



**RESEARCH ON THE CORRELATION OF WECHAT MARKETING AND
BRAND LOYALTY**

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Abstract

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As the rapid growth of the Internet and changes in consumers' needs in health in the new econoumation, it is very important to study about internet marketing for the health care products enterprises to meet the needs of consumers. How to use the Internet to help health care products companies get out of their predicament and establish a good customer loyalty is the focus of this article.

Based on this, this paper takes the WeChat marketing, which has a large number of active users in the internet as an example to study the international brand loyalty of health products. The first part mainly states the background, the purpose of the significance of innovation points and theoretical framework for a general description of the research; The second part is involved in the internet micro-channel marketing, health products brand loyalty related concepts, literature review and theoretical review to explain the impact of WeChat marketing on brand loyalty in the field of healthcare products. The third part puts forward hypothesis by combing the research methods, as well as forming the research questionnaire, and carries on the Pilot test measurement. In the fourth part, through the descriptive analysis, reliability analysis and validity analysis of the collected data, the correlation analysis is carried out under the condition of credible data, finally the relationship between the research

摘要

题目：微信营销对中医药品牌忠诚度的显著相关研究

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在当今新经济形势下，随着国际互联网的飞速增长和消费者对健康需求的转变，研究国际互联网营销对保健品企业迎合消费者需求至关重要。如何利用国际互联网帮助保健品企业摆脱困境，建立良好的用户忠诚度，是本文研究的重点。

基于此，本文以互联网中的大量活跃用户的微信营销为例，来研究国际上保健品品牌忠诚度的相关关系。第一部分主要阐述研究的背景、意义目的同时对研究的创新点和理论框架进行概括性说明；第二部分是对所涉及的互联网微信营销、保健品品牌忠诚度的相关概念和研究进行了文献综述和理论回顾，阐述在保健品领域，互联网微信营销对品牌忠诚度的影响关系。第三部分通过梳理研究方法提出研究假设，形成研究问卷，并进行预调研的测量。第四部分通过对收集上来的数据进行描述性分析、信度分析、效度分析，在数据可信的情况下，进行了相关性分析，最后得出研究变量之间的关系。第五部分通过实证方法对互联网营销中的微信营销影响保健品品牌忠诚度的因素进行了实证研究，研究表明，在互联网营销中微信有关信息质量、发布频率、互动与娱乐性、促销信息和客户服务等五个维度对保健品品牌忠诚度有正向显著相关性。

本文的研究具有实践价值意义，保健品企业能运用本文的结果加强微信营销中关于保健品品牌忠诚度的建立，一方面用低成本获取更高的价值，更一方面也能很好的为广大民众的生命安全保驾护航。

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How time flies. I am about to graduate after this study.

First of all, I want thank my adviser, his patiently taught me in learning. His profound knowledge also inspired me in my study.

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Chapter 1 Introduction

1.1 Background of study

As the pressure of global life increases, more and more consumers of different nationalities, different genders, and different ages are in a state of sub-health. Due to the improvement of overall living standard and understanding, consumers are more and more aware of health care. Health care products industry protects the world's big quantity of people's mental and physical health, under the harmonious development of society, consumers continue to enhance health, sanitation and safety awareness of the health care products market growth. In 2014, the market size of health care products in the United States reached 18 billion U.S. dollars, with a 5-year compound annual growth rate of 6.3%. Meanwhile, the Australian market scale was 940 million U.S. dollars with a 5-year compound annual growth rate of 9.9%. From the health care industry structure, it has the characteristics of composition standardization, high user loyalty and high approval of the barriers. At the same time, the demand for health care products worldwide is also in a growing trend, which has a positive impact on the future development of health products and provides a broad space for development.

The most important barriers to entry in the health care industry lie in the approval barriers of drug regulatory agencies in various countries. Entry barriers to offline marketing channels are still difficult to access in the international market. However, in recent years, with the rapid development of Internet and e-commerce technologies, more opportunities and challenges have been brought to the health care products industry, greatly reducing the barrier to entry of overseas brands. In the work report of the opening ceremony of the 12th NPC, Premier Li Keqiang of the State Council proposed: "To formulate an" Internet + "plan of action to promote the integration of mobile Internet, cloud computing, big data and Internet of things with modern manufacturing to promote e-commerce. The healthy development of the

industrial internet and Internet finance has led Internet companies to expand their international markets. "In the short term, the healthcare products industry is also responding positively. Health care products are vital to the management of "not ill". This industry is particularly suitable for internet sales, providing convenient and multi-channel access to product information with unlimited business opportunities. Health care products providers are in a period of rapid development. With reference to the penetration rates of various types of e-commerce providers and expert interviews, we estimate that the online retail sales of the entire industry will reach RMB31.6 billion by 2018, 2-3 times more than the current market volume. This shows that the Internet health care products online international sales market is promising. He Huan (2014) proposed interactive, even if the characteristics of sexual social media for health care products enterprises has brought a new service channels and modes of transmission (He.H,2014). At the same time also reflects the health care products the significance of the Internet.

Xie Weizong(2015) put forward that wechat is a mobile communication and social tool that accompanies the development of the Internet. With years of rapid development, WeChat is not limited to instant communication and social sharing services. Instead, it is developing more drugs through the layout of online and offline access, as well as consulting services. With the rapid growth of internet mobile users and the changing health demands of consumers, people gradually shift from traditional purchases to purchasing and consulting health-care products and services in health care products clients and WeChat, public account numbers in real-time. Establishing this habit is the convenience and quickness that WeChat marketing brings to most consumers.

Health care products industry has taken the pace of international Internet, entered the international market approach appeared in many problems, while most health care products companies in the cultural communication and brand

communication. There are obvious shortcomings, such as very few health care products companies use cultural elements to differentiate their products and services, and a handful of companies focus on improving the core values of products and services so as to increase the purchasing intention and loyalty of consumers of health products. With people's recognition of the choice of health care products released by enterprises in WeChat, they are constantly changing. At present, there are many brands of health products in the world. How do consumers choose? When a variety of advertising dizzying, how to protect the efficacy of safety? These series of practical problems require the thinking of health care products enterprises, so for enterprises, brand loyalty has gradually become the most important measure of a product's overall competitiveness. Health care products industry should tap and shape the unique culture of brand depth, expands its marketing channels, strengthens publicity and innovation and efforts to enhance customer loyalty to the brand. This is the core of the health care products industry in WeChat marketing center, in order to further reduce sales costs and bring more profits. It is also better to serve the vast number of consumers and provide more protection to the safety of life. Therefore we need to focus on the relationship between WeChat marketing and health products brand loyalty to carry out relevant empirical research.

1.2 Objective of study

WeChat marketing, as the new direction of international marketing research, has very few research results for it, especially the research on WeChat marketing and brand loyalty in the field of health care products. This study explores the relationship between WeChat marketing and brand loyalty in the field of international health products, mainly addressing the following two issues:

1. In the field of health products, which WeChat marketing factors will affect brand loyalty?

Many well-known brands have successfully used the WeChat marketing,

fully explain the WeChat marketing dissemination of information can effectively enhance the brand image. At present, with the continuous deepening of economic globalization and the strong demand of human beings for the concept of health care, we can make use of WeChat to conduct real-time consultation, Baidu doctor's visit, health care for friends and so on. Thus we can see that there is still much room for research in WeChat marketing. Based on a large amount of literature, this study explores the factors influencing brand loyalty in the field of health products based on empirical methods.

2. In the field of health care products, how do WeChat marketing factors affect brand loyalty?

In the process of researching the impact of each factor of WeChat marketing on the brand loyalty of health care products, this paper puts forward the relevant hypotheses. By analyzing the survey data and verifying the relevant assumptions. It is further clarified the mechanism of WeChat marketing in the field of health care products and an effective way to establish brand loyalty in the Internet age is found.

1.3 research significance

In the rapidly developing Internet era, WeChat has already become a rapidly growing network medium in recent years. Many enterprises use WeChat marketing to build brand loyalty and seize large market share.

At the same time, health care products are closely related to public health. How to use the marketing platform of WeChat to explore new opportunities and new challenges in order to face health care products enterprises? In this paper, WeChat marketing will be the object to study about health care products brand loyalty factors, and then put forward the views and opinions of WeChat marketing health products companies, prompting enterprises to seize the opportunity of the times.

1.4 Research innovation

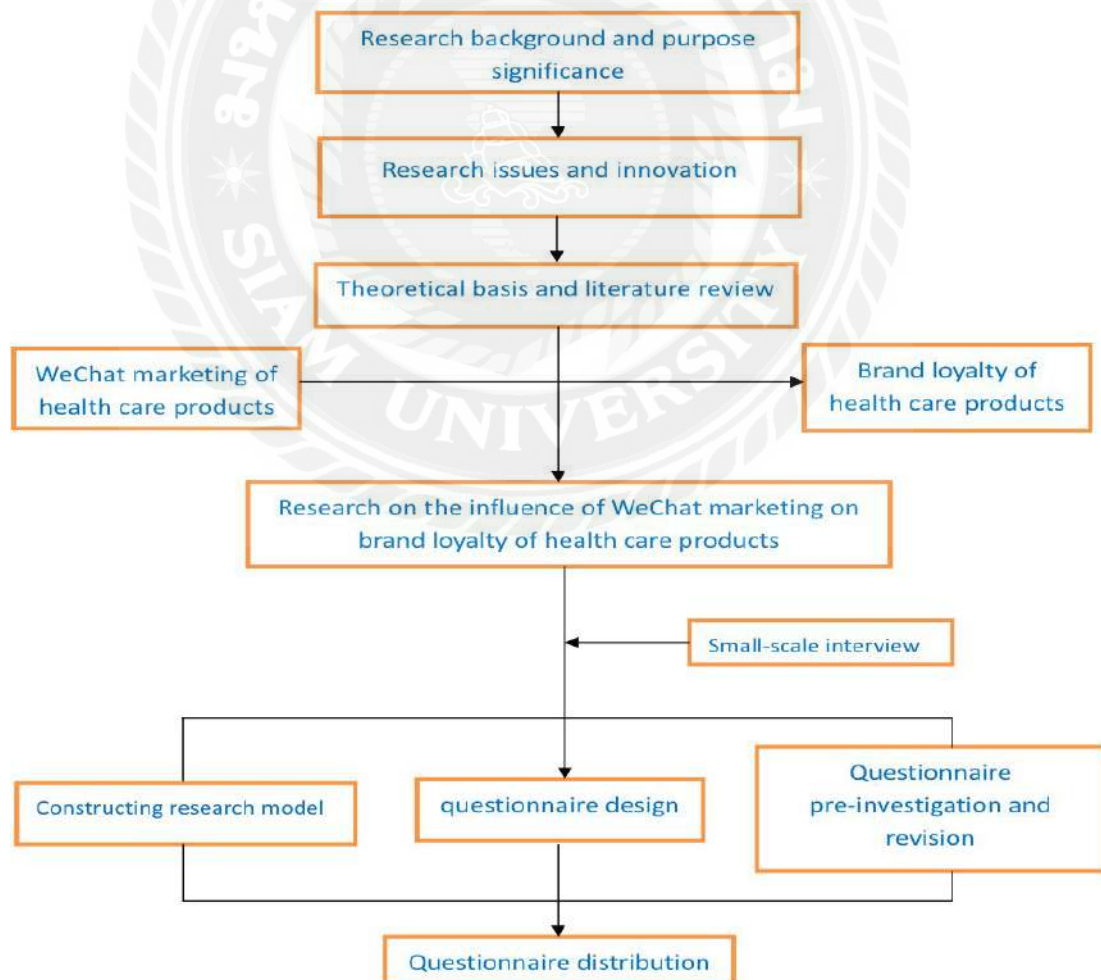
The research innovation of this paper is mainly reflected in the following

aspects,

The first is the innovation of research perspective. This is the model at this stage is very popular with the WeChat marketing health care products companies are very concerned about the brand loyalty of the combination of research in the field of health care products, which aspects and factors of WeChat marketing impact in brand loyalties, therefore, the innovation in research is put forward.

Second is the innovation of the measurement scale. The scale of measurement involved in this paper is based on the previous design scale, and has made reference and modification, which makes the scale more in line with the actual research content.

1.5 Research Framework



Chapter 2 Literature Review and Theoretical Basis

2.1 Internet Marketing Research Overview

As the development of global integration, the development and expansion of Internet e-commerce marketing has become an irreversible trend. Amazon, AliExpress, eBay, Wish and other international e-commerce platform has completely subvert the traditional shopping habits. In recent years, users have accessed to the Internet in many ways and get the same services with offline. In particular, WeChat marketing is internet marketing that represents new media features such as mobility, interactivity, and intelligence, and it has the layout of the world, such as United States, Japan and Europe. we can see that WeChat marketing has entered the international.

2.1.1 Literature overview of international WeChat marketing

WeChat is a software developed by Tencent in 2011 for use on smartphones. Tencent announced that the international version of WeChat registered users has exceeded 50 million. Starting from Hong Kong, Maucao and China, WeChat is launching a wave of social apps in Thailand, Malaysia, India, Indonesia, the Philippines, Mexico and the Middle East to become the most downloaded social application on the APP and Google Play in the country. It currently offers the following features over the web: Communicate with friends (sending voice, text, emoticons, images or video), share photos with friends, compliment comments, view nearby people, shake, scan, pay, communicate with the public accounts, read the news, play games in the game center, and achieve the goal of commercial marketing through WeChat via WeChat public platform O2O, subscription number and service number (Li.Y., & Yin.X,2014)Wang Yi (2016) mentioned WeChat client interacts social media features and user communication. In addition to change the user's habits of communication, it has shaken the field of mobile communication competition pattern (Wang.Y,2016). It becomes a phenomenal product innovation. Therefore, many domestic various industries have joined the WeChat marketing agency, in promote the

long-term positive, WeChat marketing business value increased [7].

iResearch data shows that its user base has exceeded 7 hundred million, covering 200 countries, more than 20 languages, the use of WeChat directly drive consumption has reached 11 billion yuan. After the development of a new social media, there is a communication function and commercial value. The development space of WeChat is extremely broad with its users expanding. More and more businesses see through WeChat can profit greatly to find business opportunities, WeChat brings convenience to people's life as well as for the promotion of products provides a new way of marketing, this is WeChat marketing.

About WeChat marketing in foreign countries is also more concentrated in the software of Twitter Park et al (social, 2011) based on the technology acceptance model, proposed to Twitter on the effect of marketing enterprises, they must pay attention to their own reputation, interact with the audience and the influence of trust degree. At the same time Kleijinen Mirell in mobile network study on the user perspective, information dissemination in the mobile social networking and interaction, analysis of consumers in an innovative mobile service tendency and the main factors affecting consumer use of mobile social networking, and provide the reference for enterprises in the mobile social networking Test.

Yu Xiaoling (2014) mentioned that comparing with other marketing methods, WeChat marketing has advantages. Its diverse publicity mode for mobile internet marketing has opened up new field(Yu.X.L,2014). The king of thunder (2014) think that the modern way of marketing, more and more focus on accuracy that coupled with instant marketing research. WeChat's one to one marketing has become the biggest advantage.

As the development of information technology and popularization of intelligent mobile phone, WeChat has become the most popular Internet communication tools, and people pay more and more time in the use of WeChat every

day, and the long-term use of WeChat for users, in the life of work also has certain dependence. In terms of user experience, Gina Masullo Chen did a survey of 317 instant messaging software users and found that longer time of using the instant communication with the high the frequency, the users have stronger emotional connection to each other.

The present, It is no doubt that the most popular mobile Internet products is WeChat. It has become the main channel of choice for people to exchange information, acquire information, purchase online and search services. At present, the number of monthly active users on Wechat has exceeded 600 million, becoming one of the clients whose active users are drunk. There are 13 articles by using "Wechat Marketing" as a key word to search in China Knowledge Network. These researches mainly focus on the measurement of various dimensions of WeChat marketing, the characteristic features of WeChat marketing, and the conclusion of the WeChat marketing methods empirically studied.

Qi Lei and Zhang Li summarized the WeChat marketing model and its scope of application, and analyzed the characteristics of WeChat marketing, namely: low marketing costs, a large number of potential users, precise marketing positioning, interactive information exchange, information dissemination, effectiveness and diversified marketing model (Qi.L., & Zhang.L,2013).

Based on the basic of technology acceptance model, Wu Ru-shuang (2013) added two variables, perception entertaining and network externality, as well as established a research model considering the characteristics of users. It verifies that perceptual entertaining and network externality are effective for WeChat Marketing Attitude of users.

Jiang Chun (2015) put forward three factors of WeChat marketing that affect brand loyalty in "Research on the Impact of WeChat Marketing on Consumer Brand Loyalty": WeChat information quality, WeChat's one-to-one interaction with users

And WeChat marketing methods, combined with the brand trust conducted an empirical study confirms the WeChat marketing, one-on-one interaction has a significant impact on brand trust.

2.1.2 International WeChat marketing status quo

According to research data from Tencent think tank, 55.2% of users open WeChat more than 10 times a day, while the percentage of serious users who open WeChat more than 30 times daily is close to 1/4 (Jiang.C,2015). This shows that WeChat is one of the stickiest APP applications currently available. WeChat app currently has 936 million monthly active users. Base on this, Wirecard opens up a great potential market for European businesses (Zheng.X.N,2014). WeChat announced the formal entry into the United States CITCON, through micro-channel payment, in the United States of the basic necessities of life can be settled directly in yuan. Whether it is hotels, parks, docks, or restaurants, snack bars, recreation and so on. Currently in Japan, WeChat payment has covered a number of payment scenarios, such as drug store, ramen shop, souvenir shop, capsule hotel, kimono experience shop, taxi, cruise ship and others.

Chen Jingya (2012) systemic summarized the strengths and weakness, as well as the opportunity and threat of WeChat by using the SWOT analysis method. The advantage is the WeChat backstage is the strength of Tencent, if there is a great lack of user experience, the opportunity is new media. The times have brought opportunities for growth. Threatening is from the mobile operators around the corner.

Based on WeChat's huge global user base, rich functionality and practicality, enterprises can provide users with the latest information and more integrated services. As WeChat marketing costs low, more companies are willing to choose, but the use of WeChat marketing practices in business there have been some problems: First, the lack of early audience planning, and a large number of information sent to non-target customers, resulting in Serious harassment, so the customer's antipathy and

inadvertent view, even if the valuable information, due to the low exposure to show no effect. Second, many companies do not propose reasonable marketing plans and operating plans based on their own corporate culture and the brand's own characteristics. More often than not, due to the unilateral nature of push, the lack of interactivity in the delivery of a large amount of brand information to customers has led to dislike for customers, which in turn removes the focus on the brand, which shows that the cost invested by the business does not have a very good return of results. Thirdly, the WeChat platform is not yet mature enough to get users' attention. As a result, it is very difficult for enterprises to find valuable audiences. The promotion of brands is greatly reduced. Finally, judging from the effect of WeChat marketing, it is difficult to judge the purchase of fans Willingness to loyalty.

2.1.3 WeChat marketing related theory

The rapid development of WeChat is closely related to the function of WeChat itself. Domestically, Zheng Xiaohua (2014) studied how traditional media used WeChat to reassemble audiences. Using WeChat as a new social media, Zheng Xiaohua (2014) is more compelling than the Weibo in terms of marketing features and advantages. In the current media ecology, if traditional media wants to attract the return of its hands, it must be good at using new media to promote and promote its own products and enhance its own core competitiveness (Chen.J.Y,2012). Tan Kai traces the positive role of WeChat in corporate marketing. With the help of LBS + "people in the neighborhood" function, he tapped potential customers and opened up new sales channels for enterprises. With O2O + "two-dimensional code scanning" function, through the new platform of WeChat public platform + "friend circle", a new social relationship resume, a new model of corporate word-of-mouth communication will be opened up. At the same time, some concerns about user privacy and user involvement experience have also been raised (Zheng.X.H,2014).

To sum up, the relevant theory based on WeChat marketing also stems from

its innovation. First, WeChat has a precise location service function, which can help enterprises to determine the location of a user and provide the service information in that location. Enterprises to provide various forms of marketing and promotion, but also for business positioning community to lay the foundation for point-to-point marketing. Second, WeChat has the function of "looking at people nearby". Through this application, it can tap new potential customers for enterprises and open up new channels for sales. Third, the WeChat QR code scanning, "Sweep" has become a key combination of online and offline access through sweeping, for the corporate brand is also a great proliferation of corporate public number combined with friends circle, The establishment of a new social network is conducive to corporate brand exposure and display, but also formed a new word-of-mouth publicity, which for businesses in the promotion of products and services combined with online and offline more convenient and efficient. Fourthly, WeChat's "Shake" function provides enterprises and consumers with products or services around the world by shaking and connecting to new businesses online, and it can even recommend personalized marketing services. There is also the enterprise can be "shake" and "WeChat red envelopes" combined with the radio cooperation, allowing users to receive television programs or watch videos, shaking through the phone, and get business-sponsored more red envelopes and discounts Coupons, thereby promoting customer spending, but also enhance corporate communications. Fifthly, the function of Wealthy "Drift Bottle" has also pushed diversified models for corporate branding. Enterprises can put relevant information into the drift bottle into the sea, and if there are other users salvaged the drift bottle, and interested in the contents of which, virtually for the business and added some potential fans or consumers, but also to show the brand of the enterprise, enhance the corporate brand. Sixth, the function of the circle of friends, this module has attracted a large number of customer base to meet the user needs to expand their own relationship circle, but also for enterprises to provide more updated and more

accurate means of transmission. Through the circle of friends to share with each other, forwarding, evaluation of interactive, corporate branding also provides a more efficient marketing.

2.1.4 Health Products Industry WeChat Marketing Impact Study

Health care products are closely related to public health and are directly related to human life and play an indispensable role in people's lives. Popularizing the concept of health care products to improve public life habits, reduce disease and improve the quality of life is an important task for enterprises.

Under the continuous economic and social development, people's needs are not limited to one hand, pharmaceutical companies such as pharmaceutical companies will face a variety of medical needs (Bai.X.Z,2014). Wang Meng-Meng (2014) mentioned that a diversified and diversified service system can not only provide satisfactory service to customers, but also significantly increase market share of products. Therefore, domestic commercial pharmaceutical companies are also closely following social media trends and expanding WeChat channel services and opened as WeChat public service account. Wechat platform monthly active users now has reached 600000000, of which 73.4% of the users concerned about all kinds of public accounts, corporate and media public account is the user's focus, medical institutions, pharmaceutical companies, public accounts rooted in Tencent WeChat platform (Wang.Y., & Li. H.C,2014). Wang Yong (2014) suggested that major domestic pharmaceutical companies have opened WeChat public account. The mode of opening a WeChat public account for health care products company at the company level is usually as follows: an official account + a mat medical institution account + other types of push accounts. Health care products companies use public numbers or micro-scenarios on WeChat. WeChat mall promote the health care products to customers with product information and the guidance of rational drug use. Because WeChat marketing is directly facing the ultimate end consumers, companies can limit

the space and time constraints, to instant messaging to consumers. Businesses can share health information, product promotions, health services and other information on the WeChat platform and push them to consumers, making it easier and more effective for the company's publicity. For business users with literature advice, health regimen, online troubleshooting difficult diseases.

Xie Liping et al. referred to the concept of WeChat "smart shopping district" in "WeChat Power" and paid a unified entrance to WeChat smart shopping mall with public number as online service (Wang.Y., & Li.H.C,2014). Business in marketing is combined with the features of WeChat, such as: WeChat payment, shake, view the attachment of people or WeChat envelopes, coupons, etc., enhance the business district's service capabilities. Wang Shijun (2014) proposed that WeChat will serve as a hub for connecting business districts, while health-care products enterprises may also use micro-credit access functions to organically connect health-care products or services, customers and products to create a recycling development channel Service Ecosphere (Xie.X.P,2015).

Tang Xin (2015) mentioned in his talk about the development of WeChat marketing in China that "WeChat marketing has become an important part of the marketing strategy for many healthcare companies." Due to the convenience and efficiency of WeChat marketing, the large customer base and high-precision positioning, the marketing model of WeChat is still an important choice for many health care products enterprises, and its importance has been recognized by more and more enterprises. More and more enterprises will turn their attention to the use and development of WeChat platform. Mahuning(2014) proposed that both large-sized and small-sized circulation companies accept and actively improve the WeChat marketing model. Some companies have more than two WeChat public accounts, and frequently or occasionally release new messages actively Customer interaction (Tang. X,2015). Some companies have also launched the "medical search" service .

With the development of the Internet and the popularization of WeChat users, WeChat is constantly enriching the content to make it easier for enterprises to make better use of it. Lin Shengliang (2013) pointed out that although WeChat marketing is popular among medical institutions (Ma.S.N,2014), the health products companies are not paying enough attention to WeChat marketing. Some enterprises did not make full use of the advantages of WeChat. They provided a single service and lacked the interactivity with machinery. They did not closely integrate WeChat's advantages with the marketing of health products and did not realize the maximum effect of WeChat marketing (Fang.X.D,2013). Therefore, health care products companies for WeChat marketing model still need a long time, and health care products must be related to the lives of the general public, its publicity has a certain degree of particularity, so for the health care products industry, there are still many problems. First are corporate governance issues. Health products directly related to people's lives and health, the country's WeChat marketing of health products. There is no legislation, the rules of WeChat marketing are not provided, and government departments did not make the appropriate regulations. Currently there are many medicare products do the marketing on WeChat. Some offenders use the channel WeChat marketing false propaganda, deceive the vast number of consumers, the existence of drug safety hazards. Second, due to the current lack of effective regulatory rules and measures, WeChat marketing online threshold is low, some of the participating enterprises are not qualified. Some products or services access conditions lead to a wide range of WeChat drugs, malicious exaggeration of product efficacy, consumers cannot guarantee the vital interests. Third, the new word of mouth, due to the lack of consumer expertise in health products, businesses cannot provide comprehensive and systematic expertise, word of mouth has become an important channel for communication. Some WeChat marketing practitioners' malicious competition and dishonesty, its reputation must be fission product awareness, malicious feedback and other malicious dissemination.

These are enough to affect consumer trust in the product to the business.

2.2 brand loyalty literature overview

The concept of the brand, it is said, originated in ancient India, the earliest 3000 years ago, and ancient merchants used seals to differentiate one good to others. Since the birth of the brand, scholars both at home and abroad have different opinions. The definition of the brand also extends from the definition of cognition to the definition of brand. Kotler, the father of modern marketing, the definition of a brand refers to a specific set of characteristics, benefits, and services that the seller offers to the buyer over the long term. In simple terms, the so-called brand refers to the consumer awareness of the product and product line.

In the early 1990s, Aaker (Lin.S.L,2013) put forward the concept of "five-star" brand equity on the basis of previous people: brand recognition, brand awareness, brand association, brand Loyalty and other proprietary assets of the brand. Among the brand recognition, awareness and association represent the perceived and responsive customer perception of the brand, while loyalty is based on customer loyalty.

Oliver (1999) defines brand loyalty as the promise of a consumer's preferred brand and the repeated purchase of that brand's product or service in the future without any change if the market conditions Transfer occurs.

Gurvies and Korchia (2003) put forward three dimensions of brand trust, namely, brand reliability, brand integrity and brand goodness.

According to Jiang Chun (2015), a scholar in China, brand loyalty, as a bridge between consumers and brands, is an important asset for any enterprise. Therefore, brand loyalty is an important factor for all enterprises to carry out marketing activities goals, but also the ultimate goal of the pursuit of corporate branding. Companies want to occupy a greater market share, they must attract more to the corporate brand or product service loyal customers, which is the most valuable

asset of the enterprise.

In view of the above, "brand loyalty" has always been the focus of academia. The specific definition of brand loyalty Scholars each express their views, in short, the dimension of brand loyalty is multifaceted. Jiang Chun (2015) summarizes the research of the former people, which can be roughly divided into three categories:

1. Brand loyalty behavior theory point of view:

Tucker (1964) argues that if consumers are able to purchase three or more consecutive products of the same brand, consumers' brand loyalty can be viewed as an ongoing purchase.

Newman & Werbel (1973) argued that brand loyalty was mainly reflected in the fact that customers repeat product of a specific brand, and in the process of purchasing. The customer only identifies the product but not the information of other brands.

Liong (1998) argued that brand loyalty was a function of consumer relative frequency of purchases of a brand.

All three of the above scholars use the actual purchase behavior of customers as a measure of loyalty, while American scholar Day (1969) defined loyalty both in behavior and emotion. Truly loyalty is not only reflected in the behavior, but also consider the emotional factors of the consumer's heart. Its not only in behavior to buy many times, but also in the emotional long-term to maintain the brand's preferences and preferences.

Brand loyalty attitude theory point of view

Schiffman et al. (2007) defined that brand loyalty referred to consumers' inner preference and psychological commitment to a brand, which to some extent reflects the trust of consumers in the brand (Newman.J.W. & R.A.Werbel,1973). Jacoby (1971) proposed that brand loyalty is the customer's preference for buying a certain brand of product. Reynolds & Gutman suggested that brand loyalty primarily

referred to the willingness of consumers to persist in agreeing to a particular brand over time, under similar consumer circumstances. Deighton & Henderson suggested that consumers have the attitude to create a preference for the brand because of the experience consumers have acquired in the last purchase of a brand. Zhang Yueli (2007) argued that brand loyalty is a state of mind that emphasized attitudes, emphasizing the psychological commitment that consumers make in their spending.

From time to time, on the attitude of brand loyalty attaches more importance to the internal psychological factors of consumers, while ignoring the external behavior of consumers.

A comprehensive view of brand loyalty

Jacoby & Kyner (1973) argued that brand loyalty was not only reflected in consumers' preference of a brand and its behavior, but also its persistence in time. American scholars Dick and Basu (1994) defined brand loyalty as a long-term commitment that consumers made for repeated purchases of a product and point out that it dealt with both behavioral loyalty and attitude loyalty.

In summary, consumers with behavioral loyalty may repeatedly buy a brand because of their preferences or may be caused by a specific environment or buying habits. Both consumer behavior and attitude are measures of loyalty, and their brand loyalty can be defined both in terms of behavior and attitude. Therefore, this paper uses the definition of brand loyalty by Oliver (1999) as follows: Consumers have promised their preferred brand and will repeatedly purchase the brand's products or services in a future period of time without Market conditions change and shift.

2.3 Theory Health products WeChat marketing

2.3.1 WeChat Marketing Measurement Dimension

In the Internet economy, WeChat has been quietly changing people's living habits. WeChat has the characteristics of unlimited time and instant communication, and its marketing role is increasingly valued by businesses. More and more studies

have been conducted on various aspects of WeChat marketing.

In the research of WeChat marketing characteristics measurement dimension, some scholars have carried out the related analysis on the Weibo that has the same communication with WeChat. Dong Yu (2010) proposed six dimensions in the research of Weibo marketing: the quality of information, activity and readability, the popularity of Weibo, and the interaction of opinion leaders and fans, etc. An empirical study was conducted in these six dimensions (Zhang.Y.L,2007).

Due to the characteristics of WeChat marketing and the current problems faced by the health care products industry, this study focuses on brand loyalty of health products and the impact of WeChat marketing factors on brand loyalty of health products.

As mentioned earlier, health care products in the WeChat marketing several issues, such as: on the regulatory issues, the quality of health care products, word of mouth, etc., in view of the characteristics of WeChat marketing, health care products enterprises should be honest management, studying from one another with the overall layout, using WeChat to understand the overall development plan of the enterprise, combined with its own other advantages to promote their products and services, the quality of the information disseminated is crucial. Second, the frequency of information released can stimulate users to understand the product for many times and showing the brand out. At the same time fully understand the various functions of WeChat can promote different audiences, interact with the user at any time, understand of customer needs, develop continuously in the correction of errors and perfection of shortcomings, and improve their dependence of the brand and buying habits by customer-centric, thereby promoting their brand loyalty to enhance.

Based on the research of previous scholars and using the research literature of corporate brand for reference, this study will explore the brand loyalty by using WeChat marketing in the field of health care products, and then summarize the five

dimensions of WeChat marketing in this article, namely: the quality of WeChat information released by enterprises, , The frequency of posting information, interaction between the enterprise and their users, promotion information and customer service five dimensions to study.

2.3.2 Health products brand loyalty measurement dimension

With the market competition coming due to the economic globalization, the health care products industry is also about to face new opportunities and challenges. The competitive environment of enterprises also undergoes unprecedented changes. "Loyalty-based management" is also the focus of the enterprise. In order to protect the profits growing stably and sustainably of the enterprises, they must create and consolidate brand loyalty to achieve.

Combined with the previous studies, given the three dimensions (behavioralism, attitude theory, and synthesis) discussed by theorists in the research of brand loyalty, the brand measurement dimension of health products also corresponds to it.

2.3.2.1 Behavioral loyalty measurement

Asseal (1992) argued that brand loyalty could use probabilistic models to predict consumers' probability of being re-purchased by the same brand (ie, 'stochastic model of consumer behavior') (Wang.Z.Y,2015). Reichheld Frederick (1996) put forward that brand loyalty could be measured as the ratio of consumer spending to a particular brand to the total spending of consumers. Qu Yunbo (1996), a domestic scholar, advocated that brand loyalty could be measured from the rate of re-purchase and the number of brands purchased.

2.3.2.2 Attitude loyalty theory

Aaker (1991) argues that attitude loyalty can be measured by taking advantage of repeated measures of customer desire to buy a particular brand, and the extent to which consumers are willing to recommend the brand to others

(Qu.Y.B,1996). Rebekah Bennet (2002) suggested that measurement of attitude loyalty could be measured by consumers' satisfaction with the brand, their preference, and their willingness to recommend the brand to others. Attitude is a measure of loyalty measured primarily from the subjective psychology of consumers, and consumers love and preferences of products or services will have some external purchase behavior, so attitudinal measurement also has some limitations and one-sidedness.

2.3.2.3 Behavioral-attitude measurement

Because of these two dimensions have a certain degree of one-sidedness, therefore, in recent years, many scholars of brand loyalty will be a combination of both. Baldinger (1996) pointed out that the measurement of brand loyalty must focus on the behaviors and attitudes of consumers. The true brand loyalty should be both behavior and attitude. Park (1996) proposed that the measurement of brand loyalty should include two indicators: attitude loyalty and behavior loyalty. Consumers must undergo continuous psychological process to form loyalty to the brand. A Chinese scholar He Qingfeng (2006) also believed that brand loyalty should include two aspects of behavior and attitude, and proposed a total of six items measuring scale. Wang Shuai (2010) also qualitatively studies defining brand loyalty from both the consumer's attitudes and behaviors (He.Q.F,2006).

In conclusion, this article draws on the measuring dimensions of brand loyalty by He Qingfeng (2006), Aaker (1991), Wang Shuai (2010) and Jiang Chun (2015) and other relevant documents to select a behavioral-attitude measurement method mainly from the behavior loyalty and attitude loyalty measure these two aspects of brand loyalty.

2.3.3 WeChat marketing and brand loyalty

WeChat marketing apparently has taken the lead in the new media business model. There is very little research into the field of brand marketing based on WeChat,

and it is still in the stage of exploration and development. This article also summarizes the relevant theories:

(Li, Y., & Yin,X,2014) proposed using the two-dimensional code of WeChat marketing to sweep away and using public numbers and lotteries to create corporate brands and increase brand loyalty of customers (Wang.S,2010). Mashuning (2014) suggested that the interaction between enterprises and fans will affect consumers' brand loyalty (Tang.X,2015). Wang Meng-meng (2014) proposed that WeChat marketing nurtured the goodwill of the brand by increasing the brand experience and focusing on the brand promotion activities, which in turn promoted the brand loyalty of consumers. Liu Gang (2015) pointed out that WeChat marketing has unique advantages as a medium of brand marketing, which is reflected in the following:

1. WeChat binds mobile phones with precise marketing vehicles and strong brand stickiness.
2. WeChat subscribers are rapidly growing and huge in size. It has gradually become the main battlefield of corporate brand marketing,
3. WeChat is a closed acquaintance community,
4. The communication diversification of WeChat, as well as its obvious brand humanization.
- 5, WeChat can provide marketing strategy for brand marketing (Li.Y,2014).

Therefore, this study suggests that as a novel marketing model, WeChat marketing can influence the brand of health care products. Based on the reality of this article, the relationship between these two factors is explored and verified.

2.4 literature summary

This chapter mainly reviews the related concepts and related researches in literature review and theoretical review. First of all, the author studies the concept and status quo of WeChat marketing, the research of WeChat marketing in WeChat and the related literature on brand loyalty. Secondly, the paper reviews the dimensions of

WeChat marketing and brand loyalty of health care products. Finally, the purpose and content combined with the relevant literature pave the way for the following theoretical model of the foundation pave the way.

In the context of Internet marketing, WeChat channel has important marketing value for health care products enterprises. Domestic health care products companies attach great importance to the WeChat channel operation and communication (Liu.G,2015). Some enterprises have also invested large amounts of funds in the development and marketing of WeChat functions. However, all branches have their own characteristics and emphasis in operation management and marketing promotion according to the differentiated development strategy. There are also differences and room for improvement in the marketing communication effect. Through WeChat marketing, the communication and interaction between health care products enterprises and customers have been enhanced, so that enterprises have a comprehensive understanding of customers and their needs and are good for the audience, which not only enhances the brand's competitive advantage but also enhances customer loyalty. At the same time, it across the region to achieve a low publicity costs and high publicity efficiency.

The further study of the impact of WeChat marketing on brand loyalty is deserved to continue in the field of health care products through the reading and sorting of the literature.

Chapter 3 Research Methods and Hypothesis

3.1 Research methods

In order to achieve the research purpose, this article mainly has the following research methods:

3.1.1 Literature research method

Through extensive reading and collecting relevant literature and previous research results, this paper comprehensively analyzes the related research fields such as WeChat marketing and brand loyalty of health care products from a theoretical perspective, investigates related issues from multiple perspectives, grasps the relevant theoretical basis, Situation, and draws lessons from the existing research results and methods combined with the dimensions of WeChat marketing characteristics, this paper presents the research model, the theoretical analysis of WeChat marketing on health products brand loyalty.

3.1.2 Comparative analysis

This article compares the literature review with Chinese and international scholars on the definition of WeChat marketing and the division of measurement dimensions. Finally, this article clarifies the measurement dimension of WeChat marketing impact on brand loyalty of health products, which lays the foundation for the empirical study of this article.

3.1.3 Small-scale interview

In order to ensure the effectiveness of the research model and measurement scale, interviews were made with senior leaders of health care products enterprises, Internet experts and WeChat marketing people of health products enterprises to understand more deeply the puzzles and problems in the health care products industry. For the health care products industry in WeChat marketing to enhance brand loyalty provide a strong reference and recommendations.

3.1.4 Questionnaire method

According to the research model built in this paper, we can modify the measured scale by referring to the existing mature scale and based on the results of small-scale interviews. In this paper, a questionnaire was sent to the public through questionnaire and other social media. Finally, the interviews collected the data of research data and paved the way for the following research.

3.1.5 Data analysis

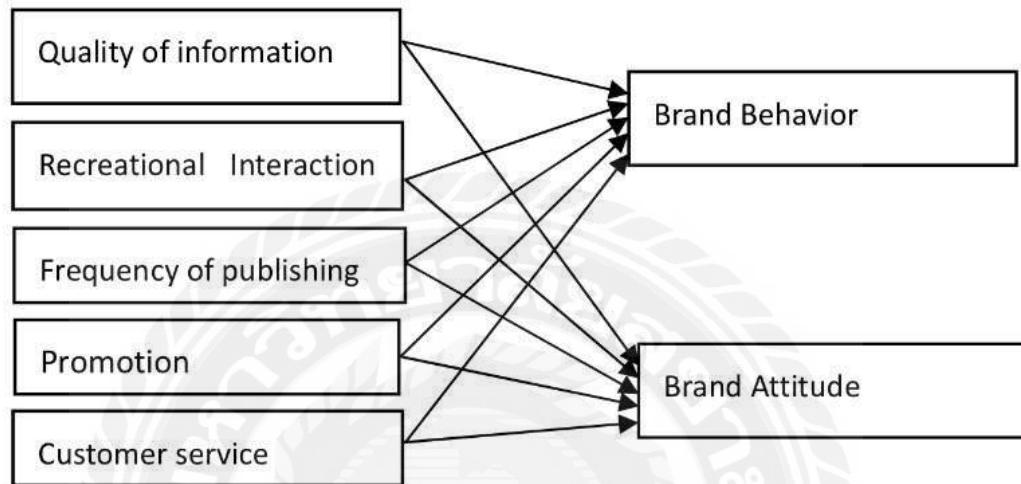
SPSS20.0 and other statistical software is used to collect the data for descriptive statistical analysis, reliability and validity test and correlation analysis, etc., in order to verify the various factors in WeChat marketing in the health care industry brand loyalty Impact study.

3.2 Research Design

The brand loyalty of health products marketing in WeChat is very different from the previous research. Based on learning from the model of technology acceptance willingness and innovation diffusion proposed by Davis (1989), the researcher analyzed characteristics of health care products in WeChat marketing, also identified the key variables in the model and constructed the adoption model of health care products in WeChat marketing brand loyalty (Yu.H. Q,2014). At the same time, the paper summarized relevant literature research and combines the characteristics of WeChat marketing. Based on the research models of Guo Xiaoshu (2016), Jiang Chun (2015) and Wang Zhiyuan (2015), the researcher used WeChat marketing to brand loyalty in the field of health products research, summed up the five dimensions of this study on WeChat marketing, namely: WeChat published information quality, the frequency of information dissemination, business and consumer interaction and recreation and business promotion information and customer service, etc. Based on the actual situation of this study, this paper summarized that consumers could provide valuable advice on the promotion and maintenance of brand loyalty of health products in WeChat marketing.

The following referred to as: the quality of information, frequency of release, interactive and entertaining promotional information, and customer service.

Figure 2 Study model diagram



3.3 Research Hypothesis

3.3.1 Quality of information and brand loyalty impact of health care products

Brand loyalty is the core value of the brand, and its quality of information is a perception of consumers' perceptions of the completeness, accuracy and consistency of the information conveyed in WeChat marketing. According to Bollau et al., et al. proposed that information quality is a comprehensive concept and uses the definition of quality by the quality management expert Juran and the definition of "suitable for use" to capture the essential characteristics of quality, it is based on the perspective of information users, depended on the user's personal subjective judgments. At the same time, brand loyalty is a kind of behavior that is not defensive but arbitrary to consumers when they make purchasing decisions and processes several times, and health products are related to people's health and life is as a special commodity. In reality, people pay special attention to the quality of their products, if the high quality of information in WeChat marketing, customers access to effective health knowledge,

strengthen the brand preference and dependence, so the loyalty will be more intense. On the contrary if the quality of information decline, the customer loyalty to the health care products will naturally decline. It is proposed that:

H1: The quality of information in WeChat marketing has a significant impact on consumer brand loyalty over health products.

H1a: The quality of information in WeChat marketing positively affects the brand behavior of health products.

H1b: The quality of information in WeChat marketing positively affects the brand attitude of health care products.

3.3.2 Impact relationship between interactive recreation and health products brand loyalty

American psychologist McGuire (1985) suggested that the effectiveness of information delivery was affected by different factors, including the familiarity and preference of the recipient of the information, the similarities between these two factors, and the attractiveness of the source of information, and the effectiveness of information delivery relates to the consumer's brand awareness. In WeChat marketing, recreation and interactivity allow businesses to add a large number of fans. Health care products companies and patients can conduct timely exchange and interaction, so that the relationship between business and customers are more equal and close. Companies can more accurately find the target customers. When the health care products companies increase recreation and interaction, then consumers can perceive the characteristics and functions of health care products. It is conducive to consumer understanding of health products, while enhancing consumer loyalty brand has a positive effect. On the contrary, if the business and users are too dull, leading to unfamiliar products, viscosity, and gradually lose the brand's attention and reduce loyalty, therefore it is proposed that:

H2: The interaction and entertaining of enterprises in WeChat Marketing

have a significant impact on brand loyalty of health care products.

H2a: The interactive recreation of WeChat marketing companies has a positive impact on the brand behavior of health care products.

H2b: WeChat marketing companies interactive recreation brand of health care products have a positive impact on attitudes.

3.3.3 Frequency of release and health care brand loyalty influence

In 1974, Mehrabian and Russell proposed a model of "stimulus-explain-response" that considers that different external stimuli cause people to have different emotional states, or pleasurable or indignant, and that different emotional states can make people react differently, or accept or circumvent. From the current market point of view, WeChat marketing is an enterprise for consumers to conduct a stimulus. The number of information released by enterprises will affect consumers' cognition of enterprises, which in turn will dominate the behaviors and attitudes of consumers. This process will affect consumers' familiarity with the unfamiliar brands of the enterprises. The more frequently they are, the more consumers deepen their understanding of health care products awareness, then the impression of consumers will be better. Due to long-term stimulation, as consumers trust the product, the patient's needs when the first thought of the brand, allowing consumers to form awareness in the brand love and preferences. It has a catalytic effect in promoting brand loyalty. It is proposed that:

H3: The release frequency of enterprises in WeChat marketing has a significant impact on brand loyalty of health products

H3a: The frequency of the launch of WeChat marketing companies has a positive impact on the brand behavior of health products

H3b: The frequency of the launch of WeChat marketing companies has a positive impact on the attitudes of health products brands

3.3.4 Relationship between sales information and health products brand loyalty

Cai Pei (2015) thought that the impact of promotion activities on consumer purchasing behavior was as follows: First, the promotion reduces the selling price of the products, the actual consumption of the consumers is reduced, and second, the promotion gives the consumers additional added value gifts, prompting them to make the purchase decision (Cao.W.X,2015). Similarly, for higher priced products, consumers are more influenced by the price they choose when purchasing.(Cao.W.X,2015). It is certainly different ways comes out with different prices. When businesses through the WeChat marketing products to do promotional activities, the consumers are also an incentive to stimulate their purchase. Meeting the customer value-added joy, so that they have a pleasant shopping experience, which promotes consumers have emotional preferences for the product, thereby enhancing customer brand loyalty, it made the assumption:

H4: The sales promotion information of WeChat marketing has a significant impact on brand loyalty of health products.

H4a: WeChat marketing company's promotional information on the health care products brand positive impact

H4b: WeChat marketing company's promotional information on the positive impact of health products brand attitude

3.3.5 Customer service and health care products brand loyalty impact relationship

Health care products companies communicate with patients in time to learn more about customer needs. It can promote rapid iterative updates of business services, customers are faced with a wide range of products to compare and choose. Effective customer service makes consumers have more comprehensive health products. Systematic knowledge makes consumers be not blind. Xue Ziwen (2013), a Chinese scholar, proposed that health care products companies actively carry out WeChat service and narrowed the distance from patients. Enterprises do a good job of

customer service to solve the pain points of consumer demand, access to consumer recognition, the next natural demand for the first consideration of those services good products, the brand image more visualization, extending the pursuit of the brand to customers and enhancing the brand loyalty. On the contrary, if the customers service is imperfect, it can lead to customer's negative emotions, reduce loyalty, so put forward the research hypothesis:

H5: The customer service of WeChat marketing has a significant impact on brand loyalty of health products.

H5a: WeChat Marketing Enterprise's customer service has a positive impact on health care brand behavior

H5b: WeChat marketing enterprise customer service positive impact on the brand attitude of health products

H6: WeChat marketing brand behavior has a significant impact on brand loyalty.

3.3.6 Summary of research hypotheses

According to the previous literature, based on the above, the summary of the research hypothesis in this paper is as follows:

Table 1 Summary of research hypotheses

No.	Hypothesis
H1	The quality of information in WeChat marketing has a significant impact on consumer brand loyalty over health products
H1a	The quality of information in WeChat marketing positively affects the brand behavior of health products
H1b	The quality of information in WeChat marketing positively affects the brand attitude of health care products.
H2	The interaction and entertaining of enterprises in WeChat Marketing have a significant impact on brand loyalty of health care products
H2a	The interactive recreation of WeChat marketing companies has a positive impact on the brand behavior of health care products
H2b	WeChat marketing companies' interactive recreation brand of health care products have a positive impact on attitudes
H3	The release frequency of enterprises in WeChat marketing has a significant impact on brand loyalty of health products
H3a	The frequency of the launch of WeChat marketing companies has a positive impact on the brand behavior of health products
H3b	The frequency of the launch of WeChat marketing companies has a positive impact on the attitudes of health products brands
H4	The sales promotion information of WeChat marketing has a significant impact on brand loyalty of health products.
H4a	WeChat marketing company's promotional information on the health care products brand positive impact
H4b	WeChat marketing company's promotional information on the positive impact of health products brand attitude
H5	The customer service of WeChat marketing has a significant impact on brand loyalty of health products.
H5a	WeChat Marketing Enterprise's customer service has a positive impact on health care brand behavior
H5b	WeChat marketing enterprise customer service positive impact on the brand attitude of health products
H6	WeChat marketing brand behavior has a significant impact on brand loyalty.

3.4 Questionnaire Design

The researcher read and summary of the current situation of researches, drawing on the predecessors more mature research scale. The questionnaire on this study has three sections:

Table 2 Questionnaire structure table

Item	Item Title	Item Description
The first part	The marketing sense of the respondents to WeChat	The WeChat information quality, the frequency of enterprise releases, interaction with users, interactive recreation and customer service evaluation.
The second part	Measurement of independent and dependent variables	WeChat marketing of health products on brand behavior and brand attitude research
The third part	Demographic of the respondents	Including gender, age, occupation and academic qualifications and income and so on.

3.4.1 Predictors Measurement

For the prediction of the predictors and the result variables, this study comprehensively collected all kinds of data and research. The measurement of each index is shown in the following figure. The degree of acceptability is divided into five levels, from 1 to 5 are strongly disagree (Disapproval / important) to strongly agree (disapproved / important).

Table 3 Prediction variables specific measurement indicators table

Variable Name	Measurement Index
Quality of information released by health products companies	Product information of health care products is true and reliable; Health care products released by the product is practical to me and help me understand the brand
The frequency of corporate public information release	I do not get bored with pushing a message daily; Being able to publish information frequently through public numbers is very active; Public number can actively participate in hot issues discussion
Importance of users communicate interact with recreation	Interaction can deepen my understanding of the brand's products; Relevant news and recreation released by the brand is also one of the reasons I concern; I am engaged in business-led exchange activities
Practicality of WeChat marketing	Business-related promotions are attractive to me; I prefer to buy health care products which usually have promotion; I think it is good for both themselves and the consumer to carry out sales promotion activities
My evaluation of business customer service	Self-service corporate public number is very convenient; Public number can solve my problem in time; Public number of artificial service attitude, courteous service

3.4.2 Measurement of outcome variables

The results of this study mainly include the influence of WeChat marketing dimension on the brand loyalty of health products. The specific measurement items are as follows, and the acceptability of each index in turn is from strongly disagree (disapproval / importance) to strongly agree (disapproval / important).

Table 4 results of the specific measurement variables table

Variables	Measurement
Health products brand loyalty in the behavior of the embodiment	Health product quality information is true and reliable Health care products released by the company are practical for me with the understanding of the brand
My attitude to the brands	Trust the brand that could provide the product I need The use of the brand can bring me confidence, security, and a sense of satisfaction. Even if the brand's service will not improve, or will not change my intention to buy

3.5 Pilot Test

In this paper, the pre-survey questionnaire is designed through literature research, data collection and research interviews. The effectiveness and rationality of the questionnaire largely determine the success or failure of the survey. In order to verify whether the quality in the above table is satisfactory or not. In this paper, pilot test approaches to the validity and reliability of the questionnaire. This pre-investigation random interview passers-by, distributed 30 questionnaires, 26 valid questionnaires were collected, the effective recovery rate was 86.76%.

3.5.1 Reliability Analysis

Reliability is used to measure the credibility and stability of the questionnaire results. That is to say, the degree of correlation between the items to be measure in the test questionnaire and the measurement also determines the quality of the survey work. A reliability analysis after getting the questionnaire is needed in

order to ensure data reliability.

Reliability testing in this paper is the "Alpha" coefficient value is an indicator of the reliability of the measurement, but also the manifestation of internal consistency. Under normal circumstances, the greater the alpha value indicates higher reliability. Scholars generally believe that if the reliability coefficient is above 0.9. It indicates that the reliability is very high; if it is between 0.8-0.9, it is still high, between 0.6-0.8, the scale is acceptable.

The Alpha values are calculated based on the data from the predictor variables and outcome variables collected in the pilot test, as shown in Table 5 below. The results of this case show that the reliability analysis of each variable is acceptable and the reliability is good.

Figure 5 questionnaire reliability analysis table

Measurement items	Cronbach Alpha items	Items
Information quality	0.815	3
Information frequency	0.804	3
Interaction and recreation	0.828	3
Promotional Information	0.778	3
Customer Service	0.835	3
Brand Behavior	0.831	3
Brand attitude	0.800	3

3.5.2 Validity analysis

Validity is the measurement of the actual value and the expected value of the gap between the degree of effectiveness of the questionnaire design has a certain degree of effectiveness of the significance of the investigation. Earlier we investigated the reliability of the questionnaire, reliability is a necessary but not sufficient condition of validity, so we also conduct the validity of the pre-survey data measurement.

This case is about whether the actual results of the measurement are related to the theoretical assumptions. Therefore, we use factor analysis to measure the

predictors and outcome variables of the pilot test to measure the validity of this questionnaire. Simultaneously with the SPSS20.0 software, KMO values and Bartlett's test.

KMO can reflect the validity of a questionnaire, its value range is 0 ~ 1. Among them, 0.9 to 1 means excellent, 0.8 to 0.9 means rewarded, 0.7 to 0.8 means ok, 0.6 to 0.7 means medium, 0.5 to 0.6 means bad, and 0 to 0.5 means unacceptable. In the table below, we can see that the KMO test in this study has a value of 0.884, indicating good validity. When the KMO value of 0.884 is greater than 0.7, while Bartlett's Sig value of the test (ie, p-value of 0.000 less than 0.05, significant by the test, combined with two indicators can be validated by the test of validity.

Table 6 KMO and Bartlett test

KMO Sampling adequacy measure.		.884
Bartlett Sphericity Test	Approximate chi-square	3513.890
	Degree of freedom	210
	Significance	.000

In summary, through the reliability and validity analysis of small sample, this questionnaire is proved to be reasonable and feasible.

3.5.3 Questionnaire formation and data collection

From the above pilot test data can be seen that the reliability of the overall design of the questionnaire and the validity are high, indicating that the questionnaire design is reasonable, this survey has a very good feasibility, therefore, the measurement index of the questionnaire on the predictors and outcome variables is feasible and effective. The questionnaire content is fully valid, in line with the formal investigation. In the formal survey, we mainly targeted WeChat users, conducted surveys on users in the questionnaire star, distributed 200 questionnaires and collected 185 in the end, of which 2 failed to fill in more than 30% of the invalid questionnaires and 183 were valid with an effective rate of 91.5%.

Chapter 4 Research Results and Analysis

4.1 Descriptive Statistical Analysis

The formal investigation of this paper adopts the method of a survey website WJX to carry on the research, altogether distributes 200 questionnaires with a total of 183 valid questionnaires, the questionnaire efficiency is 91.5%. The study investigated a total of 26 items. According to the standard approved by the experts, the number of samples analyzed by the secretary is 5-10 times the number of questions, according to the actual situation in this study, the sample of this paper meets the requirements of statistical analysis of data. Therefore it can be the data source for this study.

4.1.1 Descriptive Statistical Analysis of the Respondents

First of all, the case of descriptive analysis of the personal characteristics of the respondents (such as age, gender, income and occupation), as shown in Table 7 below:

Table 7 Data Descriptive Analysis

Demographic variables	Type	Number of people	Effective proportion
Gender	Male	74	40.44%
	Female	109	59.56%
Age	Under 20 years old	3	1.64%
	21-25 years old	34	18.58%
	26-30 years old	36	19.67%
	31-40 years old	86	46.99%
	More than 40 years old	24	13.11%
Income	Below 3000	41	22.40%
	3000-8000	67	36.61%
	8000-20,000	51	27.87%
	More than 20,000	24	13.11%
Education	High school/secondary school	11	6.01%
	Diploma	28	15.30%
	Undergraduate	71	38.80%
	Postgraduate	73	39.89%
Occupation	Students	43	23.49%
	Work in enterprises	105	57.37%
	Work in Public Institutions	13	7.10%
	Others	22	12.02%

Source: Sorted by SPSS output

To sum up, according to the data, 183 questionnaires in this survey are collected, 40.44% of them are males with 74 persons. 109 of them are female that accounting for 59.56%. The sample size of male and female in this questionnaire is in line with China's population statistics ratio. In the age structure of the sample, the largest number is in the range of 31 to 40 years, accounting for a total of 86, which is 46.99% of the total. In the samples of the degree of education structure, the largest number is from the persons who have bachelor or master degree, it comes out with a total of 144 people with 78.6%. Participants who have diploma degree or graduated from high school and below comes out with the number of qualifications was significantly less than the number of highly educated samples; In the occupation sample structure, students and employees of enterprises, the number of employees is the largest, with a total of 148 persons, accounting for 80.87%. The distribution of sample proportions has a great relationship with the respondents' exposure to the sample. Among them, the income of the sample is 24 persons with a total amount of 20,000 Yuan or more, accounting for 13.11%, The sample size from 3000 to 8000 is the most, with a total of 67 people, accounting for 36.61%. The distribution of this proportion has a great relationship with the sample occupation. The sample size from 3000 to 8000 Yuan is the most, with a total of 67 people, accounting for 36.61%. The distribution of this proportion has a great relationship with the sample occupation.

4.1.2 Descriptive statistical analysis of research variables

Descriptive statistical analysis of the variables in this study is as Table 8 below:

Table 8 Statistical analysis of variables

Descriptive statistical analysis of variables					
	Amount	Minimum	Maximum	Mean	Standard deviation
Quality of information	183	1.00	5.00	3.4991	.79365
Publishing frequency	183	1.00	5.00	3.4335	.83734
Interaction & recreation	183	1.00	5.00	3.4353	.81232
Promotion	183	1.00	5.00	3.5519	.77243
Customer service	183	1.00	5.00	3.5647	.75950
Brand Behavior	183	1.00	5.00	3.7341	.73609
Brand Attitude	183	1.00	5.00	3.6630	.74124
Brand loyalty	183	1.00	5.00	3.6985	.70908

It can be seen from the table that the number of samples selected in this study is 183, and the minimum, maximum, mean and standard deviation of the research variables are obtained. The respondents' mean of information quality, publishing frequency, interaction and recreation, promotion information, customer service, brand behavior, brand attitude and brand loyalty were more than 3 points, indicating that the respondents' scores in these aspects all belong to a medium high level. Therefore, the researcher thinks the choice of research variables is more representative, but for the actual in the field of health care products, WeChat marketing brand loyalty is affected by other factors. Only the standard deviation of publication frequency and interactive entertainment in the table is greater than 0.8 of

which the highest frequency is 0.83734. This shows that the data is highly discrete. That is to say, there is a big difference between respondents on the survey items.

4.2 Reliability Analysis

Reliability is both the reliability and stability of the survey data. In this section, the Alpha coefficient is used and focused for reliability analysis. If the value of Alpha is greater than 0.6, it indicates that the data is reliable. If Alpha is less than 0.6, it shows that the questionnaire has a low correlation between the consistency of the two measurements and the correlation between each question. Since Alpha varies with sample size, the reliability of the research is also validated by correlating the corrected items with the total (CIT). Scholars generally believe that CIT is greater than 0.3 and that there are no obvious changes after the deletion of Alpha value, then the reliability of the questionnaire is relatively high. According to the case, we can see from the table below that the Alpha values of all the variables are above 0.6, and the Alpha values after the deletion are both above 0.9 and the CIT values exceed 0.3, indicating that the survey data have good convergence, high reliability, and the degree is passed. See table 9 below:

Table 9 reliability validation results of brand loyalty of health care enterprises in WeChat marketing

Impact Factors	The average value of the scale after the deletion	Scale the variance after deleting the term	Corrected items and total dependencies	Cronbach Alpha after deletion
Information quality of health care products enterprises	71.14	182.322	.759	.965
The frequency of enterprises public information release on WeChat	71.21	182.673	.695	.966
Importance of Health care products enterprises interact with users with interactive entertainment	71.21	181.754	.773	.965
WeChat Marketing practicality	71.09	182.693	.741	.965
Evaluation of customer service in Enterprises	71.08	182.695	.793	.965
The embodiment of brand loyalty of health care products in behavior	70.91	183.873	.760	.966
Brand attitude toward medicine	70.98	183.605	.751	.964

4.3 Validity analysis

Validity refers to the accuracy of the measurement results. In this study, we use factor analysis to measure the validity, so as to analyze the predicted data. The Bartlett sphericity test and KMO value test are used to predict the variables. The KMO values can be expressed the validity of a questionnaire, which ranges from 0 to 1. Among them, 0.9 to 1 means excellent, 0.8 to 0.9 means rewarded, 0.7 to 0.8 means ok, 0.6 to 0.7 means medium, 0.5 to 0.6 means bad, and 0 to 0.5 means unacceptable. This section of the KMO test value of 0.949, indicating good validity. KMO 0.949 can be seen greater than 0.7, while Bartlett's Sig value of the test (ie, p value of 0.000 less than 0.05, significant by the test, combined with two indicators can be validated by the validity of the test shown in Table 10.

Table 10 Validation results of brand loyalty of health care brand in WeChat marketing

KMO Sampling Adequacy Measure	.949
Bartlett Sphericity Test Approximate chi square	3513.955
Flexibility	210
significance	.000

4.4 Correlation analysis

Correlation analysis is to study the interdependence and interrelationship among variables, and to explore whether there is positive correlation or negative correlation and related degree to the specific interdependent phenomenon. It is a statistical method to study the correlation between random variables. Because all the results are continuous variables, the study therefore uses Pearson correlation analysis

for continuous values, combined with SPSS20.0 software to predict variables. According to the criteria for determining significance, if the significance > 0.05, then there is no significant. If significant < 0.05, then there is a significant correlation between the two.

Combined with the measurement of the case in the following Table 11:

Table 11 Predictors and outcome variables of relevance analysis

		Brand behavi or	Brand attitude	Brand loyalty
information quality	Pearson correlation	.693 ^{**}	.702 ^{**}	.727 ^{**}
	Significance (double tail)	.000	.000	.000
	Number of cases	183	183	183
Publishing frequency	Pearson correlation	.609 ^{**}	.595 ^{**}	.627 ^{**}
	Significance (double tail)	.000	.000	.000
	Number of cases	183	183	183
Interaction & recreation	Pearson correlation	.669 ^{**}	.656 ^{**}	.690 ^{**}
	Significance (double tail)	.000	.000	.000
	Number of cases	183	183	183
Promotion	Pearson correlation	.712 ^{**}	.734 ^{**}	.753 ^{**}
	Significance (double tail)	.000	.000	.000
	Number of cases	183	183	183
Customer service	Pearson correlation	.735 ^{**}	.789 ^{**}	.794 ^{**}
	Significance (double tail)	.000	.000	.000
	Number of cases	183	183	183

^{**}. At the 0.01 level (two-tailed), the correlation was significant.

From the table above, the significance of information quality to brand behavior of health care products is 0.000 and less than 0.05 at H1. It can be identified that the correlation between quality of information and brand behavior of health products is statistically significant. The correlation coefficient was 0.693, showing a positive relationship between the two as positive effect.

The interactive entertainment has a significant effect on brand loyalty of health products at H2, the significance is 0.000, which less than 0.05. The quality of information on health care products brand behavior has a statistically significant correlation. Both of them are related. The correlation coefficient was 0.609, showing a positive correlation between the two. That is a positive effect.

The significance of the release frequency on brand loyalty of health products is 0.000 at H3, less than 0.05. There is a correlation between quality of information and brand behavior of health products was statistically significant. The correlation coefficient was 0.669, showing a positive correlation between the two, that is a positive effect.

The significance of the promotion information on brand loyalty of health products is 0.000 at H4, less than 0.05. It means the correlation between quality of information and brand behavior of health products is statistically significant, that is, the correlation between the two. The correlation coefficient was 0.712, showing a positive correlation between the two, namely positive effect.

Customer service has a significant effect on brand loyalty of health products, the significance is 0.000, less than 0.05, that the quality of information on health care brand behavior has a statistically significant correlation as a positive impact. The correlation coefficient is 0.735, showing a positive correlation between the two. That is a positive impact.

H6: WeChat marketing brand behavior has a significant impact on brand loyalty.

The significance of brand behavior to brand loyalty is 0.000, less than 0.05, that is a correlation between brand behavior and brand loyalty is statistically significant. Two of them are related. The correlation coefficient is 0.960, showing a positive correlation between the two. That is a positive effect.

Table 12 Relevance

	Brand royalty
Brand behavior Pearson correlation	.960 ^{**}
Significant (two -tailed)	.000
Number of cases	183

****In the 0.01 level (two tailed), the correlation is significant.**

Chapter 5 Conclusions and Suggestions

First of all, this chapter mainly summarizes the conclusions of this study. Based on the conclusion, the sales countermeasures and skills of health care products enterprises in WeChat marketing are put forward. Secondly, the shortcomings in this research are clarified, and the future research direction is prospected.

5.1 Research conclusions

Based on the research results of predecessors, the questionnaire of this paper is designed according to the actual situation, and the data of the research is completed and analyzed. The purpose of this study is to find out that which are the factors that can affect brand loyalty of WeChat marketing, and how is the impact of such related issues in the field of health care products. According to the analysis of the relevant data in Chapter 4, we get the verification results of this research hypothesis. From Table 13 below, we see that all the hypotheses have been verified.

Table 13 Hypothesis Verification Results	
Hypothesis	Validation results
The quality of information in WeChat marketing has a significant impact on consumer brand loyalty over health products	Verified
The quality of information in WeChat marketing positively affects the brand behavior of health products	Verified
The quality of information in WeChat marketing positively affects the brand attitude of health care products.	Verified

The interaction and entertaining of enterprises in WeChat Marketing have a significant impact on brand loyalty of health care products	Verified
The interactive recreation of WeChat marketing companies has a positive impact on the brand behavior of health care products	Verified
WeChat marketing companies' interactive recreation brand of health care products have a positive impact on attitudes	Verified
The release frequency of enterprises in WeChat marketing has a significant impact on brand loyalty of health products	Verified
The frequency of the launch of WeChat marketing companies has a positive impact on the brand behavior of health products	Verified
The frequency of the launch of WeChat marketing companies has a positive impact on the attitudes of health products brands	Verified
The sales promotion information of WeChat marketing has a significant impact on brand loyalty of health products.	Verified
WeChat marketing company's promotional information on the health care products brand positive impact	Verified
WeChat marketing company's promotional information on the positive impact of health products brand attitude	Verified

The customer service of WeChat marketing has a significant impact on brand loyalty of health products.	Verified
WeChat Marketing Enterprise's customer service has a positive impact on health care brand behavior	Verified
WeChat marketing enterprise customer service positive impact on the brand attitude of health products	Verified
WeChat marketing brand behavior has a significant impact on brand loyalty.	Verified

From the table, we can get the following conclusions:

In the field of health care products, the relationship between WeChat marketing influencing factors and brand behavior

The five dimensions of WeChat marketing have a positive and significant impact on the brand behaviors and attitudes of health products, with the quality of information, frequency of release, interaction and entertainment, promotion information and customer service.

In the field of health care products, the relationship between filming behavior and brand loyalty.

WeChat marketing brand behavior has a positive significant impact on brand loyalty.

In the field of health care products, the impact of WeChat marketing influencing factors on brand loyalty.

WeChat marketing information quality, frequency of release, interaction and entertainment, promotional information and customer service have a positive and

significant impact on brand loyalty of health products.

5.2 Insufficient research

Throughout the full text, due to the limitations of research conditions and the limitations of my research ability and time, there are still some shortcomings. It mainly reflects in the following points:

Limited by research ability and conditions. The research subjects are mainly students. The sample selection is simple and not universal. If conditions permit, a wide range of research can be conducted to make the conclusions more persuasive and representative.

Due to the lack of reference and reference of predecessors' research results, there are some limitations in the research on WeChat marketing dimension. According to previous studies, this article only extracted five dimensions of WeChat marketing and other factors were not listed. In the field of health care products, WeChat marketing and brand loyalty impact to both studies is not yet mature enough.

5.3 Research recommendations

In order to enhance the brand loyalty of WeChat to the health care products in Internet marketing and to convince the health care products industry of the life and health of the vast number of friends even better, the following suggestions are made in light of the findings of this article:

Create well-known brand of health products

As the rapid development of the Internet today, through the survey can be found, WeChat users, over the age of 30 to account for 46.99%, undergraduate and graduate education accounted for 78.6%. The common feature of these people are young and educated. They have high demand for products and services in life.

Brand recognition in the survival and development of an enterprises can indirectly bring considerable profits to the enterprise. On the other hand, the higher brand recognition to some extent reflects the good service and reputation of the

pharmaceutical companies, increasing the consumer's willingness to buy, so that in a similar product, love a brand, but also enhance brand loyalty. At the same time, combined with the empirical analysis of this study, enterprises should expand the brand recognition. It is win-win for both the customers and enterprises.

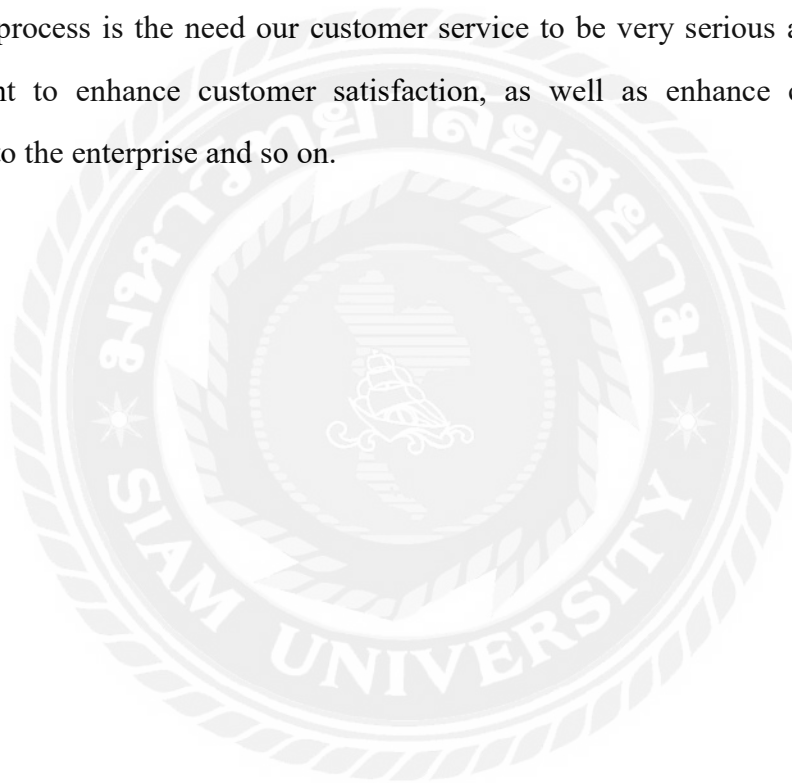
Improve the quality of information publicity

In the information dissemination, more importantly in the age of big data, WeChat publicizes through the Internet. All the behaviors of its users can form data. Through data analysis, we can find out consumers' hobbies, shopping habits, interests and purchase intention, etc. These analyzes can bring greater economic benefits to the enterprises. After conducting data research and analysis on the behavior trajectories of consumers, the enterprises can divide the users into different directional packages, and put more and more meaningful contents on these packages. For example, some consumers like to have calcium products, then the enterprises can push the health care products on calcium products target to them. Some patients may need some health care services, then enterprises can use data analysis to push health care products to these consumers about the rational knowledge and so on. In the huge amount of information WeChat marketing, it is very important to distribute information that is satisfactory and effective for all user groups for different user groups. According to the experimental research in this article, the quality of confidence has a significant impact on brand loyalty, so enterprises should dig deeper in the content of WeChat marketing to enhance the quality of information and enhance the readability of information so as to better serve the vast number of consumers and get more profits.

Strengthen customer service enhancements

Due to the privacy of WeChat users and enterprises, there may be more than one user communicating with the enterprise customer service at the same time. At this time, customer service is required to improve the service quality and patiently answer the user's questions in detail, so that the customer service can remember that they are

representatives of the enterprises images. Users will consult our customer service because of the demand, and we should improve the service quality, so that the users can obtain the maximum demand they want in a short period of time, more efficiently and conveniently serve the users. In this way, the user has a clear understanding of corporate culture, product philosophy, and they will have awareness. Especially in the health care products industry, users need to rational use of health products, from the beginning of overwhelming to the final ease of use, or even buy after the consultation. Such a process is the need our customer service to be very serious and have patient treatment to enhance customer satisfaction, as well as enhance consumer brand loyalty to the enterprise and so on.



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Appendix

The first part	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality of information released by health products companies					
Product information of health care products is true and reliable	1	2	3	4	5
Health care products released by the product is practical to me and help me understand the brand	1	2	3	4	5
The frequency of corporate public information release					
I do not get bored with pushing a message daily;	1	2	3	4	5
Being able to publish information frequently through public numbers is very active;	1	2	3	4	5
Public number can actively participate in hot issues discussion	1	2	3	4	5
Importance of users communicate with enterprises with recreation					
Interaction can deepen my understanding of the brand's products;	1	2	3	4	5
Relevant news and recreation released by the brand is also one of the reasons I concern	1	2	3	4	5
I am engaged in	1	2	3	4	5

business-led exchange activities					
Practicality of WeChat marketing					
Business-related promotions are attractive to me; I prefer to buy health care products which usually have promotion;	1	2	3	4	5
I think it is good for both themselves and the consumer to carry out sales promotion activities	1	2	3	4	5
My evaluation of business customer service					
Self-service corporate public number is very convenient;	1	2	3	4	5
Public number can solve my problem in time	1	2	3	4	5
Public number of artificial service attitude, courteous service	1	2	3	4	5
The second part					
The embodiment of brand loyalty of health care products in behavior					
I will recommend my favorite brand to my friends and relatives	1	2	3	4	5
I will repeatedly buy your favorite brand	1	2	3	4	5
I will buy support for the new product under the brand	1	2	3	4	5
My attitude to the brand					
Trust the brand,	1	2	3	4	5

because it could provide the products I need					
The use of the brand can bring me confidence, security, and a sense of satisfaction.	1	2	3	4	5
Even if the brand's service will not improve, or will not change my intention to buy	1	2	3	4	5

The third part of the basic situation

1. Gender: ☐ Male ☐ Female

2. Age: ☐ Under 25 ☐ 26-30 ☐ 31-35 ☐ 36 or more

3. Education level:

☐ High school / technical secondary school and below ☐ college ☐

undergraduate ☐ graduate and above

4. Occupation ☐

☐ Student ☐ Enterprise ☐ Institution ☐ Others

5. Family monthly income is:

☐ 3000 yuan or less ☐ 3000-8000 ☐ 8000-20000 ☐ 20000 and above