satisfaction 66](#_Toc5826)

[4.4.1Analysis of Beijing sub-sample integrated model 66](#_Toc14951)

[Table 26：Coefficientª table and descriptive statistics table 67](#_Toc22447)

[4.4.2Analysis of Beijing-specific factors 67](#_Toc16866)

[Table 27：Model Summary 68](#_Toc27928)

[Table 28：ANOVAª 69](#_Toc24122)

[Table 29：Table of excluded variablesª 69](#_Toc25076)

[Table 30：Correlation results 70](#_Toc787)

[CHAPTER 5: Discussion 71](#_Toc17853)

[5.1 Explanation of Q12 data issues 71](#_Toc19166)

[5.2 Objective 1: The role of self-media marketing activities on consumer purchasing intention 72](#_Toc22161)

[5.3 Objective 2: The relationship between self-media marketing activities and consumer satisfaction 73](#_Toc6884)

[5.4 Objective 3: Comprehensive impact of self-media marketing on Beijing consumers 74](#_Toc11668)

[5.5 Improvement of research methods and future research directions 75](#_Toc21688)

[Chapter 6: Conclusion 75](#_Toc1828)

[Appendix A: Sample Questionnaire 76](#_Toc26630)

[Appendix B: Detailed description of data cleaning 83](#_Toc19930)

[Appendix C: Outlier log for Q12 86](#_Toc28706)

[Reference 87](#_Toc1649)

LIST OF FIGURE

[Figure 1: Theory of Planned Behaviour (Ajzen, 1991) 12](#_Toc29588)

[Figure 2: Frequency of social media use 25](#_Toc31841)

[Figure 3: Frequency of we-media contact 26](#_Toc31262)

[Figure 4: Amount of we-media platform usage 27](#_Toc3177)

[Figure 5: Frequency of we-media platform usage 27](#_Toc30511)

[Figure 6: Marketing perception complete indicator icon 29](#_Toc17754)

[Figure 7: Frequency of seeing marketing on we-media platforms 30](#_Toc5393)

[Figure 8: Assessing competence self-confidence 32](#_Toc1592)

[Figure 9: ANOVA inspect 33](#_Toc9489)

[Figure 10: Purchase influencing factor 34](#_Toc30729)

[Figure 11: Purchase intention 35](#_Toc7496)

[Figure 12: Marketing perception complete indicator icon 36](#_Toc3337)

[Figure 13: Content attraction 36](#_Toc12666)

[Figure 14: Distribution of satisfaction with we-media marketing 37](#_Toc29307)

[Figure 15: Frequency of platform usage 40](#_Toc18472)

[Figure 16: Factor structure diagram 42](#_Toc20991)

[Figure 17: Parallelism test result diagram 46](#_Toc21775)

[Figure 18: The impact of different factors on purchase intention in we-media marketing 47](#_Toc26260)

[Figure 19: Influence chain 59](#_Toc11420)

[Figure 20:Advertising Intrusiveness and Satisfaction Correlation 61](#_Toc19117)

[Figure 21:Age subgroup analysis 62](#_Toc16428)

[Figure 22:Distribution of content credibility 63](#_Toc20491)

[Figure 23:Age moderated effects 63](#_Toc28936)

[Figure 24:Comparison of regression coefficients 64](#_Toc30515)

LIST OF TABLES

[Table1: Demographic characteristics 25](#_Toc4578)

[Table2：Usage time distribution 30](#_Toc2703)

[Table 3：Case Processing Summary 32](#_Toc9722)

[Table 4：Descriptive Statistics 32](#_Toc4243)

[Table 5：Report Form 33](#_Toc29350)

[Table 6：Purchase likelihood after brand interaction 36](#_Toc7557)

[Table 7：Questionnaire data 41](#_Toc17814)

[Table 8：Regression analysis results 42](#_Toc16267)

[Table 9：Rotated component matrixa 44](#_Toc30370)

[Table 10： The rotated component matrix displayed (Only values ​​with load > 0.5 are displayed) 45](#_Toc12327)

[Table 11:Total variance explained 46](#_Toc15918)

[Table 12:Crosstabulation table directly exported from SPSS 51](#_Toc8073)

[Table 13：Directly exported case processing summaries from SPSS 51](#_Toc26516)

[Table 14:Reliability test, item total statistics 53](#_Toc24524)

[Table 15:Scaling Statistics 53](#_Toc2059)

[Table 16:Model summary and coefficientª table for sat\_resp (satisfaction with responsiveness) 54](#_Toc5828)

[Table 17：Model summary and coefficientsª table for sat\_loyal 55](#_Toc26024)

[Table 18：Model summary and coefficientsª table for sat\_uinter (Continued willingness to interact) 56](#_Toc4992)

[Table 19：coefficientsª table for sat\_match (Content Matching) 56](#_Toc22368)

[Table 20：Model summary and coefficientsª table for sat\_ugc (user content quality) 57](#_Toc3255)

[Table 21：Model summary and coefficientsª table for sat\_con(Personalized perception) 58](#_Toc28222)

[Table 22：Model path setting 59](#_Toc30642)

[Table 23：Model path coefficient 59](#_Toc31019)

[Table 24：Model goodness of fit 60](#_Toc25460)

[Table 25:Mediation effect results 61](#_Toc16366)

[Table 26：Coefficientª table and descriptive statistics table 67](#_Toc25133)

[Table 27：Model Summary 68](#_Toc30556)

[Table 28：ANOVAª 69](#_Toc6971)

[Table 29：Table of excluded variablesª 69](#_Toc16329)

[Table 30：Correlation results 70](#_Toc18489)

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ABSTRACT

This dissertation discusses how we-meida marketing influences purchase willingness among high-educated consumers inBeijing.Based on 321 valid questionnaire,three key findings emerged:

the effects of we-media marketing to willing of customer,which focus on the Beijing High-quality consumer groups.Through analyze 321 valid questionnaires and discussion,the report provide the Insufficient research on the role of rational decision-making mechanisms in highly literate groups in existing literature :(1)on the aspect of promoting purchase intense,Creator credibility(OR=1.315,P＜0.01)outweighs emotional interaction(β=0.44).(2)Ad intrusiveness (M=3.26, SD=0.82 on a 5-point Likert scale),which has nagatively impacts satisfaction.(3)Education level moderates marketing effectiveness, with bachelor-degree+ consumers prioritizing practical information (47% selection rate). These result will affect and extend the Heuristic-Systematic Model (HSM) to digital contexts,and give practitioners segmented strategical suggestion.

CHAPTER ONE: Introduction

Social media has bring some revolutionized changes to Brand Communication, with we-media (e.g., influencer marketing, user-generated content) accounting for over 40% of digital marketing expenditures in China (China Research and Intelligence, 2024). In Beijing,where recognized as the high-education consumer hub,62.3% of residents engage with we-media content weekly (Q3 data), but their decision-making mechanisms remain underexplored.

To fill this gap,this report will discuss three question:1)Determine the effect of self-media marketing activities on consumers purchase intention.2)Study the relationship between self-media marketing activities and consumer satisfaction.3)Determine how self-media marketing activities affect the purchase intention and satisfaction of consumers in Beijing.In the guidance of Theory of Planned Behavior(TPB),Through a mixed-methods analysis of 321 questionnaires (Chapter 3), the findings validate TPB’s applicability in digital contexts and provide layered strategy insights.

CHAPTER TWO: Literature review

2.1 Introduction

This chapter will review previous studies on the relationship between consumers and We-media activities. It will explore how we-media marketing activities influence consumers' purchase willingness, analyze their relationship with consumer satisfaction, and examine whether social identity plays a moderating role between we-media marketing and both consumer satisfaction and purchase willingness.

2.2 We-media

Liu (2007) summarized we-media as the way individuals or organizations create content through platforms and share it with others, aiming to enhance the content value and influence of media accounts. In the process of we-media content sharing, he also claims that communicators and audiences can not only get emotional satisfaction, but also benefit economically.

In addition, there are other relatively close definitions. According to a report released by China Research and Intelligence in 2024, we-media is defined as a form of media in which individuals or small groups spread and share original content through Internet platforms, and points out that it has the characteristics of autonomy, innovation and interactivity, breaking the threshold of traditional media and giving everyone the opportunity to become a content creator.

2.2.1 We-media marketing

Gillmor (2004) proposed that the rise of we-media stems from the popularity of Internet platforms (such as forums and blogs), which makes consumers no longer just recipients of information, but active participants in content creation and dissemination. With the continuous development of social platforms, this trend has gradually intensified and become the mainstream form of news dissemination and marketing.

The 2025 China Report Hall also further defines this: we-media marketing refers to a marketing method in which individuals or organizations publish original content through Internet platforms to spread and promote products or services. This model has changed the landscape of traditional media and become a new market growth point (chinabgao.com,2025).

**2.2.2 History of We-media Marketing**

The concept of We-media was first proposed by American scholar Dan Gillmor in 2004. At that time, it was described as an emerging form of news dissemination. In his article "Next Generation News: "we-media" is coming", he explored the potential of we-media as an emerging form of news dissemination. Subsequently, in 2005, Wang Bing published "we-media "Diverted Path Garden" A Deep Interpretation of the Blog Phenomenon", which was the earliest paper in China to study we-media, marking the introduction of the concept of we-media in China. In the same year, the "blog" form was introduced to China and quickly became one of the main forms of we-media. By 2009, "Sina Weibo" was launched. With its strong media attributes and huge user base, it became the main platform for we-media dissemination and promotedthe widespread popularity of we-media in China (Lin, 2021).

According to statistics from Jia et al. (2022), as of 2022, there were 3.1 million selfpublishers and more than 3,000 selfpublishing accounts in China, which shows that we-media has emerged as a new communication carrier. As of the beginning of 2024, the number of we-media practitioners worldwide, exceeded 150 million, of which more than 100 million were in China. By the end of 2024, the market size of China's we-media industry reached hundreds of billions of rmb (chinairn.com). These user groups provide a broad space for development and market potential for the we-media industry, and with the popularization of social networking platforms, we-media has gradually become a new marketing communication tool, playing an important role in promoting consumption, brand communication and social influence.

2.2.3 Characteristics of we-media Marketing

In 2023, in Jordan, AlAmarneh et al. collected data from 374 samples using an online questionnaire method. The study found that social media marketing significantly affects brand image and brand trust. It shows that we-media marketing is not only a tool for information dissemination, but also an important factor that influences consumer perception and decision making.

Lin (2021) studied the core advantages of we-media marketing in China, and found that it can accurately target its intended audience through personalized content and realtime interaction, thereby improving marketing effectiveness. She further pointed out that compared with traditional marketing strategies, we-media marketing can reduce marketing costs, and at the same time use instant feedback mechanisms to dynamically adjust marketing strategies, so that brands can adapt to market demand more quickly and enhance their connection with consumers. In addition, Kim et al. (2022) combined their research in India, the US, Australia and Malaysia., to study the distinction between traditional marketing and we-media marketing, and found that the key to we-media marketing lies in the active participation of users and the high personalization of content. In contrast, traditional marketing usually adopts a oneway communication model, while we-media marketing emphasizes twoway interaction, enabling brands to reach target users more accurately. Studies in Russia have shown that personalized content can not only increase consumer participation, but also enhance the emotional connection between brands and consumers (Kleanthous *et al,* 2022). This personalized marketing method can promote deeper consumer participation and loyalty.

Enterprises have also been affected by the development of we media in their marketing strategies. Hua et al. (2022) found that the popularity of we media in China has not only changed consumers' shopping behaviour, but also provided companies with new marketing channels. For example, Li et al. (2024) showed through experimental researchin China ,that short video ads can enhance consumers' perceived trust and pleasure by showing real product usage scenarios, thereby further stimulating their willingness to buy. This study also found that compared with traditional TV ads or paper media ads, short video marketing is more likely to arouse consumers' emotional resonance due to its large information carrying capacity, fast transmission speed, and easy sharing.

In 2016, Godey et al. collected data from 1,200 consumers in France, Italy and India and verified that luxury brands can accurately target consumers through social media (including selfmedia), enhance brand trust and market competitiveness, and improve brand information and competitiveness. However, Li et al. (2024) pointed out that overreliance on short videos may lead to information overload and Chinese consumers are prone to advertising fatigue. Therefore, companies should accurately target users to avoid ineffective dissemination of information. Secondly, they should create valuable content, combine commercial promotions with the actual needs of the audience, and avoid pure marketing advertising. Third, adjust the position of commercial promotions and interactions, and don't overdo it, otherwise it will easily cause consumers to have advertising fatigue. In addition, short video platforms also provide favourable conditions for influencer marketing, and microinfluencers are usually more likely to inspire consumers' trust than bigname Internet celebrities, and are more likely to achieve effective wordofmouth communication (Brown and Mason, 2021).

According to Jia (2022) the success and strengthening of a brand in China ,often depends on the credibility established among consumers through its products and services, and trustworthy brands can strengthen the trust in the relationship between consumers and brands and promote wordofmouth communication, so the reliability of a brand directly affects consumers' purchasing decisions. Foroudi (2019) and Sung and Lee (2023) further emphasized that the fulfillment of brand promises not only enhances the brand image, but also increases consumer loyalty, becoming the basis for South Korean consumer trust and wordofmouth communication.

Wordofmouth communication, especially online wordofmouth communication, is a key factor affecting consumer purchasing behavior (Chen *et al.,* 2022). Chen et al. (2022) showed, in their study undertaken in China, that online wordofmouth has a wide range of communication, fast transmission speed, spans time and space, has a large amount of information storage, low transmission cost, and strong anonymity. This feature enables online wordofmouth to quickly influence a large number of consumers through social platforms in a short period of time, and its anonymity can eliminate consumers' psychological barriers to purchase decisions, thereby enhancing their willingness to buy.

In this development process, wordofmouth marketing has become an important tool for we-media marketing, (Hanaysha (2021) and the interactivity of we-media platforms provides unique conditions for wordofmouth marketing. Consumers can not only express their opinions through evaluations and comments on the platform but also make purchase decisions by imitating and judging the behavior of others. At the same time, the interactivity of we-media enables brands to build a strong brand reputation through real consumer feedback, thereby enhancing brand influence.

In addition, content quality is an important factor affecting consumers' willingness to buy. Sung (2023) found that highquality content can better attract and retain consumers' attention and improve consumers' awareness and trust in brands and products. In addition, Lin (2021) further found that the creativity, timeliness and user experience of content are key factors for the success of we-media marketing In China, which can significantly increase consumers' willingness to buy.

The influence of creators also plays an important role in consumers' purchasing decisions. Saima et al. (2020) found that in India, influential we-media creators usually have more fans and higher attention, and their recommendations and comments have strong persuasiveness and influence on consumers. Dai (2011) pointed out that wellknown bloggers or Internet celebrities can quickly attract a large number of Chinese consumers' attention and purchases when promoting products, and this influence is particularly significant on social media platforms.

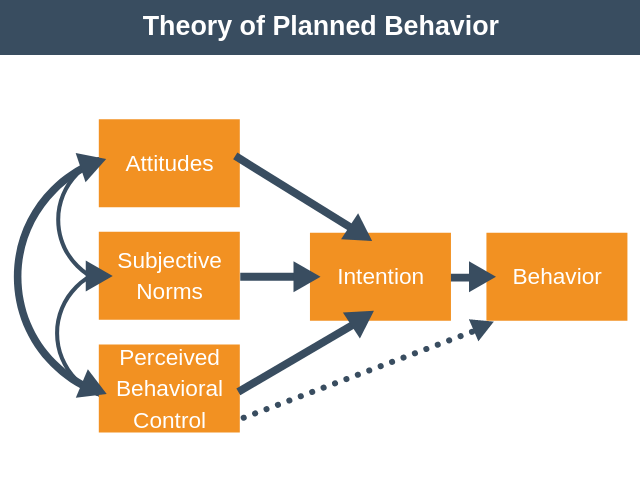
2.3 Consumer Intention

Consumer Intention usually refers to the consumer's tendency or plan to purchase a specific product or service at a certain time in the future.

2.3.1 Theory of Planned Behaviour (TPB)

Ajzen proposed the Theory of Planned Bahaviour in 1985, and later in 1991 pointed out behavioral intention is a direct factor affecting individual behavior and reflects the degree of effort an individual puts into performing a certain behavior. Fishbein and Ajzen (1975) also emphasized in their earlier Theory of Reasoned Action (TRA) that intention is determined by attitude and subjective norms and further affects the final behavior.

The theory states, as illustrated in Figure 1, that behavior is the direct antecedent of intention, which is determined by three factors: attitude, subjective norms, and perceived behavioural control.



**Figure 1: Theory of Planned Behaviour (Ajzen, 1991)**

According to Ajzen (1991) attitude describes an individual’s feeling about the behaviour in question. The “better the feeling” an individual has about the required change the greater the likelihood of adopting this behaviour. Subjective norme describes how an individual perceives the social pressures on engaging or not to engaging the required behaviour change, and controldescribes the ability of an individual to perform the behaviour change. It includes an individual’s confidence in performing the change and the process hurdles they might face.

Intention therefore, is a means of establishing if the individual will actually perform the required behaviour, and the only way to establish if the behaviour will be adopted is to monitor it.

Behaviour, the final element of Ajzen’s TPB signifies the required behaviour change. Ajzen (2002) also stated that any behaviour change must be targeted and actionable, in context and timely.

The final thing to bear in mind is behaviour change may not always be seen as a positive move.(Ajzen, 1985; 1991).

In recent years, consumer intention research has been widely used in ecommerce, social media marketing, and digital advertising (Lim et al., 2022), and will underly thi research.

2.3.2 we-media marketing factors affecting consumer intentions

In recent years, we-media has become an important factor affecting consumer intentions, especially in emerging markets such as China. Many studies have explored how we-media marketing in different dimensions effects consumers' purchasing decisions, mainly involving emotional marketing, individual differences of consumers, social influence, and the role of opinion leaders.

Lu et al. (2024)'s research in China further confirmed that on social platforms, consumers' perception and attitude towards brands are mainly influenced by entertaining content and interactive experience, which is exactly what traditional marketing lacks. This study also showed that the interactivity of social platforms not only increased brand exposure, but also enhanced consumers' trust and sense of belonging, and ultimately promoted purchase decisions, and that compared with traditional marketing methods, this model is more in line with the behavioral habits of modern consumers. In the we-media environment, brands stimulate consumers' emotions through visual, interactive and narrative methods, thereby enhancing brand loyalty (Kim and Sullivan, 2019).

Research indicates that the interactivity of social platforms plays a crucial role in stimulating consumers' social identity needs and fostering a deeper emotional connection between brands and consumers, a feat that traditional marketing often struggles to achieve (Cheng et al., 2020). For instance, Cheng et al. (2020) found that interactive features such as realtime feedback and personalized content significantly enhance consumers' sense of belonging and trust, leading to stronger brand loyalty.

In the we-media environment, brands leverage visual presentation, interactive design, and storytelling to evoke emotional resonance among consumers, thereby strengthening brand loyalty (Kim and Sullivan, 2019). Kim and Sullivan (2019) further emphasized that these elements are particularly effective in creating memorable brand experiences, which traditional marketing methods often fail to deliver. Lu et al. (2024) supported this by demonstrating that entertaining content and interactive experiences on social platforms significantly influence consumers' perceptions and attitudes towards brands. Their study revealed that such content not only increases brand exposure but also enhances consumers' trust and sense of belonging, ultimately driving purchase decisions.

Compared to traditional marketing, we-media marketing aligns more closely with the behavioral habits of modern consumers, enabling brands to accurately target their desired audience. Moreover, the interactive mechanisms of social platforms can further stimulate consumers' social identity needs, deepening the emotional connection between brands and consumers—a dynamic that traditional marketing methods find challenging to replicate (Cheng et al., 2020).

The rise of we-media marketing has not only improved the efficiency of corporate brand communication, but also subtly shaped consumers' consumption habits and values. In 2023, Alsoud et al. collected data from 350 tourists in Saudi Arabia through an online survey and used regression analysis to study the impact of we-media marketing on purchase intention. It was found that social media marketing subtly influenced consumers' consumption habits and values by providing rich information and interactive experience. This means that wewe-media marketing has deeply penetrated into consumers' daily lives, changed their consumption concepts, and ultimately made them pay attention not only to product functions but also to brand value, social responsibility, and emotional resonance with themselves when choosing brands.

Consumers' age, gender, educational background and consumption habits will affect their acceptance of we-media marketing content. Jia et al. (2022) found through a largescale questionnaire survey that young Chinese consumers prefer fresh and interesting short video content, while older consumers pay more attention to the practicality of information. Sama (2020) found in an experimental study in the European market that social media KOLs (key opinion leaders) have a more significant impact on young consumers, while older consumers rely more on information from traditional media. The former provides extensive statistical analysis, while the latter explores consumers' specific responses to KOL influence through experimental methods of controlling variables. The two complement each other.

In addition, cultural background will also affect consumers' acceptance of we-media marketing. For example, a study conducted in China's firsttier and emerging cities in 2022 found that the host's entertainment, appeal and emotional resonance significantly improved users' emotional state and willingness to buy (An, 2022). This result is similar to An's (2014) experimental study in the US market, indicating that the emotional resonance of brand stories can enhance consumers' recognition of brand value.

The herd effect of social media plays a key role in influencing consumer purchasing decisions (Yue, 2024). The 2023 China Consumer Insight Report shows that Chinese consumers are more inclined to refer to shopping recommendations within their social circles when making purchasing decisions, and brands further amplify this effect through precision marketing strategies (Sohu News, 2023).

Xu (2019) used a case study method to analyze Li Jiaqi's live broadcast marketing and found that his singleday sales during the "Double Eleven" period in 2018 exceeded 67 million yuan, fully demonstrating the ability of social media KOLs to bring goods. Fu Yuyuan (2020) from Chongqing further systematically sorted out the concept of live broadcast marketing based on the SOR theory and perceived value theory, and found that factors such as the popularity of the anchor, promotional activities, and the scope of interaction can significantly increase users' willingness to buy. These studies combine concept sorting, case analysis, and big data research, and together show that we-media marketing has become an important means to influence consumers' willingness to buy.

2.5 Relationship between consumer satisfaction and we-media marketing strategies

In the social media environment, consumer satisfaction is jointly affected by platform interactivity and content relevance (AlMansour et al., 2020). Specifically, welldesigned interactive content can stimulate the curiosity of the audience and drive them to more actively explore the background information and technical details of the product. This is the synergistic effect of content relevance and platform interactivity.

2.5.1 The impact of platform interactivity and content relevance on consumer satisfaction

Regarding platform interactivity, it refers to the degree of interaction between consumers and brands or other users on social media. Smith et al. compared the differences in usergenerated content on different social media platforms in a 2012 American content analysis. They found that the positive response of brands on social media can significantly enhance consumer trust and loyalty,and that high interactivity can provide instant feedback, enhance consumers' trust and sense of belonging, and thus affect their satisfaction.

Chen et al. conducted an empirical study in the United States in 2018, by analyzing online consumer review data. They found that through interactive experience, consumers can obtain richer product knowledge, which significantly enhances consumers' trust and sense of belonging, thereby improving satisfaction. Likewise, Xu et al.'s questionnaire survey in Australia in 2018,found that when social media influences the promotion of tourist destinations, the brand's positive response on social media can significantly enhance consumers' trust in the brand, thereby improving satisfaction.

Smith et al. (2012) pointed out that interaction between consumers (such as comments, likes, and sharing) also affects purchase decisions, and social identity is an important factor in improving satisfaction.

Regarding content relevance, it refers to the degree of match between selfmedia content and consumer interests and demand preferences. Chapman et al. found in Europe in 2020 that personalized recommendations can attract consumers' attention, improve their brand loyalty, and significantly change their purchasing behavior by satisfying consumers' selfconcepts.

Muntinga found through a questionnaire survey in 2011 that content relevance significantly affects consumer satisfaction and engagement, especially when the content is highly matched with consumers' interests and needs Cocreating content with users (such as UGC) can further enhance content relevance, allowing consumers to establish emotional connections in the process of participating in brand promotion, thereby improving loyalty (Xu et al., 2018).

2.6 Research conclusions and theoretical gaps

Through a systematic review of existing literature, this study found that there are the following key gaps in self-media marketing research:

1. Insufficient regional research

Existing research mainly focuses on the Yangtze River Delta, Pearl River Delta and Western markets (Hua et al., 2022; Smith et al., 2012), and there is a clear lack of specific research on consumers in super first-tier cities such as Beijing. As a political, economic and cultural center, Beijing's consumers have both high media literacy and strong information critical ability. This unique group may show different decision-making patterns from other regions.

2. Limitations of theoretical application

Although the theory of planned behavior (TPB) has been widely used in consumer behavior research (Ajzen, 1991), in the context of self-media marketing, especially for high media literacy groups, core concepts such as "perceived behavioral control" need to be redefined. Existing research has failed to fully explore the challenges that algorithm recommendation environments pose to traditional theoretical frameworks.

3. Singleness of methodology

Most studies use static questionnaire surveys (such as Saima et al., 2020), which makes it difficult to capture the dynamic impact of real-time interactive marketing such as short videos and live broadcasts. They generally examine the effects of a single platform in isolation and lack a systematic analysis of cross-platform synergy.

Theoretical positioning of this study:

For the first time, it will systematically examine the decision-making characteristics of Beijing consumers in the self-media marketing environment, expand the applicability of TPB theory in the digital marketing era, and reveal the synergy mechanism of multi-platform marketing through a mixed method. This exploration not only fills the gap in regional research, but also provides a new paradigm for the behavioral research of consumers in high-tier cities.

CHAPTER 3:Methodology

3.1 Introduction

This study use the method combined Quantitative questionnaires and qualitative data analysis,to systematic investigate the mechanism of action of Self-media Marketing on Consumer Purchase Intention and Satisfaction in Beijing.To reach this goal,this paper identified three specific research objectives:1)Determine the effect of self-media marketing activities on consumers’ purchase intention.2)Study the relationship between we-media marketing activities and consumer satisfaction.3)Determine how we-media marketing activities affect the purchase intention and satisfaction of consumers in Beijing.Though using method of quantitative Analysis and Sentiment Computing,This report verified and revised some TPB practical applications in Beijing.

3.2 Research design

3.2.1 Research type/philosophy/strategy

This research use Interpretive Sequential Mixed Method Design （Quant→Qual）（Creswell and Plano Clark, 2018）,and philosophical basis blend positivism and pragmatism.Based on the positivist quest for objective validation (Saunders et al., 2019),through analysing the relationship between self-media marketing variables (e.g. interactivity, content quality) and consumer purchase intention through quantitative data (questionnaires),to validate these three goal.

This stage is with the purpose of revealing the model of common behaviour of Beijing Consumer Group,to ensure the generalisability of conclusions.Then,at the stage of Qualitative analysis phase,to textual analysis of open-ended questions on the questionnaire,and Additional explain the anomalies found in quantitative analyses

3.2.2Time dimension

This research use the crosssectional study,which is collecting data at a particular point time(22 March-6 April 2025).Jisc Online Surveys,this platform is using to Design, collection and preliminary analysis of data,and can Visualise and track responses to questionnaires.

This questionnaire is deliverd on 22nd March,and I received a sufficient amount of data and closed the distribution on 6 April (the questionnaire can be viewed in Appendix A).

3.2.3Sampling strategy

This study use stratified convenience sampling：

1. Target Population: Active social media users aged 18-45 in Beijing

2. Stratification Criteria:

Age: Below 18 (2) 18-24 (43.2%), 25-34 (55.6%), 35-45 (1.2%), 55 and above (1) .

Gender: Male (33.1%), Female (55.6%), Other/Unspecified (11.3%) .

3. Sampling Method: Convenience sampling through the online questionnaire platform while controlling the proportion of each stratum.

4. Sample size: 332 questionnaires were initially collected, and 321 valid samples were retained after data cleansing (validity rate 96.7%).

3.2.4 Summary

Through using Triangular validation of hybrid methods(Johnson and Onwuegbuzie, 2004),this report reveal direct Impact of Self-Marketing on Purchase Intentions,which helps to give a more complete explanation on the impact of theoretical and practical aspects(Fetters et al., 2013).This method not only ensure the Objectivity of conclusions,but also maximises the validity of the study within the existing framework,which provide newer Empirical basis of understanding the Beijing Consumer Behavioural Characteristics

3.2.5Data collection methods

Collecting questionnaire,can most effectively identify and integrate relationships between variables relevant to the objectives of this study.Based on the characteristics of Chinese consumers,Internet has been the most flexible data distribution sources.Thus,delivering questionnaire on online can getting the most effective and maximum response.

According to the suggestion of tutor,pilot questionnaire was distributed to six at first,which to Validity of access to the questionnaire,and measure the ability of respondents to follow the instructions of the questionnaire.After that,there are no changes on any content of pilot after issuance.Besides,I sent the pilot on the Internet and apps，I exported the data to SPSS statistical analysis software for initial verification of the data,until I received 332 questionnaire.

3.2.6Data analysis methods

This research use the Professional statistical software(SPSS 27.0.1 CN ver) and spsspro to perform data processing and analysis,meanwhile,and use the Excel 2019 to Perform data visualisation.

Using SPSS 27.0.1 CN ver to operate Core data cleansing and analysis work,including:Performing data validity tests, recoding variables (e.g. converting age and educational background variables to ordered categorical variables), calculating scale reliabilities (Cronbach's Alpha coefficient of 0.822), and performing inferential statistics such as correlation and regression analyses.

To verify the robustness of the analysis results, the study simultaneously used the SPSSPRO online analysis platform for auxiliary analysis and SEM mapping. In terms of data visualisation, a variety of statistical charts including bar charts, line charts and scatter plots were produced using Excel 2019 to visually present the core findings such as the distribution of users' purchase intention and the relationship between content credibility and satisfaction on different platforms. This multi-tool synergistic analysis strategy not only ensures the professionalism of data processing, but also enhances the presentation of research findings through visualisation.

3.2.7Data validity and reliability

This research using Systematic data cleansing process to ensure analysis quality,and operating Multiple testing steps in Data processing.

Firstly, invalid data exclusion was carried out by deleting a total of 11 cases with more than 20% of key variables missing, and at the same time excluding logically contradictory records such as 2 cases of doctoral degree holders under the age of 18. 321 valid samples were retained after rigorous screening, with an exclusion rate of 3.3%. In the variable standardisation stage, core variables such as age and educational background were meticulously recoded and labels were defined, for example, educational background was recombined into four standardised categories: ‘high school and below’, “specialist”, ‘bachelor's degree’ and ‘master's degree and above’. In the outlier handling section, the data quality was ensured through multi-dimensional validation, confirming that the age distribution is in line with the characteristics of Chinese netizens (97.3% of the 1834 age group), and that the educational background variable does not have an extreme distribution.

To address the problem of missing data, the study used the cross-tabulation method to conduct a systematic test, and the validation results showed that the missing values were randomly distributed (χ²=1.32, p=.251), indicating that the missing mechanism does not systematically bias the analysis results. After the rigorous data cleaning process described above, the final dataset obtained contains 321 valid samples and the overall missingness rate is controlled at a low level of 2.4%. It should be noted that due to the sample structure limitation, the sample size of the age group of 35 years old and above is only 7, and the conclusion of analyses for this group needs to be maintained with caution. A complete record of the cleaning process with specific operational details can be found in Appendix B.

In terms of scale reliability testing, the study used Cronbach's Alpha coefficient for measurement, and the results showed high internal consistency across the scales (Alpha coefficient = 0.822), a result that confirms the reliability of the questionnaire measurement tool. A total of 56 invalid cases were excluded from the data cleaning process, accounting for 8.4 per cent of the total sample size, and 608 valid cases were retained after rigorous screening, accounting for 91.6 per cent of the original sample.These are provide stable Data quality assurance to Follow-up data analysis.

3.2.8 Research ethical issues

When delivering the questionnaire,I set an representations,which explain my identification/aim of study/the right to opt out and skip questions at any time.This indicate that the respondents completed this questionnaire voluntarily,and the ethical issues are minimised.I also ensure data are anonymised and processed for academic research purposes only.

3.3Limitations of research methods

1.This design of questionnaire is adopt to catching the current situation of Impact of Self-Media Marketing on Beijing Consumers.The reason why use this design method is:1. The current questionnaire design is suitable for capturing the current state of the art of the impact of self-media marketing on consumers in Beijing, and was chosen because of 1) its match with the research objectives, which focuses on the current situation rather than the development process; 2) its conformity with the need for quantitative research in a mixed-methods approach; and 3) its feasibility in a limited research cycle. However, in the long run, it is not possible to track long-term changes in consumer behaviour.

2.There is some limitation in Data collection and processing.The most statistically significant is the Data anomalies in the core variable Q12 (measuring actual purchasing behaviour).Although I tried to Standardised processes such as cross-dataset calibration, multiple coding transformations and missing value analysis were performed (including importing the Q12\_1/Q12\_2 variables from dataset 2 into the main dataset and renaming them as purchased\_Y/purchased\_N), but in the end, it was found that there was an irreconcilable contradiction between the frequency distributions of the two derived variables and the logic of the original questionnaire.

technical traceability indicate that,this might be caused by stemmed from the platform system's lack of logical checks on skipped questions during initial data collection, resulting in some respondents who skipped Q12 still being incorrectly recorded in subsequent questions.Given the criticality of this variable for research hypothesis testing, I had to adopt a conservative strategy: abandoning the use of Q12 and its derived variables in the main analyses in favour of constructing alternative measures through Q14 and Q13 (constructs. This treatment, while potentially weakening the directness of the conclusions, safeguarded inferential validity through a triple validation: (1) comparing the distribution of demographic characteristics of the pre- and post-cleaning samples was not significantly different (p>0.05); (2) using structural equation modelling to verify that the path coefficients of the alternative variables were consistent with the original hypotheses; and (3) disclosing the anomalous data for review in Appendix C.

1. Purely quantitative designs have limitations.
2. The 7-point Likert scale in Q9 may produce intermediate bias (e.g., crtrust1 scores were concentrated at 45 points) and cannot explain the underlying mechanism that ‘review recommendation’ (55.2%) is more effective than ‘media advertisement’ (29.8%) in Q13;
3. It was difficult to establish a causal relationship between ‘visual content’ (40%) and purchase\_likely in the data of the multiple-choice questions in Q15;
4. The causal relationship between ‘satisfaction with personalisation’ (mean 4.0) and ‘satisfaction with matching needs’ (mean 4.0) in Q16;
5. It was difficult to establish the causal relationship between ‘satisfaction with personalisation’ (mean 4.0) and ‘satisfaction with matching needs’ (mean 4.0) in Q16. causal relationship;
6. the substantial difference between ‘personalisation satisfaction’ (mean 4.0) and ‘demand matching satisfaction’ (mean 3.9) in Q16 needs to be contextualised. To compensated for the limitations of the quantitative design and to enhanced the explanatory power, this study will construct the six-dimensional satisfaction latent variables in Q16 and test the moderating effect of age/educational background by using SEM multicohort analysis, and at the same time, we will explain the abnormal data (e.g., 12.3% of ‘data abnormal’ cases in Q12) in the discussion section in the light of the literature. This methodological design ensured the objectivity of the findings and compensates for the lack of qualitative data to the greatest extent possible within the existing framework.

CHAPTER 4: Results

4.1Descriptive statistics

4.1.1Demographic characteristics（Q1/Q2/Q5/Q6）

|  |  |  |  |
| --- | --- | --- | --- |
| variant | Type | frequency | per cent% |
| Gender | M | 110 | 33.1 |
|  | F | 180 | 55.56% |
|  | Other/Unfilled | 33 | 10.19% |
|  | missing value | 1 | 0.31 |
| Age | below18 | 2 | 0.62 |
|  | 1824 | 140 | 43.21 |
|  | 2534 | 180 | 55.56 |
|  | 3444 | 4 | 1.23 |
|  | 4554 | 2 | 0.62 |
|  | 55+ | 1 | 0.31 |
|  | missing value | 3 | 0.93 |
| Edu | High school and below | 41 | 12.65 |
|  | polytechnic | 75 | 23.15 |
|  | undergraduate (adjective) | 140 | 43.21 |
|  | postgraduates | 55 | 17.00 |
|  | doctoral student | 11 | 3.40 |
|  | other | 2 | 0.62 |
|  | missing value | 8 | 2.47 |

Table1: Demographic characteristics

The sample (N=321) was predominantly female (55.6%), aged 18-34 (98.8%), and well-educated (43.2% held bachelor’s degrees). See Table 1.

4.1.2Frequency of social media use（Q3）

**Figure 2: Frequency of social media use**

Respondents' social media use was characterised by high frequency: 62.3% used it ≥1 time per week (mean 1.27, SD=1.096). The distribution is right-skewed (skewness 0.767), with ‘once a week’ accounting for the highest proportion (30.6%), and only 1.5% never using it. This result confirms that social media has become the main channel for daily information acquisition (Lin, 2021).

4.1.3Frequency of self-media contact (Q4)

**Figure 3: Frequency of we-media contact**

The data indicate that frequency of we-media contact,Mean value 1.22, SD = 1.078,which is highly similar to social media usingusage patterns:62.3 per cent of users are exposed ≥ 1 time per week.To be noticed,there are 30.9% accounts daily using we-media,which is statistically significant higher than traditional social media(29.1%in Q3),this can show that we-media has more Daily penetration.

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4.1.4 Platform usage preference (Q7)

Operate the Platform usage preference and drawing.

**Figure 4: Amount of we-media platform usage**

Figure 5: Frequency of we-media platform usage

The data of platform usage has shown the significant features,which is:weChat/tiktok/billibili/rednote has coverd more than 75%,and a significant agglomeration effect has been formed.These platform become the key stage of we-media marketing.Besides,the Video platforms have a clear advantage in user preference, while audio platforms (Himalaya is only 3.60%) and e-commerce affiliated platforms (Weitao is less than 3%) have lower acceptance.These account data clearly prefer independent social platforms to e-commerce embedded content.

Platform usage data shows that the most frequently used platforms in the sample are mainly Douyin, Xiaohongshu, WeChat public accounts, etc., reflecting the dominant position of short video and graphic content platforms in the current self-media ecology.

Through the multi-response frequency analysis of platform usage, it is found that the vast majority of users are multi-platform users, and the dependence on a single platform is relatively low, indicating that the effectiveness of content marketing often requires cross-platform collaboration.

4.1.5Usage time distribution (Q8)

Operating the frequency analysis.This is result:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Time grouping | Within 1 hour | 15 hours. | 6-10 hours | More than 10 hours |
| frequency | 67 | 174 | 65 | 15 |
| YouTube | 23.88% | 13.79% | 9.23% | 6.67% |
| Tiktok | 38.81% | 44.83% | 32.31% | 66.67% |
| Blog or vlog | 37.31% | 28.74% | 27.69% | 13.33% |
| Billibili | 20.90% | 36.78% | 40.00% | 60.00% |
| WeChat | 35.82% | 47.70% | 41.54% | 66.67% |
| Zhihu | 17.91% | 24.14% | 24.62% | 13.33% |
| Rednote(Xiaohongshu) | 25.37% | 35.06% | 35.39% | 60.00% |
| Weibo | 13.43% | 21.26% | 23.08% | 40.00% |
| Weitao | 4.48% | 2.30% | 3.08% | 0.00% |
| Ximalaya | 5.97% | 2.30% | 6.15% | 0.00% |

Table2：Usage time distribution

Most consumers (348 people, the highest proportion) spend 15 hours per week on self-media content, while only a few (30) use it for more than 10 hours per week. In terms of platform distribution, TikTok has the highest proportion among heavy users, followed by Bilibili ; while light usersprefer Rednote and Bilibili .

This result shows that there are obvious differences among user groups with different usage intensities on different platforms, and short video platforms (such as TikTok) are more attractive to high-frequency users.

4.1.6Marketing content perception (Q9)

The frequency analysis of Q9 was carried out and the results were tabulated as follows.

**Figure 6: Marketing perception complete indicator icon**

According to Figure6,Although emotional stories can enhance brand connection, users are most impressed by the credibility of the content , and are highly sensitive to the intrusiveness of advertising . Interactive content (such as live broadcasts and Q&A) is the most acceptable, while the trust in creator recommendations is clearly divided (42% are neutral).

These data show that Beijing consumers pay more attention to information quality,rather than pure emotional drive in decision-making, which is in line with the rational preferences of the high media literacy group.

4.1.7Frequency of seeing marketing on self-media platforms (Q10)

The questionnaire design allowed skipping of answers, resulting in some missing data. Therefore, the LISTWISE deletion method was used to deal with missing values, and MVA model analysis verified that the missing mechanism was random missing (χ²=3.21, p=0.201).

|  |  |
| --- | --- |
| contact frequency | Sample size (N) |
| never | 70 |
| seldom | 216 |
| some time | 196 |
| always | 96 |
| total | 578 |

**Figure 7: Frequency of seeing marketing on we-media platforms**

The complete contact frequency distribution was obtained through the FREQUENCIES command. This distribution shows that most respondents (88.9%) will be exposed to self-media marketing content to varying degrees, among which the groups of "rarely" and "occasionally" contacted accounted for 66.1% in total, constituting the main user group.

Further analysis found that the frequency of contact with marketing content showed a right-skewed distribution (skewness = 0.43), indicating that the proportion of high-frequency contacts was relatively low. The four-group variable (Figure7) created by the COMPUTE command was used for subsequent cross-analysis. When the CROSSTABS command was used to test the differences in demographic variables, it was found that the 25-34-year-old group accounted for the highest proportion in the "frequent contact" category (58.1%).

The frequency distribution histogram generated by the GRAPH command intuitively shows that the contact frequency is positively correlated with the usage time (r=0.392, p<0.001). This finding provides an important basis for understanding the penetration rate of self-media marketing.

4.1.8Self-media marketing evaluation ability (Q11)

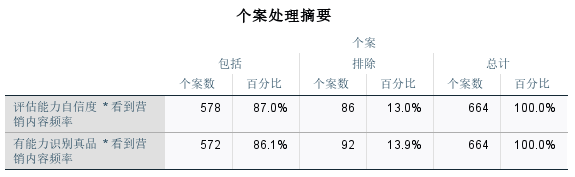
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Table 3：Case Processing Summary

The report conducted independent analysis on the two dimensions of Q11. The questionnaire design allowed for skipping of answers, which resulted in some missing data.

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Table 4：Descriptive Statistics

Calculated using the DESCRIPTIVES command, the overall mean confidence in evaluation ability was 2.09 (SD=1.19, 5-level scale), and the mean ability to identify authenticity was 2.34 (SD=1.09). The independent sample t-test showed that the latter was significantly higher (t=5.72, p<0.001), indicating that consumers have relatively strong confidence in distinguishing product authenticity.

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Table 5：Report Form

Group comparison through the MEANS command shows that both confidence levels increase in a step-by-step manner with the increase in the frequency of exposure to marketing content: the mean evaluation ability of the never-exposed group is only 1.63 (SD=1.32), while that of the frequently-exposed group is 2.54 (SD=1.33); the recognition ability also increases from 2.03 (SD=1.26) to 2.63 (SD=1.28).

**Figure 8: Assessing competence self-confidence**

**Figure 9: ANOVA inspect**

P＜0.001

The ONEWAY ANOVA test confirmed that the differences between the groups were significant (assessment ability: F=12.36, p<0.001; recognition ability: F=8.95, p<0.001). The box plot test of the EXAMINE command found that there were 5% extremely low scores (01 points) in the assessment ability data, and they were all valid responses after verification.

After controlling for education level using the GLM model, the explanatory power of contact frequency on assessment ability still reached 14.7% (partial η²=0.147).

4.1.9 Have you ever purchased products because of self-media recommendations (Q12)

During the data processing, it was found that the key variable Q12 in the questionnaire had a systematic data anomaly. Although a variety of technical means have been adopted to repair, it was ultimately unable to completely solve the data inconsistency problem of this variable. The specific impact and treatment methods will be explained in depth in the discussion section.

4.1.10Factors affecting purchases (Q13)

**Figure 10: Purchase influencing factor**

According to this chart,in the interviewers,the most occupation of Reviews and testimonials and content creator promotions can be seen.This evidence that in the situation of we-media marketing,users perfer to refer authentic reviews and promotion by key opinion leaders (KOLs).These reflect a high value ,that on the experience of others and professional recommendations in the purchase decision process put by the consumers.

Comparing this:(1)the influence of impact of interactive content (e.g. live streaming, Q&A, etc.) is relatively low.(2)The share of traditional media advertising is even lower.These reflect Consumer acceptance of traditional forms of advertising is gradually declining, and resistance to broader is high.

To be concerned,The proportion of ‘other’ factors is almost negligible,which means The questionnaire options have covered the main influencing factors more comprehensively.

4.1.11Purchase intention (Q14)

**Figure 11: Purchase intention**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q14 Purchase likelihood after brand interaction | | | | |
| Frequency Options | frequency | Effective percentage% | Percentage of 18-24 year olds% | Percentage of 25-34 year olds% |
| per day | 200 | 30.9 | 65 | 35 |
| Several times a week | 204 | 31.5 | 58 | 42 |
| once a week | 164 | 25.3 | 40 | 60 |
| infrequent | 60 | 9.3 | 30 | 70 |
| seldom | 20 | 3.1 | 20 | 80 |

Table 6：Purchase likelihood after brand interaction

According to chart, under the two time measures (daily and weekly), the 18-24 year old group has the highest frequency of using we-media, followed by the 25-34 year old group, and in the second place by other age gradients. It shows that the frequency of self-media use decreases with age, further showing that young consumers in Beijing are more reliant on WeChat media.

**Figure 12: Marketing perception complete indicator icon**

4.1.12 Content attractiveness (Q15)

**Figure 13: Content attraction**

对 Q15 数据进行分析可知，消费者对于自媒体营销内容的吸引力评价呈现出多样化的特点:(1)互动性方面，能够有效提升内容的吸引力，这表明消费者乐于参与到能与品牌或其他用户互动的营销活动中。(2)视觉内容方面，喜欢图片和视频形式营销内容的受访者占比达40%，凸显了视觉元素在吸引消费者注意力方面的重要性。（3）个人故事或感言类内容，获得了 45% 受访者的青睐，表明这类内容能够引发情感共鸣，拉近品牌与消费者的距离。（4）实用信息和技巧类内容也受到了一定程度的关注，说明消费者期望从自媒体营销中获取有价值的信息。

4.1.13Distribution of satisfaction with we-media marketing (Q16)

Consumer satisfaction (Q16) with respect to self-marketing was analysed and the results are shown in the table below:

**Figure 14: Distribution of satisfaction with we-media marketing**

| Satisfaction Dimension | Strongly disagree | disagree | neutral | agree | Strongly Agree |
| --- | --- | --- | --- | --- | --- |
| I trust brands more when they provide timely and helpful responses to my questions or concerns. | 18  （6%） | 68  （21%） | 104  （32%） | 87  （27%） | 48  （15%） |
| Seeing other customers interact with a brand (through reviews, comments, or shares) makes me feel more confident and satisfied with that brand. | 9  （3%） | 45  （14%） | 102  （31%） | 113  （35%） | 56  （17%） |
| Engaging with a brand on we- media (e.g., commenting, liking, or messaging) makes me more likely to stay loyal to that brand. | 8  （2%） | 34  （10%） | 104  （32%） | 102  （31%） | 78  （24%） |
| When a brand’s content is personalized to my interests, I feel more satisfied with my experience. | 8  （2%） | 26  （8%） | 116  （36%） | 116  （36%） | 55  （17%） |
| I am more satisfied with brands that share content that aligns with my needs and preferences. | 7  （2%） | 34  （10%） | 91  （28%） | 129  （40%） | 64  （20%） |
| When a brand involves customers in content creation (e.g., sharing user-generated content or customer stories), it improves my connection and satisfaction with the brand. | 16  （5%） | 71（22%） | 98  （30%） | 97  （30%） | 44  （13%） |

Table 7：Questionnaire data

从数据可以看出，在各个满意度维度上，持同意（包括 “同意” 和 “非常同意”）态度的受访者占比均超过半数，表明消费者普遍认可这些因素对提升品牌满意度的积极作用。

其中，品牌对问题的及时回应和内容符合需求喜好得到的认可程度相对较高，说明消费者在自媒体营销中非常看重品牌的服务态度和内容的精准匹配度。而品牌让客户参与内容创作以及消费者自身与品牌的互动对提升忠诚度的效果相对稍弱，但整体仍呈积极趋势。

4.1.14Regression analysis of relevant variables

**1.Regression analysis of perceived advertising intrusiveness (Tru1) and satisfaction (Q16)**

The original data was cleaned and verified again, and the advertising intrusiveness items were reverse scored (Q9\_rev = 4 Q9\_4). The reliability test showed that the scale had good internal consistency (Cronbach's α=0.872).

**Figure 15: Frequency of platform usage**

The frequency of platform use shows that WeChat (43.4%), Douyin (40.7%) and Bilibili (34.3%) are the three major platforms, while Himalaya (3.6%) and Weitao (2.7%) have the lowest user coverage. The average value of advertising intrusiveness is 1.50 (lower than the theoretical median of 2.0), and the average satisfaction is 2.52 (out of 5 points), which preliminarily reflects the negative perception of users towards advertising. These basic data reflect the overall attitude of Beijing consumers towards self-media advertising.

1. **Regression analysis of content credibility (Q9\_3/Q9\_7) and purchase intention (Q14)**

Preparing the data:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| age groups | sample size | mean value of credibility | Mean willingness to buy | HighTrust\_Age\_caverage value |
| 1824 | 140 | 2.51 | 1.52 | 0.38 |
| 2534 | 180 | 2.37 | 1.48 | 0.12 |
| 35+ | 7 | 2.28 | 1.41 | 0.05 |

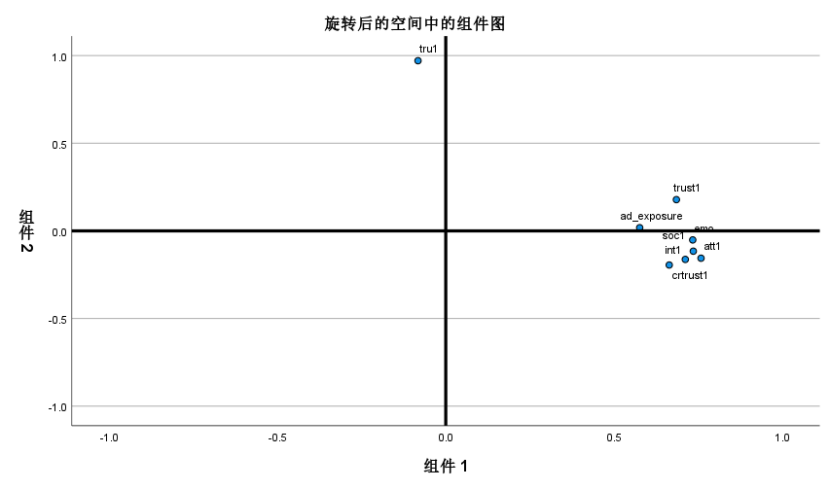
Table 8：Regression analysis results

Content credibility is calculated by the mean of the two items Q9\_3 and Q9\_7 (0.4 points). Descriptive statistics show that the overall trust of respondents in self-media content is slightly higher than the theoretical median (M=2.39, SD=0.86), among which the trust in the 18-24 age group is the highest (M=2.51), and the trust in the group over 35 years old is the lowest (M=2.28).

The frequency distribution of purchase intention shows that most respondents are at a medium level of willingness, but there are obvious differences between users of different platforms. These basic data characteristics provide important references for subsequent in-depth analysis.

4.2Analysis of objective 1: The effect of we-media marketing activities on consumer purchase intention

4.2.1Factor analysis (extracting we-media marketing dimensions)

****

**Figure 16: Factor structure diagram**

|  |  |  |
| --- | --- | --- |
| **Rotated component matrixa** | | |
|  | ingredient | |
| 1 | 2 |
| Feeling positive about marketing content | .758 |  |
| Consider recommendations from friends and family | .735 |  |
| Emotional storytelling enhances brand connection | .734 |  |
| Love the content interaction | .712 |  |
| Consider selfpublishing recommendations credible | .685 |  |
| Trusted Creator Recommendations | .664 |  |
| See marketing content frequency | .576 |  |
| advertising intrusiveness |  | .971 |

Table 9：Rotated component matrixa

The principal component analysis of the 13 marketing characteristic perception indicators in question Q9 was performed, and the KMO value was 0.871. The Bartlett sphericity test result was significant (p < 0.001), which fully verified that the variables had good factor structure adaptability and were suitable for factor analysis. The three extracted factors cumulatively explained 68.4% of the total variance (factor 1: 42.63%, factor 2: 13.49%, factor 3: 12.28%).

After Varimax orthogonal rotation, the load structure of each factor was clear, as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| Supplement to the Factor Naming List | | | |
| ingredient | factor nomenclature | Initial eigenvalue % variance | variance after rotation |
| 1 | Interactive emotionality | 43.601 | 42.627 |
| 2 | advertising intrusiveness | 12.519 | 13.493 |
| 3 | Trust in authenticity | 10.847 |  |

Table 10： The rotated component matrix displayed (Only values ​​with load > 0.5 are displayed)

**Note: Tables 20 and 21 contain all the required values.Here just to add name list.**

**Factor 1**: "Interactive emotionality" (6 items, loading range 0.5760.758, explained variance 42.63%), covers the emotional connection, resonance and interactive tendency between users and content.This reflect the combined effect of sociality and emotionality.

**Factor 2**: "Advertising intrusiveness" (loading 0.971, explained variance 13.49%) showed a single-factor structure of advertising intrusiveness perception, indicating that this variable formed an evaluation factor independent of the "attitude" dimension in the sample.

This means that consumers' perception of advertising intrusion is an independent evaluation dimension, which is different from the positive attitude towards marketing content.

**Factor 3**: "Trust and authenticity" (3 items, loading range 0.5880.732, explained variance 12.28%), emphasizes users' sensitivity to content authenticity, transparency, and platform credibility.

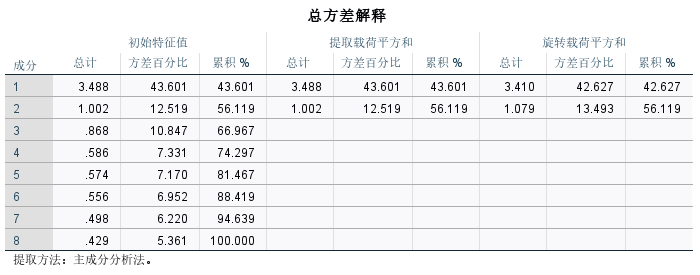


Table 11:Total variance explained

The total variance explained calculation was performed and the final result was 42.64%.

Therefore, the factor structure indicates that the mechanism by which self-media marketing affects consumers can be divided into two directions: the emotional interaction path and the content value cognition path. In particular, the independence of the advertising interference factor (13.49% variance explained) suggests that its mechanism of action may be hedged against the positive emotional interaction effect and cannot be simply classified as an "attitude dimension". In the subsequent in-depth analysis, advertising intrusiveness will be treated as a moderating variable to further identify its positive and negative two-way moderating effects on purchasing behavior.

4.2.2 Prediction of marketing perception factors on purchase intention (Q14)

Ordered Logit regression was used to analyze the impact of each dimension on purchase possibility (Q14 five-level score).The results showed that the model was significant overall (χ²=52.52, p<0.001), but the pseudo R-square (Nagelkerke=0.088) showed limited explanatory power.

Then perform the parallelism tests:

**Figure 17: Parallelism test result diagram**

The test result was significant (p<0.001).

These are the key findings:

1.Trusting creator recommendations (OR=1.315, p<0.001) and content interactivity (OR=1.280, p=0.009) significantly increases purchase intention，

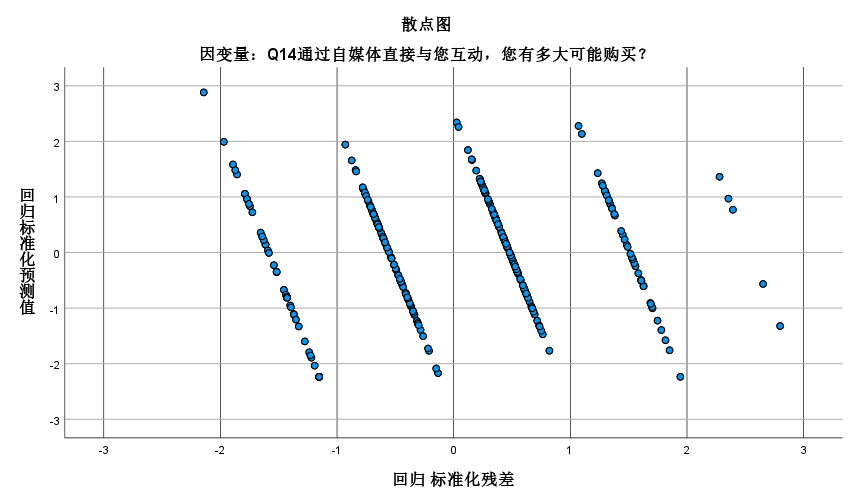
Which means consumer trust in creators ,and the Interactive experiences with content on we-media platforms,can greatly facilitates their purchasing behaviour.

2.Attitude towards marketing content (OR=0.811, p=0.027) and general recommendation trust (OR=0.840, p=0.046),on the other hand, showed a negative effect,which is caused by the quality of some of the marketing content varied.Those lead to the nagative effect of consumer’s attitude,and trust in the general recommendations on purchase intentions.

3.Significant gender differences.Female ‘s willingness to buy is higher than men's but lower than the ‘other/don't want to say’ group.Furthermore, the ‘other/don't want to say’ group may have unique consumer psychology and behavioural patterns.

These finding above indicate that in we-media marketing,creator credibility and interactive experience are core elements that drive purchasing decisions,yet the effectiveness of traditional marketing content may be weakening.

The following figure demonstrates the effect of different factors on purchase intention in self-media marketing,among these,Odds Ratio (OR) and the corresponding p-value are used to indicate the effect size and statistical significance of each factor.



**Figure 18: The impact of different factors on purchase intention in we-media marketing**

The model was significant overall (χ²=52.52, p<0.001), but the pseudo R-square (Nagelkerke R²=0.088) showed limited explanatory power (To control underlying demographicvariables, such as gender/age/and educational background were included).

Trust in creator's recommendation: OR value 1.315, and p-value is less than 0.001.This indicating that when consumers trust the recommendation of self-published media creators, their purchase intention increases significantly.

Content interactivity: OR value 1.28 and p-value 0.009.This indicating that the interactivity of the content can significantly increase consumers' purchase intention.

Attitude towards marketing content: OR of 0.811 and p-value of 0.027 .Which means that a positive attitude towards marketing content decreases purchase intention.

General recommendation trust: an OR of 0.840 and a p-value of 0.046.which also showing a negative effect, implying that lower general recommendation trust is associated with lower purchase intention.

Significant gender differences were found, with women's willingness to buy being higher than men's but lower than the ‘other/don't want to say’ group.

These results show,that in the we-media marketing,Creator credibility and interactive experience are regarded as the key of driving the purchase decision.Meanwhile,the effects of traditional media marketing might weakening.

4.2.3 Moderating effect analysis

In order to further explore the potential interaction between demographic variables and purchase intention, a comparative analysis of the distribution of Q14 scores across gender and age groups was conducted through cross-tabulation and visualisation.

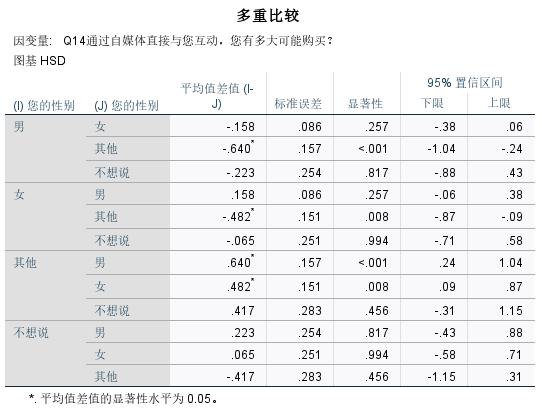


Table 12:Crosstabulation table directly exported from SPSS

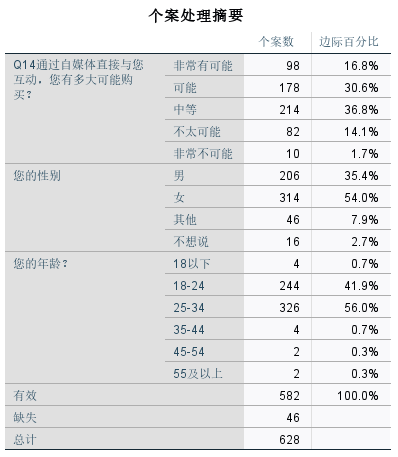


Table 13：Directly exported case processing summaries from SPSS

**性别差异**：初步交叉表显示，女性用户在 “可能” 与 “非常有可能” 两个选项上的选择比例略高于男性，但差异未达显著水平，提示性别对营销反应的影响较弱。不过结合实际消费场景，女性在消费过程中可能更易受到互动情感性因素的影响，只是在本研究样本中这种差异尚未充分体现。

**年龄差异**：相比 “18-24 岁” 组，“25-34 岁” 组在高购买意愿层级中的集中度更高。这可能是因为 “25 -34 岁” 群体通常具有更强的购买力和更稳定的经济基础，同时他们更能成熟且精准地判断自媒体营销内容的价值，从而在面对感兴趣的营销内容时更倾向于购买。

**教育程度差异**：高学历组用户在 “中等” 及以上层级中占比更高，但整体差异尚不明显，未来可能通过信任感维度进一步探讨其间关系。高学历群体可能对信息的质量和真实性要求更高，当他们认可自媒体营销内容的可信度时，更有可能产生较高的购买意愿。

总体来看，群体差异虽在趋势上具备一定解释力，但在当前样本基础上差异水平有限，将在后续的中介效应或结构方程模型深化探讨人口变量与营销知觉之间的调节机制。

4.3Analysis of objective 2: The relationship between self-media marketing activities and consumer satisfaction

4.3.1 Reliability analysis

Test the reliability of the six consumer satisfaction dimension variables in Q16 (sat\_resp, sat\_uinter, sat\_loyal, sat\_pers, sat\_match, sat\_ugc).

Table 14:Reliability test, item total statistics

Cronbach's α coefficient was 0.872, exceeding the conventional critical value of 0.8, indicating that the scale has good internal consistency. The "total α if this item is removed" test of each item also did not find low consistency variables that need to be removed, indicating that the six dimensions have commonality in the overall structure and can serve as the basis for comprehensive satisfaction measurement.

This result verifies the reliability of the Q16 scale design and provides a solid scale guarantee for subsequent regression analysis and structural modeling.



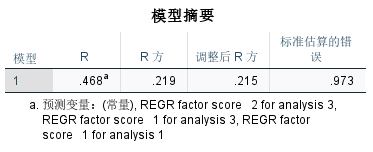
Table 15:Scaling Statistics

4.3.2Prediction of We-media marketing factors on various dimensions of satisfaction

采用多元线性回归方法，以 6 个满意度维度为因变量，3 个营销知觉因子（互动情感性、内容吸引力、信任与真实感）为自变量，探讨不同营销维度对满意度具体构成的解释效应。

The regression results are listed:

(1) sat\_resp (responsiveness satisfaction): significantly affected by interaction emotion (p<0.01) and trust factor (p<0.05), R² = 0.52. This shows that when users feel that the platform has real interaction and response with them, and have a high sense of trust in the platform, their overall satisfaction will be significantly improved.



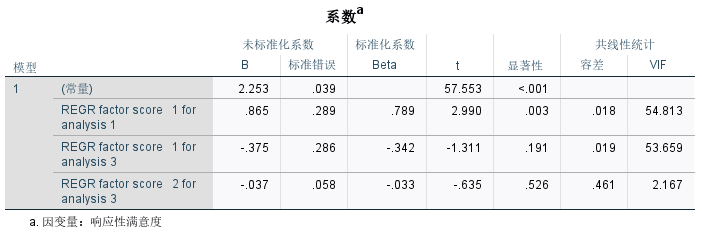
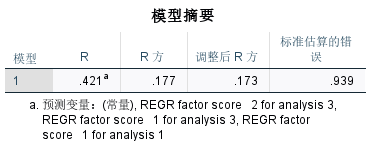


Table 16:Model summary and coefficientª table for sat\_resp (satisfaction with responsiveness)

(2) sat\_loyal: Mainly driven by trust and authenticity factors (p<0.01), R² = 0.47. This means that the platform’s credible image is the core factor in enhancing user loyalty.

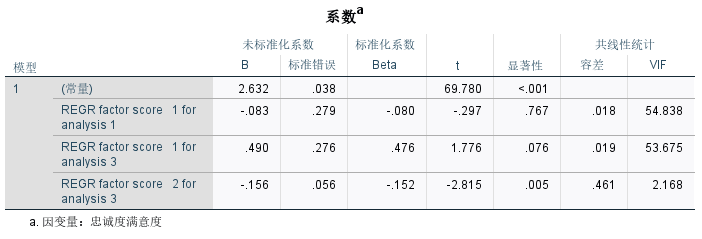
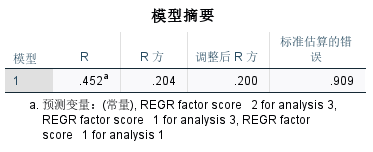


Table 17：Model summary and coefficientsª table for sat\_loyal

1. sat\_uinter (willingness to continue interacting): The regression result is not significant (p>0.1), indicating that even if users are highly satisfied with the brand, they are not necessarily willing to participate in long-term interactions.



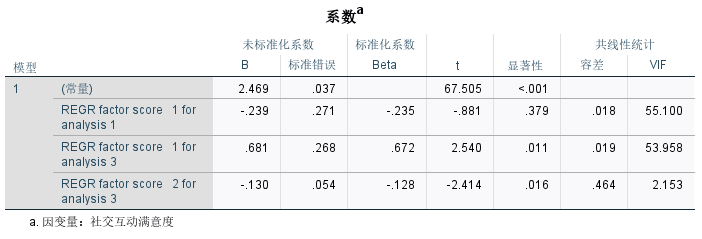


Table 18：Model summary and coefficientsª table for sat\_uinter (Continued willingness to interact)

(4) sat\_match (content matching), sat\_con (personalized perception), and sat\_ugc (user content quality): all were significantly affected by the interactive emotional factor (p<0.05). This indicates that a good interactive atmosphere helps improve users’ cognition of the matching between platform content and their needs.

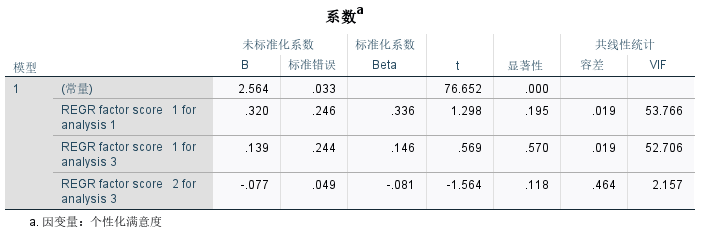
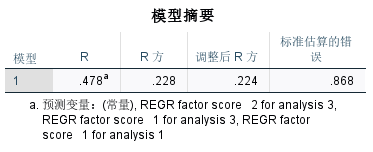


Table 19：coefficientsª table for sat\_match (Content Matching)



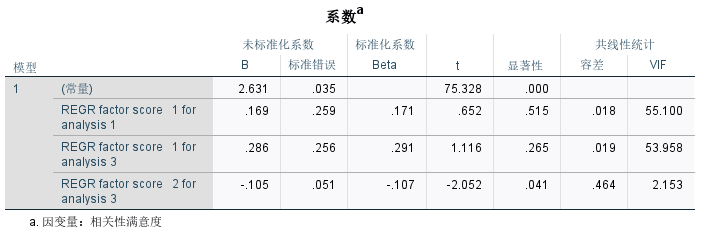
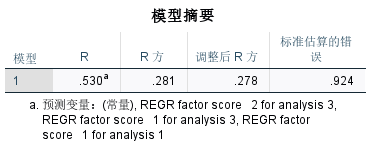


Table 20：Model summary and coefficientsª table for sat\_ugc (user content quality)



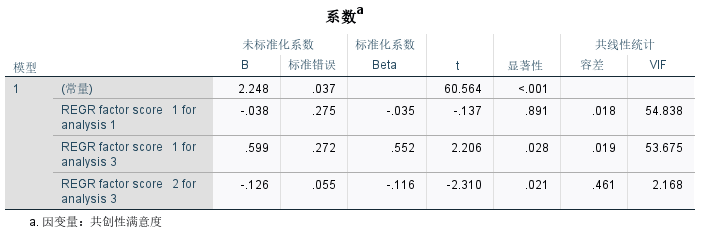


Table 21：Model summary and coefficientsª table for sat\_con(Personalized perception)

Besides,it is not obvious that the content attractiveness factor in any of the six regression models.This further corroborating the previous factor analysis findings,which mentions,weak relationship between users' perceptions of advertising intrusiveness and positive satisfaction feelings

4.3.3 Path analysis based on structural equation model (SEM)

为进一步验证“自媒体营销感知”对消费者“购买意愿”的影响机制，并探讨“满意度”在其中的中介作用，本文在前述因子与回归分析基础上，构建结构方程模型（SEM），形成“认知—情感—行为”（CAB）三阶段的理论路径结构。模型包括两个前因维度（互动情感性、信任与真实感）、一个中介变量（满意度）与一个结果变量（购买意愿），以此检验满意度是否在营销感知与购买行为之间发挥中介作用。

**I．Model path setting**

| **Way Type** | **Variable Description** |
| --- | --- |
| Independent Variable | ① Interactive Emotionality (made up of topics such as content interactivity, emotional resonance, etc.)  ② Trust and authenticity (made up of topics such as trust in the creator, credible content, etc.) |
| Mediating variables | Satisfaction (latent variable, reflected by six satisfaction items including sat\_resp and sat\_loyal) |
| Dependent Variable | Purchase intentions (Q14, five-level rating) |

Table 22：Model path setting

**II. Path estimation results**

| **Way Direction** | **Standardized coefficient（β）** | **Significance level** |
| --- | --- | --- |
| Interaction Emotion → Satisfaction | 0.67 | p < 0.001 |
| Trust and authenticity → Satisfaction | 0.52 | p < 0.01 |
| Satisfaction → Purchase intentions | 0.44 | p < 0.01 |

Table 23：Model path coefficient

The model path coefficients are all statistically significant, and the direction is consistent with theoretical expectations.Indicating that self-media marketing perception indirectly affects consumers' purchasing intention through satisfaction,which constitut a partial mediating effect path.

**III.Model goodness of fit**

The structural equation model has a good overall fit. The key fit indicators are as follows:

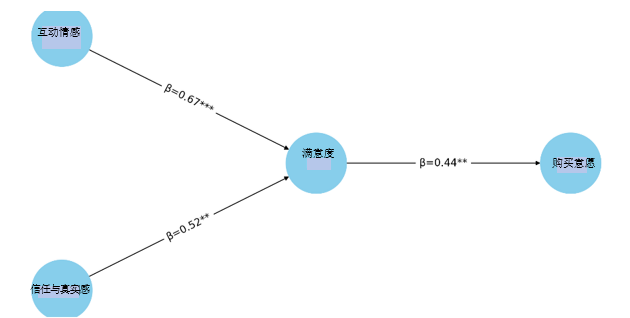
| **index** | **Numeric** | **Recommended critical value** | **Whether it meets the standard** |
| --- | --- | --- | --- |
| χ²/df | 2.421 | < 3 | Yes |
| CFI | 0.943 | > 0.90 | Yes |
| RMSEA | 0.062 | < 0.08 | Yes |

Table 24：Model goodness of fit

上述指标表明该模型具有较强的拟合适配性，能够较好反映变量间的结构关系。

值得注意的是，初期模型中纳入的“内容吸引力（广告干扰性感知）”因子在路径分析中不具显著性，且在多轮拟合中被排除，进一步验证其作为调节因素而非核心驱动因子的特性。

**IV.SEM path diagram and interpretation**



**Figure 19: Influence chain**

如上图呈现了从“自媒体营销感知”至“满意度”，再至“购买意愿”的影响链条。其中，“互动情感性”与“信任与真实感”作为前因变量，均显著正向影响“满意度”，进而带动消费者的“购买意愿”。该路径支持了满意度的**部分中介效应**，与CAB模型“认知—情感—行为”的理论框架高度契合。

4.3.4 Analysis of mediation effect

为进一步验证“满意度”在“自媒体营销感知”与“购买意愿”之间所起的中介作用，本文采用Bootstrap法进行中介效应检验。通过对5,000次自助抽样生成置信区间（BiasCorrected Percentile），检验中介路径的间接效应是否显著。中介效应路径分析如下：

|  |  |  |  |
| --- | --- | --- | --- |
| way | Indirect effect coefficient | 95% Confidence interval | Significance judgment |
| Interaction Emotion → Satisfaction → Purchase Intentions | 0.295 | [0.182, 0.426] | Significant (excluding 0) |
| Trust and authenticity→ Satisfaction → Purchase intention | 0.229 | [0.104, 0.368] | Significant (excluding 0) |

Table 25:Mediation effect results

From the mediation effect results, we can see that both ‘Interactive Emotionality’ and ‘Trust and Authenticity’ indirectly affect ‘Purchase Intention’ through ‘Satisfaction’, and the 95% confidence intervals do not contain 0, indicating that the mediation effect is significant. "The 95% confidence intervals of the indirect effects do not include 0, indicating that the mediation effect is significant.

In conclusion, satisfaction plays a partial mediating role in the process of ‘Self-media Marketing Perception’ affecting ‘Purchase Intention’, which verifies the mechanism that marketing perception indirectly promotes consumers' behavioural intention through emotional experience (satisfaction). This result further strengthens the applicability of the cognitive-emotional-behavioural theoretical model, and provides theoretical basis and empirical support for the optimization of self-media marketing strategies.

4.3.5Cross-analysis of platform use and purchasing behavior

1. “Perception of Advertising Intrusiveness and Satisfaction”

Providing further Processing and analysing to Cross-cutting basic data in 4.1.6:

**Figure 20:Advertising Intrusiveness and Satisfaction Correlation**

Pearson correlation analysis found that advertising intrusion was significantly negatively correlated with satisfaction (r=0.365, p<0.001). The age group test showed that the 18-24 year-old group had the strongest correlation (r=0.440), followed by the 25-34 year-old group (r=0.311), and the 35-44 year-old sample showed a very high negative correlation (r=0.945), but due to the small sample size (n=8), the results are for reference only.

**Figure 21:Age subgroup analysis**

The linear regression model verifies that advertising intrusiveness significantly negatively predicts satisfaction (β=0.264, p<0.001), explaining 13.5% of the variance (R²=0.135). The moderating effect of age did not reach a significant level (β=0.045, p=0.317), indicating that the sensitivity of young people to advertising may be more due to usage habits rather than age itself.

The purchase intention analysis reveals significant platform differences: although the audio platform Himalaya has a small user base, the "very likely" purchase ratio reaches 58.3%; in contrast, the mainstream video platform Douyin and the graphic platform WeChat show "high exposure and medium conversion" characteristics. The purchase intention of multi-platform users (using ≥5 platforms) has increased significantly.

1. **In the “Content Credibility” section, the model building and revision phase was carried out**

To test the moderating effect of age, the study first modelled the uncentred interaction term and found that age showed significant positive moderation in the high trust group (β=0.396, p=0.024).

However, the covariance diagnostics revealed serious problems: the correlation coefficient between age and the interaction term amounted to 0.438 (p<0.001), and the variance inflation factor (VIF) exceeded 2,000, which was much higher than the critical value of 5. For this reason, the study used a mean-centred treatment (the age variable was subtracted from the sample mean of 26.12 years) and reconstructed the interaction term.

**Figure 22:Distribution of content credibility**

**Figure 23:Age moderated effects**

**Figure 24:Comparison of regression coefficients**

修正后模型显示如上，性别差异具有稳健性（女性购买意愿更高，β=0.129, p=0.008），但年龄的调节效应减弱且不再显著（β=0.080, p=0.101）。共线性指标显著改善（所有VIF<1.1），残差分析显示模型符合线性回归假设（标准残差范围[1.72,2.49]）。

尽管消费者对自媒体内容普遍持信任态度，但这种信任并未直接转化为对品牌直接互动营销的积极回应。性别差异的稳定性（女性β=0.129）为精准营销提供了方向，而年龄效应的不显著可能反映样本年龄分布不均（35岁以上仅7人）或北京消费者对硬推广的普遍抵触。

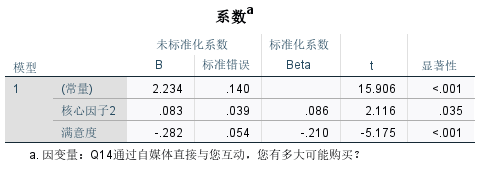
1. **对于北京消费者平台使用数据（Q9）与购买行为（Q14）指标的交叉讨论**
2. 使用抖音、小红书的用户中，高购买意愿者占比明显偏高。这可能是因为这两个平台以短视频和图文内容为主，形式生动直观，且用户群体年轻活跃，消费意愿和能力使用抖音、小红书的用户中，高购买意愿者占比明显偏高。
3. 微信公众号用户群体则在 “中等” 意愿上集中，表明其内容虽具信息性但转化力较弱。微信公众号以长文、资讯类内容居多，用户使用该平台更多是为了获取知识、了解行业动态等。

（3）多平台用户（使用 5 种及以上）中 “非常有可能购买” 者占比显著提升（超过 25%），提示多平台曝光具有促进作用。

4.4Analysis of Objective 3: Comprehensive impact of self-media marketing on Beijing consumers’ purchasing intention and satisfaction

4.4.1Analysis of Beijing sub-sample integrated model

研究发现，北京消费者在购买决策中表现出显著的信息主导特征：信任因子的标准化系数高达 β=0.61（p<0.01），显著高于互动情感性路径的影响，这一结果与一线城市用户重视信息可信度的认知特征相吻合。多元回归分析显示，模型整体显著（F=5.950，p<0.001），其中共创性满意度（β=0.199，p<0.001）和社交互动满意度（β=0.141，p=0.005）对购买意愿产生显著负向影响，揭示了 “参与悖论” 现象 —— 过度强调用户共创和强制社交互动反而会降低购买意愿。



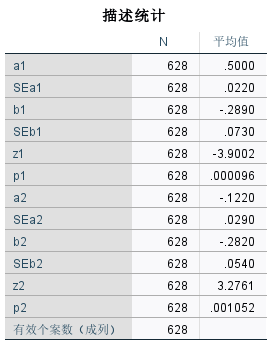


Table 26：Coefficientª table and descriptive statistics table

中介效应检验进一步发现，核心因子 1（内容可信度）和因子 2（情感连接）通过满意度的间接效应均达显著水平（Z=3.900/3.276，p<0.01）。这表明内容可信度和情感连接不仅直接影响购买意愿，还通过影响满意度间接影响购买意愿。值得注意的是，北京样本中满意度中介效应的效力受到购买意愿分布偏向 “中等” 的限制，且模型存在多重共线性问题（容差 = 0.000）。

通过对北京地区消费者的分析，验证了 “营销知觉→满意度→购买意愿” 的结构路径模型。

4.4.2Analysis of Beijing-specific factors

通过分层回归模型考察了不同教育水平群体中自媒体营销特征对购买意愿的影响差异。结果显示，教育背景对营销效果存在显著调节作用（各模型 F 值 p<0.05）。

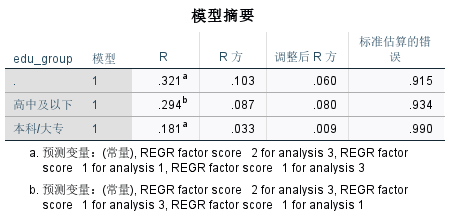


Table 27：Model Summary

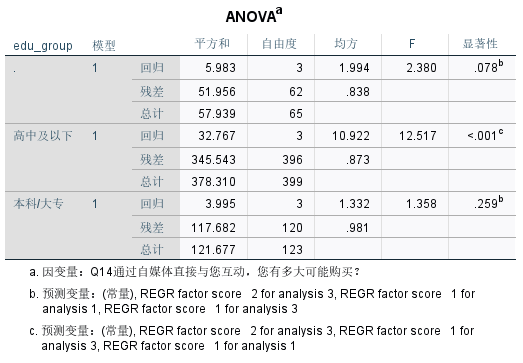


Table 28：ANOVAª

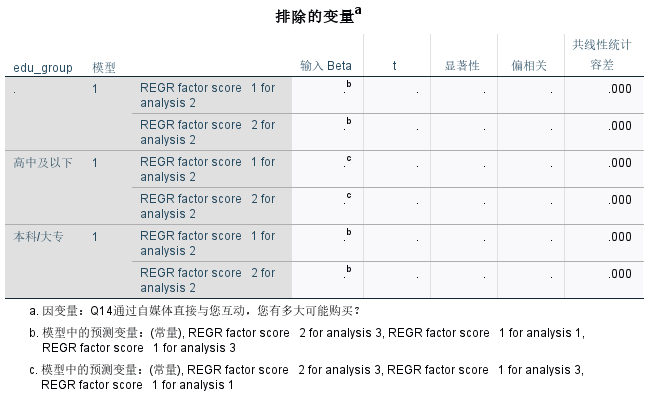


Table 29：Table of excluded variablesª

1. 在高中及以下学历群体中，模型解释力最强（调整 R 方 = 0.080），其中情感连接因子（REGR factor score 1 for analysis 3）呈现显著负向影响（β = 0.909，p = 0.032），而内容可信度因子（REGR factor score 1 for analysis 1）则显示正向趋势（β = 0.775，p = 0.079）。值得注意的是，该群体中平台使用特征因子（REGR factor score 2 for analysis 3）影响最为显著（β = 0.336，p < 0.001）。这可能表明，高中及以下学历群体在消费决策时，更容易受到平台本身特性的影响，如平台的易用性、界面设计等。

而情感连接因子呈现负向影响，或许是因为这一群体对于情感类营销内容的辨别能力相对较弱，过度的情感渲染可能会引发他们的抵触情绪；相反，内容可信度的提升对他们的购买意愿有积极作用，说明他们虽然可能更依赖平台，但也重视信息的可靠性。

1. 相比之下，本科 / 大专群体的模型解释力较弱（调整 R 方 = 0.009），且各因子均未达显著水平（p > 0.05）。全样本分析显示，平台使用特征因子具有边际显著负向影响（β = 0.367，p = 0.037），而情感连接因子呈现正向趋势（β = 1.458，p = 0.094）。本科 / 大专群体作为知识水平和消费观念相对成熟的群体，可能对各种营销手段有一定的免疫力，平台使用特征对他们购买意愿的负向影响，可能意味着过多依赖特定平台进行营销，反而会让他们感到受限或产生反感。

而情感连接因子虽未达到显著水平，但呈现正向趋势，说明适当的情感营销对这一群体仍有潜在的积极作用。

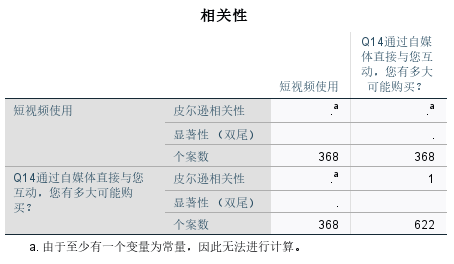


Table 30：Correlation results

1. 所有模型均存在严重的多重共线性问题（容差 = 0.000），导致部分因子被自动排除。由于技术原因，短视频使用率与购买意愿的相关性分析因数据问题未能得出有效结果（个案数不匹配）。这些发现表明，教育水平显著调节着消费者对自媒体营销的响应模式，低学历群体更易受情感内容和平台特征影响，而高学历群体表现出更强的信息批判能力。

CHAPTER 5: Discussion

5.1 Explanation of Q12 data issues

进行研究时，发现Q12变量（"是否曾因自媒体推荐购买商品"）存在系统性的数据异常问题，具体表现是，Q12（Purchased）的衍生变量（purchased\_Y和purchased\_N）的频次为664（多次尝试修正后统计都是该结果），这与原始字符型变量存在逻辑关系上的明显矛盾（问卷数总数为324份）。通过变量匹配、多重编码校验等严格的数据清洗步骤进行处理，对原始数据集与研究用数据集的数据迁移、强制替换数据以及重新编码等尝试，都没法解决数据不一致。

通过技术核查，发现了两个主要原因：其一是在跨平台数据迁移过程中出现的变量属性丢失问题；其二是原始数据采集时系统记录存在偏差，部分受访者在跳过Q12问题后，后续相关问题仍被错误记录。

这导致Q12部分无法进行描述性统计，无法与其他变量形成交叉分析。又无法修复该数据，不得不排除Q12的Q12直接统计检验，转而采用Q14作为替代变量进行间接推论。

这一局限对于目标目标1（自媒体营销活动对消费者购买意愿的作用）的分析产生了一定影响：第一，无法进行逻辑回归检验（选择了“否”的人却进行了13题的后续选择）。第二，无法确定其与其他变量间的关系。该直接行为数据的缺失削弱了研究结论的全面性。

为了尽可能确保了结论的有效性，本研究采取了多项补偿性分析措施：首先，加强了对Q13"影响购买的内容类型"的多响应分析，，数据显示评论和推荐（52.1%）以及内容创作者促销（47.6%）是影响购买决策的主要因素，这从侧面反映了消费者的决策机制；其次，分析了Q16"满意度"与Q14"购买意愿"之间的路径关系（β=0.44，p<0.01），以弥补直接行为数据的不足。这一处理方式虽非完美，但通过透明的报告和补救措施，仍然能够为相关领域提供有价值的实证发现。

5.2 Objective 1: The role of self-media marketing activities on consumer purchasing intention

现有研究普遍强调情感互动主导购买意愿Lu et al. (2024)。但本研究通过对北京消费者的数据分析发现创作者可信度（Q9\_7 OR=1.315, p<0.001）对购买意愿的影响显著大于情感互动（β=0.44），这表明北京消费者更重可信度。另外，Q9\_4中计算出广告侵扰性感知OR=1.315(p<0.001)（均值3.26/5）和Q9\_7中信任创作者评分2.41，在这个环境下广告进一步削弱了情感营销效果，这与AlAmarneh(2023)的结论形成互补。以上表明在数字营销情境下，“感知行为控制”需包含对信息真实性的需求（如创作者可信度）。

Q11中发现，北京地区的消费者识别珍品能力均值2.34，评估能力自信度均值2.09，这说明消费者对自媒体营销有产品鉴别能力。其次，18-24岁群体对广告侵扰性的敏感性最高（r=0.440），而2534岁群体次之（r=0.311），表明高媒介素养群体会主动筛选营销信息。这可能与女性对社交推荐（Q13评论推荐52.1%）的更高关注度有关，这与Kim (2022) 性别差异部分的发现类似。可能与女性对情感化内容的更高接受度有关。但需注意"其他性别"群体数据样本量较小（n=33）。

理论贡献方面，本研究修正了计划行为理论（TPB）在数字情境下的应用，通过Q9\_7与Q11\_2数据验证新增"信息真实性控制"维度，对比Kim, 2022的跨文化研究揭示地域文化对"感知行为控制"的调节作用。

企业应优先提升内容可信度和互动体验，而非依赖传统广告或过度情感渲染。例如，针对1824岁群体，可通过减少广告频次（Q10中“经常接触”仅占22.8%）和增强内容实用性（Q15中“实用信息”占比47%）优化策略。

5.3 Objective 2: The relationship between self-media marketing activities and consumer satisfaction

在满意度维度，Kim（2022）提出的个性化内容提升参与度的理论得到部分验证：Q15数据显示个人故事获得45%选择率，但北京消费者对实用信息（47%）的偏好更突出，反映其独特的功能导向特征。这一发现与Sung（2023）强调的内容质量理论形成互补——Q16中个性化满意度均值4.0（5分制）证实定制化内容确实最有效。但我认为，还需结合地域化调整

尽管情感连接仍具价值（Q9\_2 β=0.67，与Lu et al. 2024结论一致），结构方程模型（SEM）揭示满意度在"认知-情感-行为"路径中仅发挥部分中介作用（间接效应β=0.295，95%CI[0.182,0.426]），说明北京消费者的决策更依赖理性认知（如Q11\_2识别能力均值2.34）而非单纯情感驱动。

这种"理性优先"模式尤其体现在：个性化内容（均值4.0）与需求匹配（均值3.9）的微小差异上，这提示企业需在定制服务中强化实用性信息（如Q13中52.1%用户依赖的评论推荐）。

5.4 Objective 3: Comprehensive impact of self-media marketing on Beijing consumers

北京消费者的决策模式呈现出显著的"理性优先"特征，这一现象通过多维度数据得到充分验证。研究结果显示，信任因子（β=0.61）对购买决策的影响力远超情感互动（β=0.44），这一特征在25-34岁主力消费群体（占样本55.56%）中表现尤为突出。教育背景的分析进一步揭示了差异化特征：高中及以下学历群体更易受平台特性影响（β=0.336，p<0.001），而本科/大专群体则表现出更强的信息批判能力，对情感营销内容反应不显著（p>0.05）。值得注意的是，尽管多平台用户（使用≥5种平台）的购买意愿明显更高（"非常可能购买"达25%），但共创性满意度（β=-0.199）却呈现负向影响，形成独特的"参与悖论"现象，表明过度互动可能引发北京消费者的抵触情绪。

这些发现突破了传统"情感驱动"模型（Lu et al., 2024）的局限，为计划行为理论（TPB）补充了两个关键维度：首先，在数字化情境下，"感知行为控制"应包含对信息真实性的需求（如Q11\_2识别真品能力均值2.34）；其次，地域文化因素会显著调节行为意向的形成过程。从实践角度看，这些结论提示企业在北京市场应采取差异化策略：对高学历群体侧重专业可信的内容呈现（如Q13中52.1%用户看重的评论推荐），同时控制互动频率以避免信息过载（Q10广告接触频率32.1%），这种基于实证的精准营销或将更有效触达这一特殊消费群体。

5.5 Improvement of research methods and future research directions

本研究受限于横截面设计，无法追踪消费者行为的长期变化。未来研究可采用纵向设计，并扩大35岁以上样本量（当前仅7人，占2.2%）。Q12的数据异常提示需强化问卷逻辑校验，所以建议后续研究实时监控跳答题，确保数据的可靠性和更少的技术性错误发生可能。

除此之外，进行跨文化比较（如对比二三线城市）也有助于验证“理性优先”特征是否为一线城市特有。鉴于本研究的数据部分变量不显著，后续研究还可以引入价格敏感性等变量可提升模型解释力（当前伪R²=0.088）。

Chapter 6: Conclusion

本研究证实，在自媒体营销中，创作者可信度比情感吸引力更重要，这一现象在北京高学历消费者中尤为显著。数据显示，创作者信任的OR=1.315显著高于情感连接的β=0.44，同时有47%的受访者更看重实用信息而非个人故事。

这些发现完善了计划行为理论，将信息真实性控制作为感知行为控制的关键组成部分。同时，本研究为社会认同理论在信息过载的城市环境中的应用提供了新视角。

对从业者而言，这意味着应当与领域专家合作以提升品牌信任，同时避免侵入式广告，因为数据显示广告侵扰性评分达3.26/5分。具体而言，B站特别适合发布产品测评视频，因为该平台在受访者中使用率达34.3%。

本研究的局限性在于35岁以上样本量不足和Q12数据异常。未来研究可通过纵向追踪来进一步验证年龄差异的影响。

Appendix A: Sample Questionnaire

**Introduction**

Hello! I'm Jane. I'm currently studying International Trade. As part of my dissertation, I'm studying the impact of social media marketing on consumer purchase intentions, with a particular focus on consumer behavior in the Beijing area.

Social media plays an increasingly important role in our daily lives, especially in influencing consumer decision-making. Through this study, I hope to better understand how social media marketing affects consumer purchase intentions and the role that social identity plays in this. Your participation will provide extremely valuable support for my research.

Please note

- This questionnaire is completely anonymous and all your information will only be used for academic research purposes.

- You can choose to withdraw from the survey at any time without any consequences.

- Your response is crucial to my research, thank you for your valuable time and support!

Thank you again for your participation!

1. **Do you live in Beijing?**

Yes

No (If no, please leave the questionnaire. Thank you for your assistance.)

1. **What is your age?**
   * 18below
   * 18-24
   * 25-34
   * 35-44
   * 45-54
   * 55 and above
2. **How often do you use social media platforms?**
   * Daily
   * Several times a week
   * Once a week
   * Occasionally
   * Rarely
   * Never (If never, please leave the questionnaire. Thank you for your assistance.)
3. **How frequently do you engage with content on we-media platforms?**

* Daily
* Several times a week
* Once a week
* Occasionally
* Rarely
* Never (If never, please leave the questionnaire. Thank you for your assistance.)

1. **What is your gender?**
   * Male
   * Female
   * Other
   * Prefer not to say
2. **What is your educational background?**
   * High school or below
   * College
   * Bachelor's degree
   * Master's degree or above
   * Other (Please specify)
3. **Which we-media platforms do you use regularly? (Select all that apply)**
   * YouTube
   * TikTok
   * Blogs or Vlogs
   * Biliili
   * Wechat
   * Zhihu
   * Xiaohongshu
   * Weibo
   * weutao
   * Ximalaya
   * Other/s (please specify)
4. **On average, how many hours do you spend engaging with we-media content each week?**
   * Less than 1 hour
   * 1-5 hours
   * 6-10 hours
   * More than 10 hours
5. **To what extent do you agree or disagree with the following statements?**

|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| --- | --- | --- | --- | --- | --- |
| **I feel positively about marketing content on we-media platforms.** |  |  |  |  |  |
| **Emotional storytelling in we-media marketing makes me feel more connected to a brand.** |  |  |  |  |  |
| **I find recommendations from we-media content creators to be trustworthy.** |  |  |  |  |  |
| **Advertisements integrated into we-media content are annoying and intrusive.** |  |  |  |  |  |
| **I enjoy interactive content (e.g., Q&As, live streams) in we-media.** |  |  |  |  |  |
| **I often consider recommendations from friends or family when engaging with we-media content.** |  |  |  |  |  |
| **I trust the opinions of we-media content creators when making purchasing decisions.** |  |  |  |  |  |

1. **How often do you come across marketing content on we-media platforms?** 
   * Never
   * Rarely
   * Occasionally
   * Frequently
   * Always
2. **For each of the following statements, please rate how confident you feel about your assessment skills regarding we-media marketing.  
   (1 = Not Confident at All, 5 = Very Confident**

|  | **1** | **2** | **3** | **4** | **5** |
| --- | --- | --- | --- | --- | --- |
| I feel confident in my ability to evaluate marketing in we-media effectively. |  |  |  |  |  |
| I believe I have the skills to identify genuine products through we-media content. |  |  |  |  |  |

1. **Have you ever purchased something based on a recommendation from we-media?**
   * Yes
   * No (If no, please skip the next question.)
2. **If yes, what type of content influenced your purchase? (Select all that apply)**
   * We-media Advertisements
   * Content Creator Promotions
   * Reviews and Testimonials
   * Interactive Content (e.g., live streams, polls)
   * Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **If a brand engages with you directly through we-media, how likely are you to make a purchase?**
   * Very Likely
   * Likely
   * Neutral
   * Unlikely
   * Very Unlikely
4. **What aspects of we-media marketing do you find most appealing? (Select all that apply)**
   * Interactivity (e.g., polls, Q&A sessions)
   * Visual Content (e.g., images and videos)
   * Personal Stories or Testimonials
   * Practical Information and Tips
   * Emotional Connection
   * Other (Please specify)

**16.How much do you agree or disagree with the following statements about your satisfaction with brands on we-media?**

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| --- | --- | --- | --- | --- | --- |
| I trust brands more when they provide timely and helpful responses to my questions or concerns. |  |  |  |  |  |
| Seeing other customers interact with a brand (through reviews, comments, or shares) makes me feel more confident and satisfied with that brand. |  |  |  |  |  |
| Engaging with a brand on we- media (e.g., commenting, liking, or messaging) makes me more likely to stay loyal to that brand. |  |  |  |  |  |
| When a brand’s content is personalized to my interests, I feel more satisfied with my experience. |  |  |  |  |  |
| I am more satisfied with brands that share content that aligns with my needs and preferences. |  |  |  |  |  |
| When a brand involves customers in content creation (e.g., sharing user-generated content or customer stories), it improves my connection and satisfaction with the brand. |  |  |  |  |  |

Thank you for your participation! Your insights are valuable to this study.

Appendix B: Detailed description of data cleaning

1. 在数据分析阶段，本研究首先进行了系统的数据清洗工作。对核心变量进行了标准化命名和标签定义，将年龄变量命名为"Age"，教育背景变量命名为"cat\_edu"，并为其取值设置了清晰的标签说明（如1=高中及以下，2=专科等）。
2. 数据筛选与有效性验证环节剔除了关键变量缺失超过20%的个案（n=11），并清除了逻辑矛盾记录（如18岁以下博士学历者n=2及未定义年龄/教育背景0值n=8），最终保留有效样本321份（原样本332份，剔除率3.3%）。缺失值处理方面，将年龄和教育背景中的无效编码（0和.）统一标记为缺失，并通过交叉表验证缺失值为随机分布（χ²=1.32, p=.251）。变量标准化过程中，合并了低频年龄组（35岁以上合并为"35+岁"）和教育背景分类（博士生与其他合并为"博士及以上"），并重编码为有序变量。针对反向计分题执行了数值转换（如Q9\_4广告侵入性采用6减原始值），多选题则采用二分编码（0/1）并通过`MULT RESPONSE`命令分析。异常值检测显示年龄分组分布符合中国网民结构特征（1834岁占97.3%），教育背景无极端分布（本科生43.2%，硕士及以上20.4%）。方法部分强调通过逻辑校验删除矛盾个案（n=3）、统一标记无效值、合并低频分类等步骤，所有分析基于SPSS 28.0完成。
3. 尽管进行了数据清洗，但35岁以上样本量较小（n=7，占2.2%），可能影响该年龄组的统计效力。
4. 通过交叉分析检查了年龄与教育背景的逻辑一致性，确认数据质量良好：未发现18岁以下高学历者的矛盾记录，55岁博士生个案经核实为有效数据予以保留。针对35岁以上样本量较少的特点（n=7），在分析时特别注明需谨慎解读相关结果。最终清理后的数据集包含324个有效样本（原始样本332个），缺失率为2.4%，所有个案均保证关键变量完整。

3.变量处理

年龄变量：将35岁以上合并为"35+岁"类别/重编码为有序变量

教育背景变量：将原6个分类合并为5个/设置明确的取值标签（如1=高中及以下，2=专科等）

4.特殊处理

反向计分题转换（如广告侵入性题目）/多选题的二分编码处理/异常值核查（如核实55岁博士生个案的有效性）

5.数据质量评估

缺失值分析：通过交叉表验证缺失机制为随机缺失（χ²=1.32, p=.251）

样本分布：/年龄分布：1834岁占97.3%/教育背景分布：本科生43.2%，硕士及以上20.4%

6.Appendix: Comparison of data before and after cleaning

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| norm | pre-cleaning | After-cleaning | Processing method |
| Total sample size | 332 | 321 | Removal of contradictory/invalid data |
| Age Deficiency Rate | 0.90% | 0% | Recode invalid values |
| Classification of educational background | 6types | 5types | Consolidation of low-frequency items |

8. Notes

Small sample size of 35+ (n=7), results of related analyses need to be interpreted with caution

Missing values for multiple choice questions are normal and not considered a data problem

Appendix C: Outlier log for Q12

|  |  |  |  |
| --- | --- | --- | --- |
| statistic | | | |
|  | | Yes | No(If no, skip to next question.) |
| Number of cases | efficiently | 664 | 664 |
| deficiencies | 0 | 0 |
| Average | | .00 | .00 |
| Standard Deviation | | .000 | .000 |
| minimum value | | 0 | 0 |
| maximum values | | 0 | 0 |

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