



**WECHAT FRIENDS INTERACTIVE
INFLUENCE ON CONSUMERS TO BUY
TRUST -- THE MEDIATION EFFECT OF
PERCEIVED VALUE RESEARCH**

HE JIA

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RESEARCH**

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Advisor: *Chao Qiu* Date: *25* / *Sept* / *2020*

(Dr. Qiu Chao)

..... *Jomphong*

(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of Business Administration

Date: *30* / *Sept* / *2020*

Siam University, Bangkok, Thailand

微信朋友圈的互动性对消费者信任态度的影响 ——感知价值的中介效应与网购经验的调节效 应研究

摘要

微信在人群中的广泛使用是中国企业追赶的发展平台，它使微信营销的朋友圈成为新媒体营销，是现代营销发展的最大潜力之一。本研究以朋友的微信圈为研究对象，在以往研究成果的基础上，采用实证分析方法，构建了在网络调节作用下消费者对企业信任度影响因素的模型。购物经验和感知价值，并设计问卷。研究人员通过随机抽样选择了 378 个有效样本。分析结果如下：1. 互动对信任态度和感知价值产生积极影响； 2. 感知价值积极的消费者信任态度； 3. 在线购物体验将影响互动对信任态度的影响。因此，通过网络研究实现营销企业的目标，制定营销策略，为今后的研究提供管理启示和建议。

关键词：微信朋友圈营销 互动性 感知价值 网购经验 信任态度

ABSTRACT

Research title: WeChat Friends Interactive Influence on Consumers to Buy
Trust -- The Mediation Effect of Perceived Value Research

Researcher: Mr He Jia

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Major: International Business Management

Advisor: *Chao Qiu*

(Dr. Qiu Chao)

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With a focus on WeChat's extensive use of the crowd feature, it has become a development platform for Chinese companies to make use of the 'circle of friends' within WeChat and capitalize on the marketing potential through this new mainstream media channel. This study focused on WeChat's 'circle of friends' as the research object. Previous research results were taken into consideration while adopting the empirical analysis method to construct the model of influence factors regarding consumers' trust. Data was collected through a questionnaire to retrieve data on consumer trust of enterprises in the context of online shopping experiences and perceived value. The researcher selected 378 participants through random sampling with the following results: 1) Interactivity showed to have positive effects on feelings of trust and perceived value; 2) Perceived value positive effects of consumers feelings of trust; 3) The overall online shopping experience and its influence on the impact of interaction on feelings of trust. This paper concludes by recommending business networks to understand the goal of marketing businesses and to develop marketing strategies and provide managerial implications and suggestions for future research.

Keywords: WeChat, the circle of friends, marketing, online shopping experience, trust

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WECHAT FRIENDS INTERACTIVE INFLUENCE ON CONSUMERS TO BUY TRUST -- THE MEDIATION EFFECT OF PERCEIVED VALUE RESEARCH

1.INTRODUCTION

1.1 Background

US IT research firm Gartner released a report in January 2018, saying that global computing equipment shipments will reach 2.6 billion units in 2018, up 1.9% year-on-year. At the same time, Gartner expects that by the end of 2018, 82% of mobile phones worldwide will be smartphones, up 12% from 2015. Also, end-user spending on mobile phones will increase by 1.2%. On April 19, 2018, (iiMedia Research), the world's leading mobile Internet third-party data mining and integrated marketing agency, released the "《2017-2018 China Smartphone Market Research Report》", showing China in 2018. The number of mobile Internet users reached 690 million, of which the number of smartphone users reached 624 million, accounting for about 90% of the total number of mobile phone users.

China Internet Network Information Center (CNNIC) released the 37th "《Statistical Report on Internet Development in China》" on January 22, 2018. As of December 2017, the number of mobile Internet users in China reached 620 million, with 90.1% of Internet users passing. Mobile Internet access. The number of Internet users using only mobile phones reached 127 million, accounting for 18.5% of the total Internet users. The number of mobile online payment users reached 358 million, with a growth rate of 64.5%. The proportion of Internet users using mobile phones to pay online increased from 39.0% at the end of 2016 to 57.7%. This shows that Chinese Internet users are concentrating on mobile devices, and mobile phones have become

the primary factor driving the growth of Internet users. At the same time, Chinese netizens are increasingly used to shopping on mobile phones.

On the Internet, the China Internet Network Information Center (CNNIC) released the 37th "Statistical Report on China's Internet Development Status" survey. As of December 2017, the number of Chinese Internet users reached 688 million, and the Internet penetration rate reached 50.3%. The number is over half. Among them, 39.51 million new netizens were added in 2016, with a growth rate of 6.1%, an increase of 1.1 percentage points from 2015, and the growth rate of netizens has increased. The "Report" also shows that the proportion of Internet users accessing the Internet through Wi-Fi wireless networks is as high as 91.8%, an increase of 8.6 percentage points from June 2016. At present, Wi-Fi wireless networks have become the preferred method for Internet users to access the Internet in fixed locations. The gradual improvement of the network environment and the rapid spread of mobile Internet access have spurred the demand for mobile Internet applications. Mobile Internet is the product of the convergence of mobile and Internet, and it combines the advantages of sharing, opening, and interaction of mobile, anytime, anywhere, with the Internet and the Internet. Due to its high portability, privacy, and lightweight, it has quickly become popular.

WeChat is a free application that Tencent launched on January 21, 2011, to provide instant messaging services for smart terminals. WeChat supports cross-communication operators and cross-operating system platforms to quickly send free (using a small amount of network traffic) voice over the network. SMS, video, image, and text. At the same time, you can also use the content of shared streaming media content and location-based social plugins, such as "shake," "drift bottle," "friend circle," "public platform," "voice note." This "etc. Service plugin. The 2015 version of WeChat Data Report released by Penguin Zhikuo shows that as of the first quarter of 2015, WeChat has covered more than 90% of China's smartphones, with 549 million monthly active users and more than 20 users in more than 200 countries. Language. Also, the total number of WeChat public accounts of each brand has exceeded 8 million, the number of mobile application docking has surpassed 85,000, and the number of WeChat payment users has reached 400 million. Penguin Zhikuo released the latest 2016 version of the WeChat Data Report. More than 90% of WeChat users use WeChat every day. Half of the users use WeChat for more than 1 hour every day. Most users have more than 200 friends. 61.4% of users open WeChat

every day to brush "friend circle", nearly 70% of users pay or transfer the amount of more than 1,000 yuan per month.

With the rapid development of WeChat and its full application in marketing practice, relevant research on WeChat and its marketing has emerged. However, due to the short birth practice, theoretical research on WeChat is relatively rare. At present, the study of WeChat mainly includes two aspects. One is the user adoption factor of WeChat client and the discussion mode and mode of WeChat; the second is the discussion of the marketing strategy of Enterprise WeChat and Enterprise WeChat from the perspective of marketing. Generally speaking, current research is mostly from the perspective of enterprises. From the standpoint of WeChat users, the factors affecting the marketing of the WeChat friends circle are relatively lacking (Sun Feng, 2015).

1.2 RESEARCH PROBLEM

With the advent of free Internet time, to pursue a faster and more convenient Internet experience, most Internet users have switched from PC to lightweight and comfortable mobile terminal devices such as mobile phones and PADs. The popularity of the Internet has also caused a long-tailed development trend in all dimensions, such as the age, education, income, and region of netizens, making the overall number of netizens inferior to growth. At the same time, with the gradual maturity of online shopping and the expansion of payment scenarios, various mobile payment platforms have become high-frequency payment tools in addition to cash and bank cards, while the scale and cash management of currency funds such as Yu'e Bao Instrumentation have also moved the sticky growth of mobile payment users.

According to iResearch.com, WeChat has become one of the most popular social tools now, followed by marketing based on WeChat. From eggs to clothing, there is a wide range of products for marketing through WeChat. Da Cao Egg is a successful example of WeChat marketing using the WeChat friends circle interactive recommendation form.

This study will study consumer trust attitudes based on the following issues on the influence of user price perception mediators and the interaction of WeChat friends under the moderating effect of user online shopping experience:

1. How does the trusting attitude of consumers based on the interactive WeChat circle of friends form?

2. How does the interactivity of the WeChat circle of friends affect the value perception of consumers?

3. How does the price perception of WeChat friends circle affect their trust attitude?

4. How will consumers' online shopping experience change the trusting attitude of consumers based on the interactive WeChat circle of friends?

1.3 SIGNIFICANCE OF STUDY

This study takes the users of the WeChat friends circle as the research object and studies the factors affecting the trust of users in the WeChat friends circle. The theoretical and practical significance is as follows:

1.3.1 Theoretical significance

Although many WeChat mobile phone applications, such as WhatsApp, Line, etc., have received a lot of scholars' attention, WeChat is a new food in China. Although scholars are enthusiastic about their development, they are mostly seen at present. By relying on magazine reviews, etc., there are still not many real academic papers, and there is very little empirical research on the interaction of WeChat friends. Therefore, this study aims to explore the impact of WeChat friends circle interaction on customer behavior intentions. The main dimensions of WeChat friend circle interaction are summarized. Combining customer price perception as a mediator variable and customer online shopping experience as a mediator variable, the relationship model between WeChat friend circle interaction and customer trust attitude is proposed. It expands the interactive research field, provides a new understanding for describing and explaining the customer's network behavior intention, introduces new research problems and research methods for the theoretical development of the field, and perfects the predecessors' theory.

1.3.2 Practical significance

The successful operation and excellent performance of the WeChat circle of friends marketing are inseparable from the support of online consumers. Online shopping changes people's consumption behavior, and changes in consumer behavior affect the marketing strategies of online merchants. In a highly competitive market,

the choice of consumers largely determines the success or failure of this business, especially in the information age of Internet popularization, consumers have more initiative and judgment.

Through the relationship between the interaction between WeChat friends and consumers' trust attitude, this study provides a new perspective for online merchants to better manage and manage their stores, which is helpful in guiding online merchants to formulate strategies and cultivate customers. Help online merchants to solve the obstacles of consumers' trust attitude, and play a higher commercial value of online shopping, providing guidance and basis for merchants to achieve marketing goals.

1.4 RESEARCH SCOPE

The object of this study is all people who have used the WeChat circle of friends. The sampling method used in this study is a combination of random sampling and convenient sampling. The sample of this study is the general population. However, due to time, geographical, and cost constraints, it isn't straightforward to carry out a nationwide survey on a large scale. This study uses the method of inviting respondents to send questionnaires through web chat tools. According to the statistics report of the China Internet Information Center, the proportion of Chinese netizens using communication network applications is as high as 50% (Tencent Technology, 2015). , this study publishes the questionnaires that need to be filled out on the Internet. At the same time, it issues questionnaire invitations in chat tools such as Tencent QQ, WeChat, and other virtual communities. The author immediately explained the questionnaire when he found any objections and thanked him for his participation.

There are three main methods of data collection: direct observation method, experimental method, and survey method. Among them, the survey method is the most familiar one. It includes three subdivision methods: interview, telephone interview, and self-filled survey. Among them, a better survey method was recognized during the meeting, but he also had the disadvantage of higher cost. Phone interviews are not user-friendly, answer rates are low, and fraud is now present. The self-filled questionnaire is to hand the survey to the respondent and let them fill it in. This

method has a low response rate and a high false response rate. But it has the advantage of low cost (Keller Wallak, 2006).

1.5 RESEARCH INNOVATION

The development of mobile Internet and the popularity of mobile terminals have made WeChat Moments marketing one of the most promising new marketing methods in modern media marketing. However, there are relatively few related studies on the interaction of WeChat Moments. Based on WeChat Moments, interaction Sex has little effect on customer trust. This study takes the cooperation of the WeChat circle of friends as the background. Based on theoretical analysis and empirical research, we use a questionnaire survey method to analyze the interaction of the WeChat circle of friends quantitatively. It is confirmed that the communication is controlled, bidirectional, responsive, and mutually supportive. From the perspective of customer perception, we study the influence of WeChat circle of friends on customer trust attitudes and explore the impact of WeChat friend interaction on consumer trust attitudes under the control of user value perception intermediary and the adjustment effect of user online shopping experience. It will provide some reference for future research on WeChat friends circle related fields.

On the other hand, from a quantitative perspective, this study divides the interaction of the WeChat circle of friends into control, responsiveness, and two-way nature. It introduces the feature of mutual assistance according to the

characteristics of the research object to conduct empirical research to make up for the current There are some vacancies for research. Also, this study defines the measurement of influencing factors as independent variables, mediation variables, moderator variables, and dependent variables. The four dimensions of WeChat circle of interaction are used as independent variables, user-perceived value is used as an intermediate variable, and user online shopping experience is used as The adjustment variables are analyzed to obtain a theoretical model of the influence of WeChat circle of interaction on consumer trust attitudes, which provides a reference for future research on consumer trust attitudes to merchants under WeChat circle marketing.

1.6 RESEARCH CONTENT

Part one: Introduction. Including the topic selection background, research significance, research content, and thesis innovation.

Part two: a related literature review. In this study, through a literature review, a detailed report and collation of related research such as interactivity, customer perceived value, customer trust attitude, online shopping experience, etc. This paper proposes the fundamental theory of interaction-trust position based on the specificity of the WeChat circle of friends. Model, and based on this, the related assumptions involved.



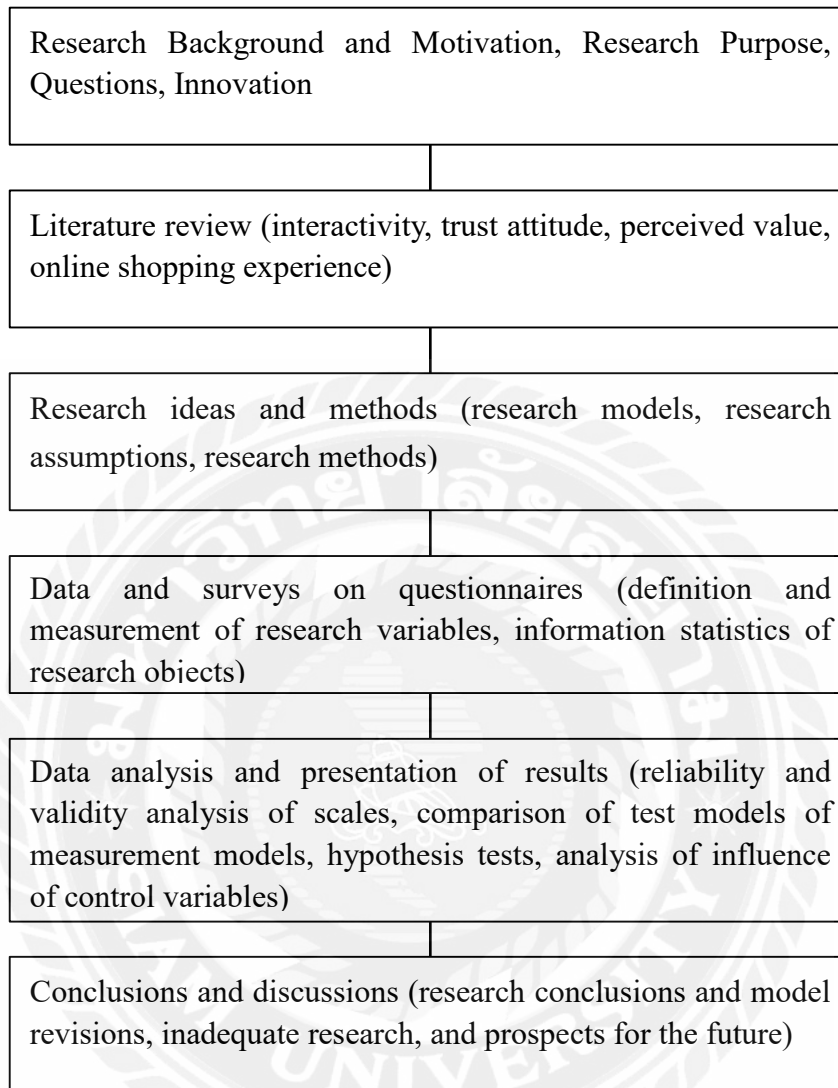


FIGURE 1-1 TECHNICAL CIRCUIT DIAGRAM

2.LITERATURE REVIEW

A review of the predecessor's literature is not only conducive to the choice of the research entry point but also the structure of the research framework, the choice of methods, and the determination of steps (Li Huaizu, 2004). This study will clarify the research status in the field of consumer online shopping trust through the collation and collation of scholars from different disciplines on the definition of interactivity, the characteristics of trust in e-commerce, customer perceived value, and online shopping experience, and summarize the current research in the field of consumer online shopping trust. Based on the research results and shortcomings, the further research trends of the above theories are discussed.

2.1 WeChat marketing and related research

2.1.1 WeChat Marketing

WeChat is a free instant messaging product created by Tencent for mobile terminal users. The circle of friends is one of the essential functions of WeChat. Recording and sharing here become the primary user experience. Through sharing, the user's relationship network expands from offline to online, strengthening, and enriching the connections between users. The WeChat friends circle integrates QQ friends, mobile phone contacts, and "People nearby" into one channel, expanding the level of dating, and its membership has undergone strict scrutiny. In such a tightly connected circle, the information, opinions, and other characteristics between members are very similar, and mutual friends can see each other. This high degree of sharing and reciprocity makes the "circle" a more private organization. Without consent, it is difficult for strangers to enter this "circle", thus guaranteeing the tightness of the organization and emotional solidity of this group.

With the increase of network coverage and the popularity of smartphones, it has become a hot social networking tool. The popularity of WeChat software in China's mobile phone users can be seen from the above data. The use of WeChat software is generally between 18 and 55 years old, and most of the people over 50 are Kochi groups. People in such an age group already can consume independently. As the number of WeChat users continues to grow, a new online marketing method, micro marketing, has sprung up in the circle of friends.

WeChat marketing is an innovation of Internet background marketing. With its particular functional advantages, it has attracted more and more attention from enterprises and individuals and has gradually adapted to use WeChat to market products and services. The characteristics of WeChat marketing are as follows: low marketing costs, a large number of potential customers, accurate marketing positioning, and interactive information exchange.

Wechat circle of friends information transmission has the characteristics of "point-to-point". In today's highly popular WeChat software, smartphone users will install WeChat software, and each WeChat user's WeChat friends may have dozens or even hundreds. Therefore, from a micro perspective, WeChat is a "point-to-point" communication; but from a macro perspective, WeChat is a "point-to-point" communication. "Forwarding" is the core of the WeChat B2C model of the circle of friends. Its communication characteristics allow marketing to grow geometrically in multiples. Through the WeChat forwarding function, marketing information will have fantastic speed and coverage, and the quality of communication can reach the "Point-to-point" effect.

The advantage of WeChat is that it is acquaintance marketing. With a precise target customer group, merchants can publish product information at any time through the WeChat public account, and customers will actively come to your door, reducing operating costs. Most of the friends in the WeChat circle of friends are offline friends of personal businesses. In real life, we know each other. This acquaintance relationship will undoubtedly provide an invisible guarantee for the quality of its products. And the comments of the circle of friends are visible to the mutual friends of both parties. Because of the acquaintance, if the purchase of a product is satisfactory, the buyer will naturally give support through praise and other methods. Therefore, as long as the quality of the product passes, this kind of personal business product marketing through the WeChat circle of friends has a natural advantage.

2.1.2 Summary of WeChat Friends Circle Marketing Research

Because the emergence of WeChat, a new social media, is relatively late compared to other social media, the research on WeChat marketing in academia is still in its immature stage, and there are still many issues that need to be explored. This research sorts out the research results of the predecessors and summarizes the predecessors' opinions.

Qin Kai (2012) analyzed the advantages and disadvantages of enterprises choosing WeChat marketing under the development of the mobile Internet, provided references and suggestions for enterprises to conduct active marketing activities, and pointed out that WeChat marketing can have a positive effect on enterprises.

Wu Jingthorn (2013), starting from the innovative function of WeChat marketing, believes that the core competitiveness and advantages of WeChat marketing are reflected in the interactive dissemination of hidden marketing and own words, low-cost and international information analysis, flexible society, and personalized demand. The multi-state interactive marketing of mining, WeChat, and Weibo, analyzes the competitiveness of this marketing method and analyzes the characteristics, status quo and problems of WeChat marketing in the current publishing industry, and provides relevant recommendations for the WeChat marketing to the publishing industry. And development strategies.

Zhang Xiangyang and Su Yingying (2013) built a network word-of-mouth aggregation model that integrates social networking, location services, and group chat functions. From the perspective of combining corporate customers and contacts, online and offline product and service marketing, it is proposed that businesses can use warmth. The platform carries out relevant strategies for online marketing activities and information dissemination.

By sorting out the previous research on WeChat marketing, we can see that scholars have more qualitative research on WeChat marketing and relatively less quantitative analysis. The research on WeChat marketing mainly focuses on the characteristics, the form of marketing, the theoretical basis, the advantages and disadvantages of WeChat marketing, and the way of communication. Therefore, it is

necessary to build a conceptual model of WeChat's interactivity, perceived value, and online shopping experience on consumer trust attitude based on the research results of previous predecessors, to better provide suggestions for merchants' WeChat marketing strategies.

2.2 Interaction and related research

2.2.1 Concept of interactivity

In the early days, the Internet was not yet widespread, and research on interactivity focused on interactions between users and computer media. Rice & Associates (1984) believes that interactivity is the effectiveness of multiple information choices. When users have a large number of information choices, it is about missing interactions and the choice of information. Schegloff (1992) believes that interactivity is the flexibility of language change, which is reflected in the exchange of information between the two parties. Rice & Love (1987) defined the degree of interactivity from the communication process and the degree of control. It believed that interactivity reflected whether the website responded quickly to the speed of customers and whether the senders and receivers could exchange roles. Blattberg & Deighton (1991) described interactivity as the ability of the media to facilitate interpersonal communication without thinking about time and distance. Steure (1992) believes that interactivity is the degree to which consumers carry out information content and forms through the media. The higher the degree, the stronger the interactivity. From the above, it can be seen that early research on interactivity emphasized the interaction between humans and computer media, and reflected the corresponding communication between computers and users (Liu & Shrum, 2002). With the popularization of the Internet and the development of e-commerce, scholars have studied the interaction under the Internet, and the connotation of communication has also expanded from the interaction between humans and computers to the interaction between people, and between people and information. Based on computer networks, Hoffman & Novak (1996) divided network interactions into human-computer interaction and interpersonal interaction. Human-computer interaction refers to access to hypertext content. Interpersonal interaction is communication between people and people through computers. Massey & Levy

(1999) divided the network interaction in the news into content interaction and interpersonal interaction. Cho & Leckneby (1997) divide communication into consumers and machines, consumers and other consumers, and consumers and information. In Cho & Leckneby (1997), there are three types of interactive relationships, namely user-media interaction and user-user information interaction. Liu & Shrum (2002) believes that interactivity should include three face-to-face content, which is the interaction and level between communicators and information, communicators and media, and communicators. This definition covers information, communicators, and communication — the interaction between media.

This study summarizes the previous conclusions on the definition of interaction, as shown in the following table:

Table 2-1 Definition of interactivity

scholar	definition
Steure (1992)	Interactivity is the degree to which consumers carry out information content and forms through the media. The higher the degree, the stronger the interactivity
Day (1998)	The essence of interactive marketing is consumer intervention, which is information from customers, not information about customers
Lombard (2001)	Interactivity is the degree to which users can change content or form in a media environment.
Macias (2003)	Interactivity is the state or process of using the media to communicate, exchange, acquire, and modify information.
Fan Xiaoping (2007)	The internet and computer are used as methods and media for communication and interaction. Users exchange information and interpersonal communication with internet media.
Wu Jieqian (2011)	Interactivity refers to consumers' perception of the interactive services provided by platform shopping websites. The basis is the design of the interaction mechanism provided by shopping

platform websites.

Luo Nan (2015) Interactivity is the degree to which consumers interact with and interact with websites, businesses, and other consumers in the process of consumers accessing the virtual brand community created by the enterprise through the Internet.

In summary, because this study focuses on the influence of shopping website interaction on customer behavior intentions on WeChat platforms, consumers get an interactive experience and perception in the process of interaction. Therefore, this study draws on the past study of the definition of interactivity and online shopping on the platform. From the perspective of perception, define interactivity as the degree of customer perception and control of the interactive services provided by WeChat and the corresponding degree of feeling in the WeChat platform interaction.

2.2.2 Interaction dimension

With the deepening and development of interactive research, there are more and more related researches, and the interactive content structure has become more and more important for scholars. In different studies on the dimension of interactivity, because different scholars have different views on the content and composition of interactivity, they do not form a unified structure, and the extracted dimensions of interactivity are different. These studies define the dimension of interactivity from different perspectives.

Ku (1992), based on access and control, proposed dimensions of interactivity, including timely feedback, communication links, responsiveness, diverse sources, equality of participation, and ability to terminate. Steuer (1992) believes that interactivity includes:

1. Speed refers to the media response time to customer operations. Real-time communication and interaction will affect people's evaluation of the website.

2. Control range refers to the degree to which the attributes of the media environment can be modified. For example, the form of expression of information, the organization of information, etc.

3. Machinability is the type and behavior of interaction between customers and the media environment. Deighton (1996) considers the two dimensions of accessibility and responsiveness of interactive guarantees. Availability refers to passing information to people in need, and responsiveness refers to the Internet's ability to collect and respond to information individually. Liu & Shrum (2002) believes that interactivity includes: activity control affects the active and instrumental actions of the controller's experience, two-way communication refers to the ability of the company to communicate with users, users and users, and synchronous user communication The degree of synchronicity in getting enough feedback. Jiang et al. (2010) believe that the interactivity of websites related to online shopping of customers includes the interactivity of mechanism and society. The interaction at the mechanism level mainly refers to the interaction at the technical mechanism level, and the interaction at the social level relates primarily to the interaction at the social communication level. The interaction at the mechanism level is the consumer's control in the process of information selection and website communication activities. Cooperation at the level of social and social communication is mainly manifested in the conversation and exchange between users.

In recent years, Chinese scholars have also noticed the critical role of interactivity in online consumer behavior and e-commerce management, and have also explained and researched interactivity. However, most of them have introduced the interaction theory and theoretical analysis, and few useful empirical studies have been conducted. Among them, Tang Jiageng (2006) divided interaction into consumer interactions with online providers, websites, and other consumers. Zhong Chengjing (2011) verified the three dimensions of interactive communication, controllability, and responsiveness. Guo Guoqing & Li Guangming (2012) regarded interactivity as two dimensions of control and two-way and conducted empirical verification.

Table 2-2 Interactive dimensions

scholar	Dimension
Ku (1992)	Interactivity includes dimensions such as timely feedback, communication links, responsiveness, diverse sources, equality of participation, and ability to terminate.
Deightton (1996)	Two dimensions of accessibility and reactivity of interactive guarantees
Liu&Shrum (2002)	Interactivity includes: Activity control has an impact on the active and instrumental actions of the controller experience. Two-way communication refers to the ability of two-way communication between the enterprise and the user, the user and the user, synchronous user communication and feedback from sufficient use. Degree of synchronization
Tang Jiageng (2006)	Interactivity is divided into consumer and online suppliers, websites and other consumers.
Zhong Chengjing (2011)	Interactive communication, controllability, responsiveness
Guo Guoqing & Li Guangming (2012)	Interactivity is regarded as two dimensions of control and two-way, and empirical verification is carried out.
Luo Nan (2015)	Interactivity includes the ease of use and usefulness between consumers and websites; the two-way, responsiveness between consumers and businesses; and the mutual help and sociality between consumers and consumers.

From the above information, the academic community has not yet had a unified understanding of the interactive content structure, and there are still significant differences. However, it can be found through comprehensive research of previous scholars that control, two-way, responsiveness, and mutual assistance are the factors that have been applied more frequently. From the perspective of perception, this study believes that interaction is composed of control, two-way, responsiveness, and mutual assistance, which collectively affect customer behavior intentions.

2.3 Perceived value and related research

2.3.1 Definition of the concept of perceived value

From the early 1980s, various theories of customer perception of value in academia have been continuously proposed and become the fields that scholars are keen to study. However, given the differences in research focus and family supervision, the definition of customer perceived value has always been No unified understanding was formed. Zeithaml (1988) believes that perceived value refers to the overall evaluation of the utility of products and services by customers after weighing the expected benefits and costs they need to pay during the purchase of products and services. This is also the first systematic comparison of perceived values. Deep definition.

Duninsky (1994) believes that the perceived value of customers is determined by perceived risk, product quality, service quality, and experience value.

Woodruff (1997) defines customer value as the customer's perception of product performance, product attribute performance, and the use of results to achieve their purchasing intentions in a particular use environment.

Fan Chengxiu et al. (2003) thought that the perceived value refers to the subjective recognition of the value of the goods and services provided by an enterprise by an individual.

Zhong Kai and Zhang Chuanqing (2013) found that the perceived value includes functional value, emotional value and social value in the study of the influence of customer perceived value on purchase intention under the Internet

consumption environment, which has a positive impact on the purchase intention of online consumers, of which Emotional value has the most significant effect on the purchase intention of online shopping customers.

This study summarizes the conclusions of the predecessors' definition of perceived value, as shown in the following table:

Table 2-3 Definition of Perceptual Value Concept

scholar	definition
Zeithaml(1988)	Perceived value is the overall evaluation of the product and service utility by the customer by weighing the expected gains and costs that are perceived during the purchase of the product and service.
Dunlinsky (1994)	Customer perceived value is determined by perceived risk, product quality, service quality, and experience value.
Woodruff (1997)	Evaluation of the customer's perception of product performance, product attributes, and usage perceptions in terms of purchase intentions in a given environment
Fan Chengxiu (2003)	Perceived value refers to the subjective perception of an individual's value to the goods and services provided by an enterprise.
Holbrook(2006)	Customer perceived value is an interactive, relative and preferred experience.
Zhong Kai and Zhang Chuanqing (2013)	Perceived value includes functional value, emotional value, and social value
Liu Jinfeng (2015)	The customer makes a judgment based on the subjective value of the trade-off between perceived profit and perceived profit and loss.

According to the descriptions of perceived value by different scholars, this study believes that perceived value is the subjective comparison and judgment of consumers. That perceived value exists in the entire process of consumption.

2.3.2 Dimensions of perceived value

The dimension of customer perceived value is generally used in the construction of customer perceived value measurement scale. Gross (1991) first proposed a multi-dimensional model of perceived value, including five dimensions: functional value, social value, emotional value, cognitive value, and context value. Among them, practical value means that the product has physical attributes that satisfy the purpose of utility or function. These attributes are the basis for customer evaluation when purchasing a product. Social value is the utility of a product or brand that enables customers to connect with other social groups and embody them. Emotional value refers to the ability or service of a product or brand to change consumers' psychological or emotional states; Cognitive value refers to the ability of a product or brand to provide customers with a new experience, generate novelty or satisfy the pursuit of a specific knowledge Capability; Contextual value means that in some cases the product or brand can demonstrate a greater functionality or sociological function.

Jarvenpaa & Todd (1997) believe that customer value perception is divided into product perception, purchase experience, service, and risk perception.

Sweeney & Soutar (2001) took retail, durable goods as the research object, and took the price factor from the functional value as an independent dimension, and analyzed that the impact of quality and price on perceived value is different. Therefore, they believe that the practical value is divided into the functional value quality factor and the technical value price factor, and the useful value price factor is defined as the perceived effect of the customer on the reduction of the short-term and long-term costs of the product.

Xiaona Zhong (2005) studies the composition of perceived value of customers in the context of online shopping and believes that customer perception includes three dimensions: perceived gain, perceived loss, and perceived risk, of which observed increase includes product perceived quality, website experience, and symbolic benefits; perceived loss Including monetary expenditures and non-pecuniary expenditures; perceived risks include the risk of being deceived and returning goods.

Chen Xinhui and Jin Xin (2007) used digital cameras as research objects and divided perceived values into functional values, emotional values, new economic

values, and social values.

Xiong Zengjing (2010) divided the perceived value of online game customers into five dimensions: social value, security value, functional value, thought cost, and lose value.

Table 2-4 Dimensions of perceived value

scholar	Dimension
Gross (1991)	Perceived value is divided into functional value, social value, emotional value, and cognitive value.
Jarvenpaa&Todd (1997)	Perceived value is divided into product perception, purchase experience, service and risk perception
Sweeney&Soutar(2001)	
Zhong Xiaona (2005)	Customer perceived value includes value quality, value price, social value, emotional value, and cognitive value.
Chen Xinhui, Jin Xin(2007)	Customer perceived value is divided into three dimensions: perceived profit, perceived profit and loss, and perceived risk.
Xiong Zengjing(2010)	Perceived value is divided into functional value, emotional value, economic new value and social value.
Yan Dongqin (2015)	Perceived value includes functional value, emotional value, and social value

In summary, the study of the dimensions of perceived value can be divided into tangible goods and intangible goods according to the attributes of the products. For physical products, perceived value focuses more on functional value and price-based value. The real assets are almost always priced, and consumers can measure whether the price is acceptable before buying. For intangible assets, the perceived value is more focused on service value and experience value.

2.4 Online shopping experience and related research

Online shopping experience refers to the experience of consumers using online shopping. Consumers with different backgrounds have different attitudes and behavioral intentions toward production. Consumers with different experiences process information in different ways and form attitudes that affect consumer behavioral intentions. Pang Chuan & Chen Zhongmin (2004) confirmed through empirical studies that personal factors such as consumer online shopping experience, personal income, and ability to accept new things have a positive impact on consumer trust. Lohse et al. (2000) found through research that the longer consumers spend online, the more likely they are to shop online. Micheal (2011) believes that the familiarity of network use experience with computer operation will affect consumers' online shopping. Moorman (1993) research found that experience has an impact on the degree of trust and that experienced users have a lower level of confidence than inefficient use.

Gefen (2000) surveyed online store users and confirmed that consumer familiarity with sellers and shopping processes would positively affect customer trust, consumer familiarity with sellers and shopping processes, and consumer trust with sellers Will affect their shopping intentions. Gefen et al. (2003) believe that the relationship between the perceived usefulness of consumers and their willingness to act will be more stable with the rich experience of online shopping. Shengtian Xiang & Liu Chunlin (2008) found that the consumer's network experience regulates the relationship between shopping website interface quality and customer satisfaction. Among them, shopping websites are free of quality, including customization, interactivity, convenience, and website features. Four dimensions.

This study uses online shopping experience as a moderator and explores the influence mechanism of its WeChat platform interaction on customer trust attitudes.

2.5 Trust Attitude and Related Research

2.5.1 Definition of Trust

The problem of trust is general in society and the market. The research on trust started in the field of sociology, and gradually expanded to many disciplines such as psychology, management, economics, and marketing. Although the research on trust is different in different subjects due to diverse perspectives, and there are differences in research carriers compared to online shopping, the research methods and results have useful reference and reference value. Trust is the subjective view of personal psychology. Many scholars (Doney, Cannon, and Mullen, 1998) believe that there are characteristics such as vulnerability, uncertainty, and risk to trust.

Vulnerability means that individuals are not allowed to accept the harm caused by unexpected behaviors of others. Uncertainty, that is, the individual's inability to influence, control, or monitor the consequences of trustee behavior. Risk, that is, the person who is trusted may do more harm than can be expected.

Trust is defined differently by scholars in many different fields. This study is summarized in the following table:

Table2-5 Definition of the concept of trust attitude

scholar	definition
Deutsch (1962)	Trust is the act of believing others to expose their weaknesses
Zanna(1989)	The establishment of trust is based on the experience of past interactions and develops as the interaction between the two parties matures. This is the trust of the other party's commitment and reliability. Even if you expose your information in an uncertain risk environment, you are willing to sacrifice temporary short-term guarantees for long-term benefits and to get the expected return.
Mcknight(1998)	Trust refers to the will of one party to believe and rely on the other. High levels of trust can be measured by trust emotions and trust beliefs. The former is the individual's willingness to rely on others under the same circumstances, while the goodwill, ability

and city of others are more intense. Positive predictions.

- Shankar (2002) Trust runs through the entire process of browsing, purchasing and receiving after-sales services. Trust can be seen as the expectation that the customer will correctly process the customer information of the online merchant.
- Li Da (2013) When the implementer expects the trusted party to complete the beneficial outcome under friendly motivation, trust is the transfer of resources and rights to the trusted party.
- Luo Nan (2015) Trust is the consumer's ability to be a corporate brand in the virtual brand community, honest and good faith.
-

In summary, this study uses trust to define the ability, honesty, and good faith of the trusted party to define trust according to the purpose of the study. This has also been adopted by many research scholars, and has a great representativeness, emphasizing trust. The trust attitude of the trusted party regarding its ability, honesty and goodwill characteristics.

2.5.1 Measurement Dimensions of Trust

Mayer (1995) proposed an integrated model of organizational trust construction, which divided the dimension of trust into three parts: the trust tendency of the trustee, the situational risk, and the characteristics of the trustee. And honesty, ability, and goodwill are the three indicators of trustworthiness of trustees. Competence means that the trustee believes that the trustee has certain skills to handle specific foods; goodwill means that the trustee cares about the trustee. And to maintain goodwill and exclude self-motivation to gain profit; honesty means that the trustee feels that the trustee will adhere to certain principles that are enough to rely on.

McKnight (2002) compiled 32 representative books and literature on trust research, and selected 11 trust factors that have been proposed by many scholars and are most commonly accepted and are grouped into three categories: competence factors, goodwill factors, and honesty factors. . Among them, ability refers to the ability, competitiveness, and industry influence of the trustee; good faith means that the trustee considers the interests of the trustee, not just acting in

economic interests; honesty means that the trustee will consider and insist on trust Of the person.

The research on trust finds that it spans different disciplines and emphasizes that trust has multiple dimensions that are interrelated. This study sorts out the predecessors' division of the trust dimension, as shown in the following table:

Table2-6 The dimensions of trust

scholar	Research object	Dimension
Mcknight(1998)	E-commerce	Goodwill, ability, honesty and trust
Song Guangxing, Yang Deli(2007)	Parties to the transaction	Competence trust, encounterable trust and good faith trust
Wang Shouzhong(2008)	E-commerce	Supplier competence trust and online shopping environment trust
Zhou Guilin(2011)	consumer	Ability trust, honest trust and good faith trust
Xu Xiaolong, Yang Jingshu(2011)	consumer	Technical trust, institutional trust and interpersonal trust
Zou Weina (2015)	consumer	Trust is divided into cognitive trust and emotional trust

As can be seen from the table above, a large number of studies have treated trust as a multi-dimensional concept in the measurement of trust. This study will take the most measured dimensions, namely honest confidence, ability trust, and good faith trust.

2.6 Relationship between interactivity, perceived value, online shopping experience, and trust attitude

2.6.1 Impact of Interaction on Trust Attitude

Kerlinger & Lee (2000) consider the interaction mechanism as one of the essential characteristics that can judge whether a website is trustworthy. Morgan & Hunt (1994) believe that trustees and trustees can communicate and frequently interact with relevant

information and opinions, and it is easier to establish trust relationships. McKnight (2002) found through research on customer relationships in e-commerce that the interaction between buyers and sellers has a non-negligible effect on the trust between the two, and the communication between customers and online sellers will affect their faith, he believes that the effective communication between consumers and website interactions helps consumers perceive a positive attitude paid by the website for them, which in turn leads to consumer trust. Li Mingren (2001) found through related research that the interaction between members of the virtual community helps the communication between the members of the virtual community, which can increase the trust between them and is one of the crucial references for consumers to shop. Tang Jiageng (2006) believes that in the process of interaction between consumers and online suppliers, as well as websites and other online consumers, the positive experience and perception of cooperation has led to consumers' trust attitude towards them, which in turn leads to their trust-related behavioral tendencies.

On the WeChat platform, the increase in interactivity helps consumers get more information, thereby reducing their decision-making costs and increasing their decision-making benefits. Through ideal computing, customers are more willing to make effective purchase decisions for shopping through WeChat platforms. In the process of interaction, customers' awareness of the trust of the website and the value of the website for customers can also increase their purchases. Website trust. Based on the above analysis, this study believes that interaction on the WeChat platform affects customer trust. Based on this, this study proposes hypothesis H1:

H1: The more interactive the WeChat circle of friends, the higher the consumer trust;

2.6.2 Impact of Interaction on Perceived Value

Martin & Adams (1999) believes that the non-verbal communication behavior in service contact will affect the customer's perceived quality, and the courtesy, etiquette, professionalism, and enthusiasm of the hull from the non-verbal behavior will affect the customer's evaluation of the service. Koufaris et al. (2001) found through empirical research that the interaction between websites and consumers will have an impact on consumers' shopping pleasure and attention concentration. Li Qingfang (2010) also found in the empirical research on the influence of online word-of-mouth on consumers' willingness to shop and found that the intensity of the relationship between

online word-of-mouth publishing and communicators and the quality of word-of-mouth communication also have significant effects on consumers' perceived value.

In the online environment, the new Internet media has overturned the deficiencies of traditional media in terms of interactivity. With the popularity and development of the Internet, consumers are increasingly searching for information or shopping through the Internet. Before making final purchase decisions, It needs to query the information of goods and services as much as possible to meet its needs better. Therefore, in Internet activities, consumers' continuous interaction with shopping websites, online suppliers, and other customers will affect consumers' perceptions and experiences, and further change their behavior. Based on this, this research proposes hypothesis H2:

H2: The more interactive the WeChat circle of friends, the higher the value perception of consumers;

2.6.3 The Impact of Perceived Value on Trust Attitude

Han Bing (2007) uses the Chinese online retail industry in its infancy as a research background to investigate, for example, how to establish customer trust in this industry. Empirical research results show that perceived value has a significant impact on the three dimensions of faith. Zhong Chengjing (2011), taking 39 Health Network as an example, and empirically verifying the importance of e-commerce and its further development, the empirical test confirmed the intermediary role of perceived value in the interaction leading to the trust relationship, and the communication has a significant effect on the perceived value. Influence and influence trust through perceived value. Zhou Jing (2013), using Jingdong Mall as an example, explored the process of consumer trust and established a mechanism in a B2C e-commerce environment based on a process perspective in the network environment. Empirical evidence proves that the online interaction between consumers and online suppliers is essentially a kind of In the process of communication, perceived value plays a completely mediating effect between interactivity and trust. This study attempts to use online shopping experience as a moderator to explore the influence mechanism of WeChat Moment's platform interaction on customer trust attitudes and intentions. Based on this, this study proposes Hypothesis H3:

H3: The higher the value perception of WeChat friends circle, the higher the consumer trust;

2.6.4 Impact of Online Shopping Experience on Interaction and Trust Attitude

The experience of online shopping refers to the experience of consumers using online shopping. Consumers with different backgrounds have different attitudes and behavioral intentions toward the product. Consumers with different experiences use different ways to process information. Gefen (2000) surveyed online store users and confirmed that the degree of internship in customer shopping operations has an impact on trust. The customer's familiarity with the seller and the shopping process and the customer's confidence in the seller have a positive effect on customer shopping intentions. Gefen et al. (2003) believe that online shopping experience is having a moderating impact on perceived usefulness and behavioral willingness. Chang & Chen (2008) found that consumers' online experience played a regulating role in the relationship between the quality of shopping website interface and customer satisfaction. This study attempts to use online shopping experience as a moderator to explore the influence mechanism of WeChat Moment's platform interaction on customer trust attitudes and intentions. Based on this, this study proposes hypothesis H4:

H4: The interaction of online shopping experience in the WeChat circle of friends has a positive regulating effect on the influence of consumer trust attitudes.

2.7 Research hypotheses

Based on the above theories and literature review, this study will explore the relationship between perceived value intermediation, online shopping experience, and the interaction between the WeChat circle of friends and consumer trust. Therefore, the following hypothetical model is established:

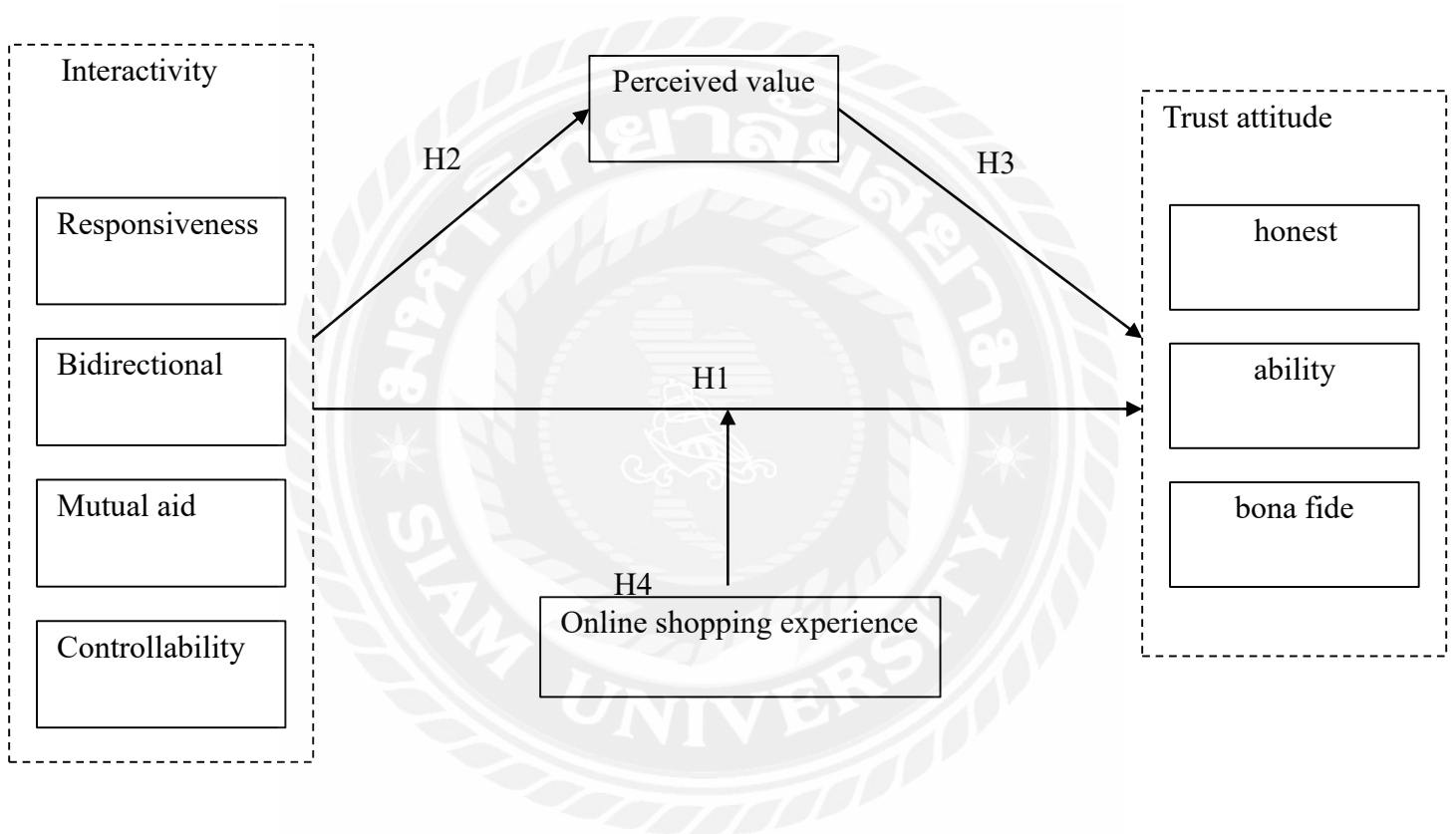


Figure 2-2 Hypothetical model

Based on the hypothetical model, the research hypothesis is obtained as follows:

H1: The more interactive the WeChat circle of friends, the higher the consumer trust;

H2: The more interactive the WeChat circle of friends, the higher the value perception of consumers;

H3: The higher the value perception of WeChat friends circle, the higher the consumer trust;

H4: The interaction of online shopping experience in the WeChat circle of friends has a moderating effect on the impact of consumer trust attitudes.



3. METHODOLOGY

This research uses a quantitative analysis method, using charts and models to analyze and decompose the data, and strives for more in-depth analysis and more fundamental understanding of the transformation.

3.1 Summary of research methods

The research methods are intuitively crucial for the effectiveness of the research results. Therefore, in this research, a variety of research methods have been integrated into the research process, including literature research methods, questionnaire survey methods, and statistical analysis methods.

3.1.1 Literature research method

This study collected materials such as the theoretical basis used in the research using Chinese databases such as Howie, Wanfang, and Weipu, Web of Science foreign language databases, and Baidu search engine. And summarize the existing related research results such as WeChat Moments Marketing, Moments Interaction, Customer Trust Attitude, Customer Price Perception, Online Shopping Experience, etc., and carefully sort out the theoretical support for the construction of research models and the formulation of research hypotheses.

3.1.2 Questionnaire survey method

This research design refines and forms appropriate questionnaires based on the proposed research models and assumptions. This research questionnaire is designed as a structured questionnaire, and a pre-test questionnaire is planned to modify the wording sentence of the survey and delete the items with lower discrimination, reliability, and validity in the census, thereby improving the answerability and efficacy of the inquiry. And safety, and finally form a formal hearing for data collection. The questionnaire survey adopts the method of an online questionnaire survey. Respondents fill in the questionnaire through the Internet page and submit it online.

3.1.3 Statistical analysis of data

After obtaining the original data, the statistical analysis software SPSS was used to perform reliability analysis, validity analysis, factor analysis, correlation analysis, and structural model path analysis using AMOS to test the research hypotheses involved in the research model.

3.2 Summary of statistical methods

In this study, SPSS statistical analysis software was used for reliability analysis, validity analysis, descriptive statistical analysis, and correlation analysis. AMOS statistical analysis software was used for structural equation model analysis to test the relationship between the various research variables.

3.2.1 Reliability analysis

Reliability analysis (Reliability Analysis) is to check the stability and consistency of the scale when it is measured. The level of reliability can indicate whether the scale results are repeatable and whether the content of the study is consistent, and then how much the study can be repeated.

Reliability is divided into "External Reliability" and "Internal Reliability." External security refers to whether the scale can show consistency when measured at different times, and then measure the safety. The degree is the usual method for testing external safety. Intrinsic safety refers to whether each scale measures a single concept (Idea), and the level of consistency of the items that the range instructs. The reason for the "multiple-item scales" It is said that the intrinsic reliability is particularly essential (Wu Minglong, 2003). At present, the Cronbach alpha coefficient is the commonly used index for measuring internal security in the psychological field. Therefore, this study also uses this coefficient to test the safety of each item on the research scale. The Cronbach Alpha coefficient is between 0 and 1. The higher the ratio, the more significant the correlation between the various elements of the variable, and the higher the reliability of the scale. Generally, when the Cronbach Alpha coefficient is higher than 0.7, it is in the acceptable range. Inside.

3.2.2 Validity Analysis

Validity analysis (Validity Analysis) is the validity of the scale and its validity, which refers to whether the size can measure the variables that need to be measured.

There are two main methods for scale validity analysis: content validity and structure validity.

Content validity (Content Validity) is also called surface validity. It is worthy of measuring whether the measurement item can adequately reflect the measured variables. It can also be considered as measuring whether all the things "appear" to meet the purpose and requirements of the measurement. The primary method of Apple content validity is to ask experts to evaluate whether a scale is a representative according to specific criteria. Content validity is the primary validity indicator of the level. Only when there is sufficient content validity can the structure validity test be meaningful (Wu Minglong, 2003).

Structural validity refers to the degree of correspondence between a certain structure and the measured value reflected in the measurement results. It is generally verified by factor analysis, and factor analysis can be divided into an exploratory factor analysis. Factor Analysis (EFA) and Confirmation Factor Analysis (CFA). Exploratory factor analysis refers to the fact that before the factor analysis, researchers did not have any expectations and position tendencies on the factor structure of the data, and the factor structure analyzed by statistical methods, this factor analysis method has a strong trial and error Meaning, it is called exploratory factor analysis. Still, sometimes researchers also want to use exploratory analysis through statistical analysis software to test the scale without presupposing any positions to see if the results are the same as the specific structural relationship at the beginning of the study. Confirmatory factor analysis must have a specific theoretical viewpoint or conceptual framework as the basis, and then use statistical methods to confirm whether the theoretical framework is correct and appropriate (Qiu Haozheng & Lin Bifang, 2009).

3.2.3 Descriptive analysis

Descriptive Statistics (Descriptive Statistics) is a description of the mathematical structure and overall situation, including the distribution of job offers, statistical description analysis, and average analysis process. In this study, some key characteristics of the recycling questionnaire were summarized using simple statistics, including the distribution of samples such as gender, age, education, occupation, and online shopping

experience.

3.2.4 Correlation Analysis

Correlation analysis is a statistical method for studying the closeness between variables. The correlation coefficient is a statistic describing the degree and direction of this linear relationship. Generally, we use the system's default Pearson coefficient r and set $0.8 < r \leq 1$; Strong correlation when $r \leq 1$; moderate correlation when $0.6 < r \leq 0.8$; weak correlation when $0.4 < r \leq 0.6$; if there is correlation when $0.2 < r \leq 0.4$, uncorrelation when $r < 0.2$; positive value It is a positive correlation. If a negative value is a negative correlation, the correlation is relative to the positive value. In this study, the correlations between various influencing factors and consumer trust attitudes are analyzed.

3.2.5 Structural Equation Model Analysis

Structural Equation Modeling (SEM) is a statistical analysis method that has only appeared since the 1960s. Since the 1980s, the structural equation model has developed rapidly, making up for the shortcomings of traditional statistical methods and becoming an important tool for multivariate data analysis. It is a statistical analysis method for establishing, evaluating, and testing causality. The model includes both observable variables that can be directly observed and latent variables that cannot be directly measured. Statistically speaking, the structural equation model integrates path analysis and confirmatory factor analysis and is a comprehensive method (Qiu Haozheng & Lin Bifang, 2009).

The structural equation model method has the following steps: definition and identification of the model, parameter estimation, model fitting evaluation, model modification, and result interpretation. The description and identification of models are mainly to construct theoretical models. In this research, we have used the method of literature compilation to build a model hypothesis that includes WeChat friend interactivity and consumer trust attitude. In the parameter estimation stage, this study used AMOS statistical analysis software to calculate. After the evaluation parameters were obtained, the identification of the parameters was used to evaluate the degree of fit between the theoretical model and the actual situation, and the model was revised and adjusted according to the evaluation parameters when necessary. Finally, a conceptual model that meets the test criteria is obtained, the research hypothesis is verified, and the results are interpreted and analyzed.

Because the structural equation model contains a variety of statistical methods, it deals with the comparison of the overall model, and there are multiple indexes referenced in the policy test, which is convenient for users to analyze from different angles. The model evaluation indicators used in this research are:

(1) The chi-square degree of freedom ratio (χ^2 / pdf) indicates the degree of fitting of the model. Generally, when the chi-square degree of freedom ratio is less than 3, it suggests that the model has a reasonable degree of fit.

(2) GFI (Goodness of Fit Index) fitting index, whose value is between 0 and 1, which is similar to the historical history variation (R^2) in regression analysis. The larger the GFI value is, the more simple the covariation matrix is. The higher the percentage that can be explained by the hypothetical model, the better the model fits.

(3) AGFI (Adjusted GFI) is similar to the adjusted explainable variance (Adjusted R^2) in regression analysis. The closer the AGFI index is to 1, the better it is to obtain an ideal conclusion of fit.

(4) RMSEA (Root Mean Square Error of Approximation) is an index for evaluating the approach to adaptation. The advantage of RMSEA is that it is not affected by the sample size and model complexity. The smaller the value, the better the model fit.

(5) The CFI (Comparative Fit Index) reflects the degree of difference between independent models that assumes no covariation between the model and the variables and is particularly suitable for fitting small sample models. The closer the CFI index is to 1, the better the model fit.

(6) SRMR (Standardized Root Mean Square Residual) is the square root of the covariance average of the adaptive residuals. The smaller the SRMR, the better the fit between the theoretical model and the sample data.

The following table details the criteria for judging each indicator parameter:

Table 3- 1 Description of the path model fitting indicators

Indicator name	Judgment value	Explanation
Card square degree of freedom	<3.0	The smaller the better
GFI	>0.90	The closer to 1 the better

AGFI	>0.90	The closer to 1 the better
RMSEA	<0.05	The smaller the better
CFI	>0.95	The closer to 1 the better
SRMR	<0.08	The smaller the better

3.3 Questionnaire design

This study first reviews the relevant classic literature, defines the research variables, and studies the design and operating methods of scales in related empirical studies. According to the research of previous scholars, the measurement questions of each variable are designed. In addition to multiple-choice questions and open-ended questions, the closed-ended items of the Likert five-point scale are used in other parts. From 1 to 5, they express strong disagreement, more disagreement, uncertainty, more agree, strongly agree. This type of Likert scale is adopted because most Chinese people are familiar with the 5-point system. Therefore, the survey experience of survey audience perception will be simpler than other levels. Avoiding extremes in measurement units helps prevent possible data deviations.

The questionnaire of this study contains a total of 37 sub-questions, with a sum of two parts. The survey includes demographics, WeChat interactivity, consumer perceived value, consumer online shopping experience, and consumer trust attitude. The questionnaire contains a small number of very similar questions, which are used to check invalid inquiries formed by random responses.

4. RESULTS

This equation will be based on the previous theoretical assumptions and questionnaires, through the establishment of a structural equation model to test the mediating role of customer perception of value and the influence of interaction on the attitude of trust under the regulation of online shopping experience. The structural equation model (Structure Equation Model, SEM) is a combination of the two paradigms of fundamental factor analysis and multi-cubic program estimation using mathematical concepts in the 1970s. Joreskog (1973) created a brand-new quantitative research paradigm. It is based on the statistical methods of many transmissions. It is a comprehensive application and improvement of traditional statistical methods such as confirmatory factor analysis, multiple regression analysis, and path analysis.

4.1 Formal questionnaire data collection and analysis

After the data collection and analysis of the pre-test questionnaires in this study, a total of 16 items were reset on the Interaction Scale, a total of 4 items on the Perceived Value Scale, a total of 4 items on the Online Shopping Experience Scale, and a Trust Attitude Scale. A total of 7 items. From October 28 to November 15, 2019, the scale questionnaire was distributed through a professional questionnaire website-"Questionnaire Star." A total of 412 questionnaires were collected in 20 days. Screening: The apparent regularity presented in the scale filling or all the items are the same option, etc. After replacement and deletion, 378 valid questionnaires were finally obtained, and 91.75% of the correct inquiries were replaced.

4.1.1 Descriptive statistical analysis

In this study, we used historical statistics to understand the general information of the subjects and used this information to understand the relevant status of the issues and summarized them. The contents are seven items: gender, age, occupation, education, monthly income, online shopping frequency, and whether or not Wechat purchase experience. The statistical analysis results are summarized as follows:

A narrative analysis of 378 valid sample demographic variables shows that the subjects are mainly middle-income young people who work at companies with medium and high education, and the specific proportion is described as gender The

proportion coefficient accounts for 51.10% of the total participants; in terms of age, most of the participants are between the ages of 26 and 30, accounting for 39.2% of the total, 48 males, 69 females, and males The number is slightly female, accounting for 41% of the whole; the obese among the subjects were between 26 and 30 years old, accounting for 39.20%, followed by the age of 31 to 40 years, accounting for 33.10% of the total population; Look, 210 employees are company employees, accounting for 55.60%, followed by 51 teachers, the same number of students and freelancers, 27 of them; in terms of education, the number of undergraduates is 166, followed by 163 colleges, indicating participation in this The respondents in the questionnaire were of higher education; 46% of the monthly income of the participants were between 5001 and 8000, which belonged to the middle-income group; 349 had WeChat buying experience. The specific data is shown in the following table:

Table 4-1 Descriptive statistical analysis

Item		frequency	percentage
gender	male	185	48.90%
	Female	193	51.10%
generation	Under 18	1	0.30%
	18~25	48	12.70%
	26~30	148	39.20%
	31~40	125	33.10%
	41~50	47	12.40%
	51 years and over	9	2.40%
	Occupation	Student	27
	Civil servant	46	12.20%
	workers	210	55.60%
	Teacher	51	13.50%
	Freelance	/ 27	7.10%
	Retirement		
	Other occupations	17	4.50%

Education	Junior high school and below	3	0.80%
	High school	29	7.70%
	Specialist	163	43.10%
	Undergraduate	166	43.90%
	Master degree and above	17	4.50%
Average monthly income (currency type: RMB unit: yuan)	Below 2000	29	7.70%
	2001~5000	160	42.30%
	5001~8000	174	46.00%
	8001~11000	11	2.90%
	11000 or more	4	1.10%
Online shopping frequency / month	1 time	50.00	13.20%
	2 times	146.00	38.60%
	3 times	100.00	26.50%
	4 times	51.00	13.50%
	5 times and above	31.00	8.20%
WeChat purchase experience	have	349	92.30%
	not	29	7.70%

4.1.2 Descriptive analysis of kurtosis and skewness

The source of this research scale is the maturity scale designed by previous scholars, referring to Song, J.H & Zinkhan, GM (2008), and other interactive scales, Sweeny & Soutar (2001) and Jarvenpaa & Todd (1997) perceptual value scale. Khalifa & Liu (2007) online shopping experience scale, Mayer (1995) and McKnight

(2002) trust attitude scale. Because of the analysis of the pretest questionnaire items, exploratory factor analysis, and validity analysis, in this chapter, this study analyzes the reliability of the scale through kurtosis and skewness.

According to the suggestion given by Kline (1998), the normality assumption is violated when the absolute value of univariate skewness is more significant than three, and the total amount of kurtosis is greater than 8. As can be seen from the data in the table below, the skewness is 0.70 to 1.15, and its absolute value is less than the standard of 3; the kurtosis of the question term is -0.31 to 0.74, and its total amount is less than the rule of 10.0. The empirical data shows that the skewness and kurtosis values are entirely in an acceptable range, which is in line with the assumption of "normally distributed endogenous variables" proposed by the Structural Equation Model (SEM), indicating that the questions in this study belong to the multivariate normal distribution. It can be approximated by the most approximate method. Therefore, in this study, the structural equation model estimation is performed in the most approximate way.

Table 4- 2 Descriptive analysis of kurtosis and skewness

Factors / items	Skewness	Kurtosis
Factor 1: Interactivity		
1. WeChat friends can respond to my operation request quickly. Like "Like" and "Forward".	0.76	0.31
2. Getting information from WeChat circle of friends is very fast.	1.15	0.74
3. The merchant can respond to my questions and suggestions in time.	0.85	0.04
4. can get the information you want without delay	0.73	-0.05
5. The WeChat circle of friends provides a two-way communication platform for buyers and sellers.	0.87	0.17
6. The WeChat circle of friends provided me with opportunities for feedback, such as comments.	0.77	-0.16

7. The WeChat circle of friends allows me to express my opinions on businesses or products.	0.70	-0.22
8. It is easy to communicate with WeChat friends in real time.	0.83	-0.01
9. I can get suggestions and comments in the WeChat circle of friends evaluation.	0.85	0.13
10. I can share shopping experiences and feelings with my WeChat friends.	0.80	0.03
11. I can evaluate my friends in WeChat circle of friends to help my shopping.	0.89	0.12
12. WeChat friends circle communication is very good.	0.79	0.04
13. WeChat circle of friends is easy to operate.	0.77	-0.18
14. I have a lot of control when browsing the WeChat circle of friends.	0.92	-0.03
15. In WeChat circle of friends, I can freely choose what I want to see.	0.88	0.09
16. In the WeChat circle of friends, I have control over what I can see.	0.92	0.28
Factor 2: perceived value		
17. I think the quality of the goods purchased in the WeChat circle of friends is guaranteed.	0.73	-0.31
18. I think the price of goods in WeChat circle of friends is reasonable.	0.83	0.08
19. I think the products provided by WeChat circle of friends are worth the money.	0.86	0.20
20. The services provided by WeChat friends' circle merchants meet their initial expectations.	0.71	-0.31
Factor 3: Online shopping experience		
21. I have been shopping online for a long time	0.73	-0.19
22. I often shop online	0.95	0.10
23. I am familiar with the online shopping process	0.97	0.39
24. Previous online shopping brought me convenience	0.79	0.13

Factor 4: Trust attitude		
25. My WeChat friends circle merchants will proceed from my best interests.	0.88	-0.03
26. If I need help, WeChat friends circle merchants will do their best to help me.	0.82	-0.04
27. WeChat merchants are very concerned about my interests, not just the sellers.	0.85	0.00
28. I think WeChat friends circle merchants will keep their promises to customers in their dealings with me.	0.89	0.11
29. I think WeChat friends circle businesses are honest and sincere.	0.78	-0.15
30. I believe that WeChat friends circle merchants will honor the commitments of the customers.	0.81	0.02
31. WeChat friends circle merchants have the ability to meet my needs.	0.93	0.34
32. WeChat friends circle merchants have rich knowledge about the products they sell.	0.86	0.06

4.1.3 Confirmatory factor analysis

Confirmatory factor analysis is based on a specific theoretical framework, and it is calculated by statistical software whether the model is appropriate. At the same time, the confirmatory analysis of structural equation model analysis can ensure whether the variables in the model are related. Therefore, confirmatory factor analysis is a pre-step of fundamental equation model analysis. This study uses AMOS statistical analysis software for confirmatory factor analysis.

In this study, four constructs of AMOS statistical analysis software were used for confirmatory factor analysis. The interactive construct consists of 16 items, the perceived value construct contains four elements, the online shopping experience construct includes 4 pieces, and the trusting attitude includes 8 pieces. The specific confirmatory factor analysis fitting data table and analysis results are shown in the following table:

Table 4- 3 Fitting indicators for confirmatory factor analysis models

Indicator name	Judgment value	Measurement results	Compliance with indicators
Chi-square degree of freedom	<3.0	1.56	Yes
GFI	>0.90	0.90	Yes
AGFI	>0.90	0.90	Yes
RMSEA	<0.05	0.03	Yes
CFI	>0.95	0.96	Yes
SRMR	<0.08	0.04	Yes

As can be seen from the above table, the chi-square degree of freedom ratio of the structural model is 1.56, which is less than the acceptance threshold value of 3.0, which meets the index; GFI is 0.90, which meets the acceptance threshold value of 0.90, which meets the index; AGFI is 0.90, which meets the acceptance threshold value. 0.9, meets the index; CFI value is 0.96, meets the acceptance threshold value of 0.9, meets the index; RMSEA is 0.03, which is less than the threshold limit of 0.05, and the value of the compliance index and SRMR is 0.04, which is less than the threshold limit of 0.9, meets the index. Therefore, it can be seen that the measurement model fits better, and its structural validity is acceptable.

Table 4-4 Confirming Factor Analysis Results

Factors / items	Estimate	S.E.	P	SMC	CR	AVE
Interactivity					7.04	0.44
1. WeChat friends can respond to my operation request quickly.	0.76	0.03	***	0.58		

Factors / items	Estimate	S.E.	P	SMC	CR	AVE
Like "Like" and "Forward".						
2. Getting information from WeChat circle of friends is very fast.	0.69	0.05	***	0.48		
3. The merchant can respond to my questions and suggestions in time.	0.67	0.05	***	0.45		
4, can get the information you want without delay	0.67	0.05	***	0.45		
5. The WeChat circle of friends provides a two-way communication platform for buyers and sellers.	0.63	0.05	***	0.40		
6. The WeChat circle of friends provided me with opportunities for feedback, such as comments.	0.60	0.06	***	0.36		
7. The WeChat circle of friends allows me to express my opinions on businesses or products.	0.67	0.05	***	0.45		
8. It is easy to communicate with WeChat friends in real time.	0.62	0.06	***	0.38		
9. I can get suggestions and comments in the WeChat circle of friends evaluation.	0.66	0.05	***	0.43		
10. I can share shopping experiences and feelings with my WeChat friends.	0.64	0.05	***	0.41		
11. I can evaluate my friends in WeChat circle of friends to help my shopping.	0.69	0.05	***	0.48		
12, WeChat friends circle communication is very good.	0.65	0.05	***	0.42		

Factors / items	Estimate	S.E.	P	SMC	CR	AVE
13. WeChat circle of friends is easy to operate.	0.62	0.05	***	0.42		
14. I have a lot of control when browsing the WeChat circle of friends.	0.71	0.05	***	0.39		
15. In WeChat circle of friends, I can freely choose what I want to see.	0.66	0.05	***	0.51		
16. In the WeChat circle of friends, I have control over what I can see.	0.67	0.05	***	0.43		
Factor 2: perceived value					1.77	0.44
17. I think the quality of the goods purchased in the WeChat circle of friends is guaranteed.	0.65	0.06	***	0.42		
18. I think the price of goods in WeChat circle of friends is reasonable.	0.68	0.05	***	0.46		
19. I think the products provided by WeChat circle of friends are worth the money.	0.64	0.05	***	0.41		
20. The services provided by WeChat friends' circle merchants meet their initial expectations.	0.69	0.05	***	0.48		
Factor 3: Online shopping experience					1.76	0.44
21. I have been shopping online for a long time	0.65	0.05	***	0.43		
22. I often shop online	0.71	0.06	***	0.50		
23. I am familiar with the online shopping process	0.62	0.05	***	0.39		
24. Previous online shopping	0.67	0.05	***	0.46		

Factors / items	Estimate	S.E.	P	SMC	CR	AVE
<hr/>						
brought me convenience						
<hr/>						
Factor 4: Trust attitude					3.96	0.50
25. My WeChat friends circle merchants will proceed from my best interests.	0.73	0.05	***	0.54		
26. If I need help, WeChat friends circle merchants will do their best to help me.	0.71	0.05	***	0.50		
27. WeChat merchants are very concerned about my interests, not just the sellers.	0.72	0.05	***	0.52		
28. I think WeChat friends circle merchants will keep their promises to customers in their dealings with me.	0.69	0.05	***	0.48		
29. I think WeChat friends circle businesses are honest and sincere.	0.68	0.05	***	0.46		
30. I believe that WeChat friends circle merchants will honor the commitments of the customers.	0.69	0.05	***	0.47		
31. WeChat friends circle merchants have the ability to meet my needs.	0.73	0.04	***	0.54		
32. WeChat friends circle merchants have rich knowledge about the products they sell.	0.68	0.05	***	0.46		

It can be seen from the above table that the SMC values of all the items are between 0.36 and 0.54, indicating that all the things in the construct are well explained; the P values of all the details are less than 0, so they all reach a significant

level. The path coefficient is between 0.60 and 0.76, and the benefits are all greater than 0.50 and less than 0.95, indicating that the first adaptation index is ideal.

Combined reliability (CR) is one of the criteria for determining the intrinsic quality of the model, and it reflects whether all latent variables in each latent variable explain the latent variable consistently. The average extraction variance (AVE) is the degree to which the index defines the latent variable. Fomell and Larcker (1981) proposed that the combined reliability and mean-variance extraction of hidden variables can be used as the criterion for convergence validity, where AVE should be greater than 0.5, and CR should be greater than 0.6. As can be seen from the above table, the combined reliability values of the four constructs in this study are all greater than 0.6, and the average variance extraction value is between 0.44 and 0.50, indicating that the model has an excellent intrinsic quality.

4.1.4 Differential validity analysis

Espinoza (1999) proposed that the square root of AVE must be greater than the square of the correlation coefficient between paired variables to be said to have differential validity.

Table 4-5 Differential validity analysis results

	Online shopping experience	Trust attitude	Interactivity	Perceived value
Online shopping experience	0.54 1			
Trust attitude	0.53	0.64 1		
Interactivity	0.52	0.60	0.57 1	
Perceived value	0.46	0.64	0.55	0.55 1

As can be seen from the above table, there is no correlation coefficient greater than 1, indicating that there is no colinearity. After comparing R2 and the squared

decimation, it is found that the squared decimation of each dimension is greater than the correlation coefficient between other constructs. The square of the value indicates that the discriminant validity of each construct in this study is right.

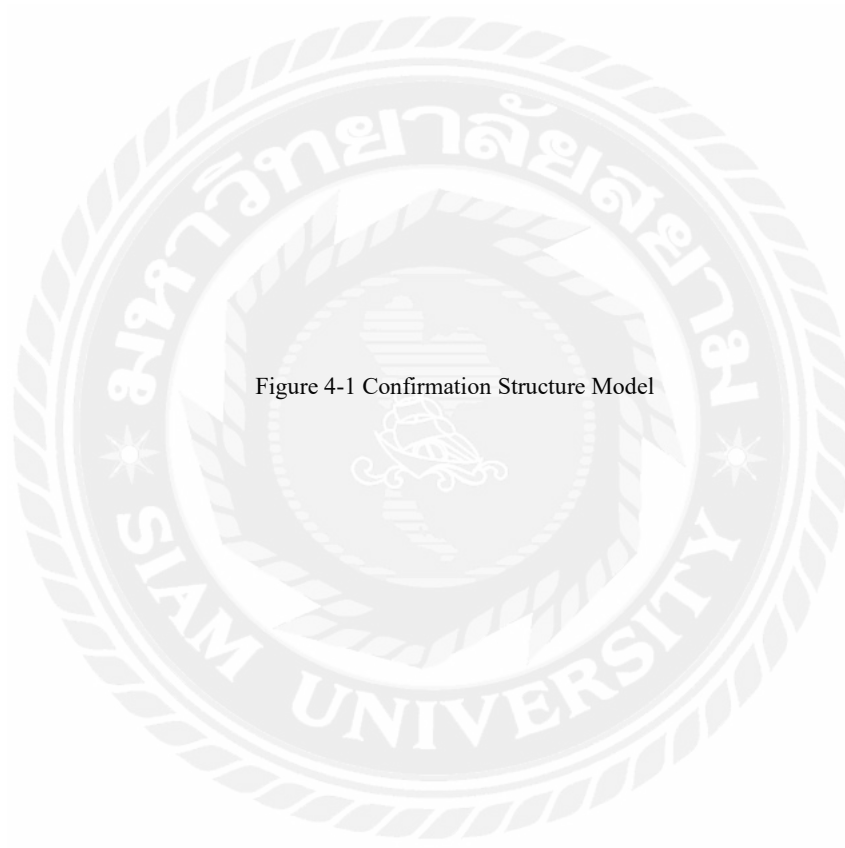
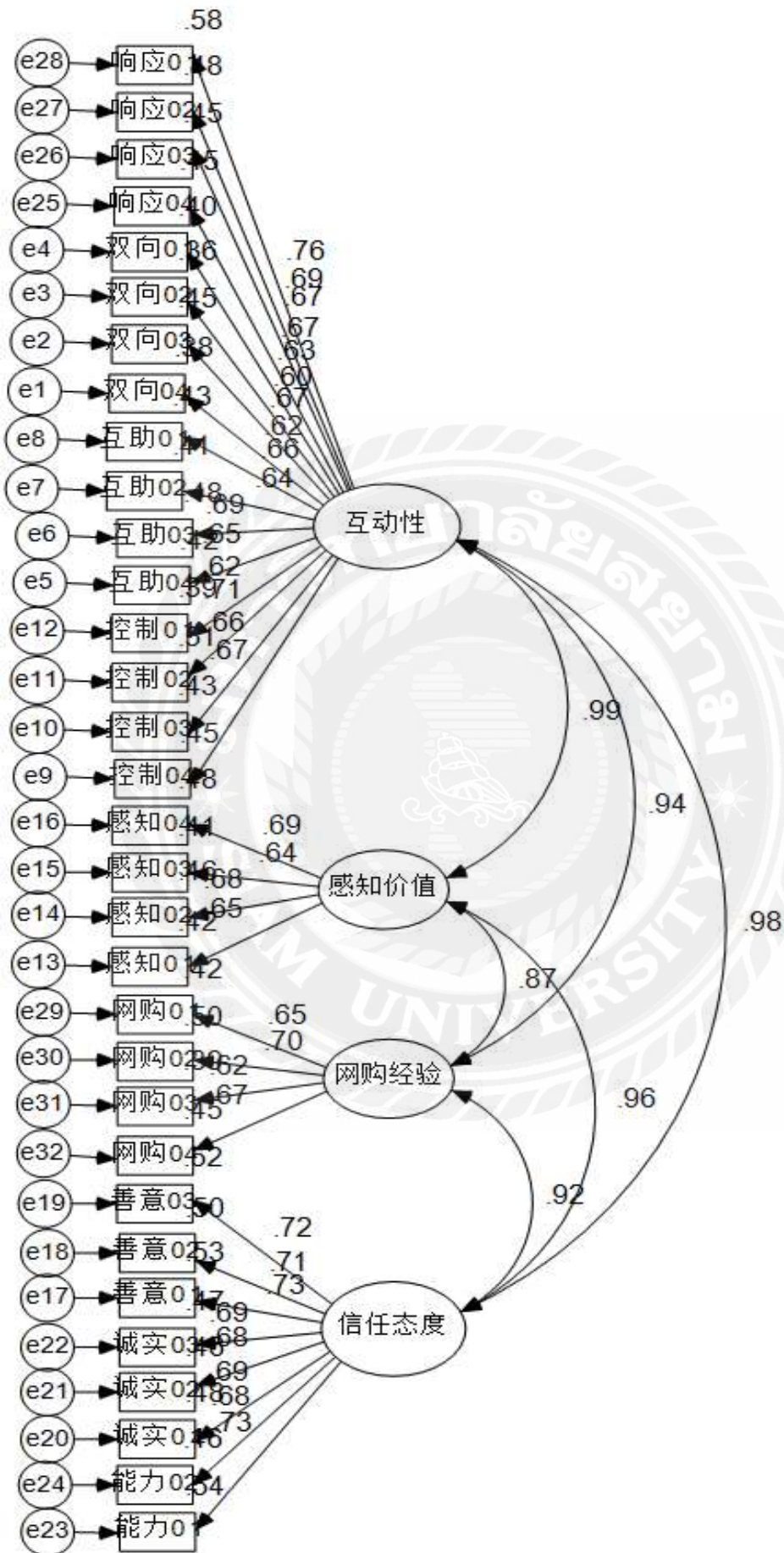


Figure 4-1 Confirmation Structure Model



4.2 Regression analysis of mediation

From the above correlation analysis and regression analysis, it can be seen that the correlations between the various constructs in this study are significant and tangent, establishing a model with interactivity as the independent variable, trust attitude as the dependent variable, and perceived value as the mediating variable. That is to say; interactivity affects the trusting mood of WeChat consumers through perceived value.

According to Wen Zhonglin et al.'S (2014) test method for the mediation effect, it is divided into the mediation effect theory and cover effect theory. Using AMOS software to test the mediation effect, first test the direct path C from X to Y. If C is not significant, then According to the concealment effect theory, if the direct path coefficient C is substantial, then according to the mediating effect theory; secondly, test paths a and b are significant, and then the path coefficient C 'of X to Y is substantial, then X to Y have direct and indirect effects. ; If at least one of the path coefficients a and b is significant, and C 'is also significant, and $a * b$ is opposite to the sign of C,' it is a masking effect; if the path coefficients a and b are not significant, it means that the mediation effect does not exist.

In this study, AMOS was used to test whether there was a mediation effect. The study of mediation effect analysis was conducted using the bootstrap analysis method, which was repeated 5000 times with a 95% confidence interval.

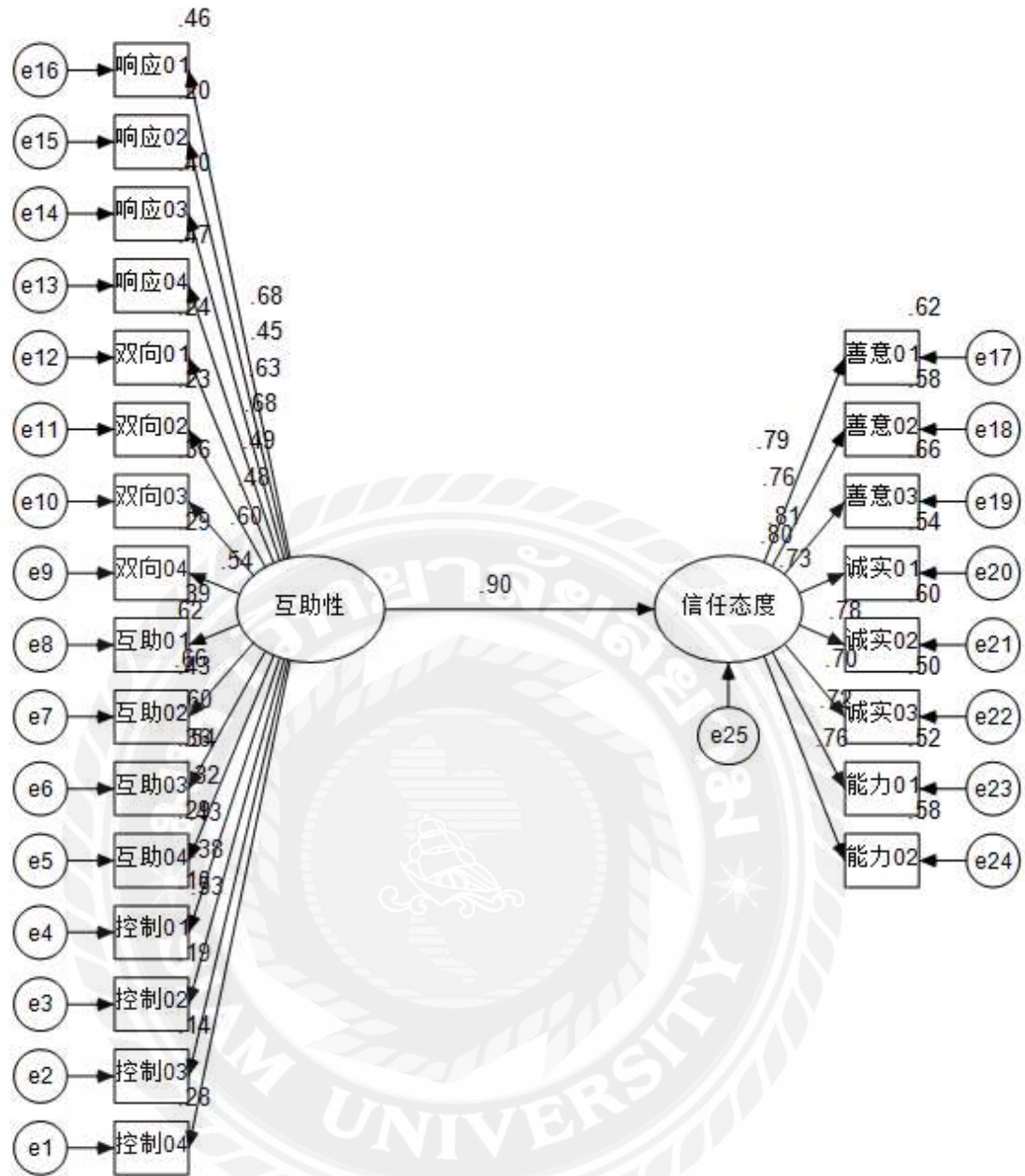


Figure 4-2 Regression model of interaction and trust attitude

As can be seen from the table below, the chi-square degree of freedom ratio of the structural model is 1.56, which is less than the acceptance threshold limit of 3.0, which meets the index; GFI is 0.91, which reaches the acceptance threshold limit of 0.90, which meets the index; AGFI is 0.90, which meets the acceptance threshold limit 0.90, meet the index; CFI value is 0.97, reach the acceptance threshold of 0.90, meet the index; RMSEA is 0.04, less than the threshold of 0.05, meet the index. The above indicators have reached acceptable levels, and an intermediary model has been established.

Table 4- 6 Intermediate Effect Sample Model Fitting Adaptation Index

Indicator name	Judgment value	Measurement results	Compliance with indicators
Chi-square degree of freedom	<3.0	1.56	Yes
GFI	>0.90	0.91	Yes
AGFI	>0.90	0.90	Yes
RMSEA	<0.05	0.04	Yes
CFI	>0.95	0.97	Yes
SRMR	<0.08	0.04	Yes

Wen Zhonglin et al. (2014) proposed a test for the mediation effect combined with the following table. It can be seen that the standardized estimate of the overall impact of the interaction and trust attitude path is 0.99, the standard error is 0.01, and the significance is $P = 0.00$ (<0.05). That is, c is significant, and the value is 0.99, which indicates that the coefficients the mediating effect argument can test a and b ; the standardized estimated value of the direct effect of the interaction and perceived value path is 0.97, the standard error is 0.02, and the significance is $P = 0.00$ (<0.05), that is, a is significant, and the value is 0.97; the standardized estimate of the direct effect of the perceived value and the path of the trusting attitude is 0.56, the standard

error is 0.01, and the significance is $P = 0.00 (<0.05)$, that is, b is significant, and The value is 0.56, because the coefficients a and b are substantial, indicating that the profile effect is substantial, continue to test the coefficient c'; the standardized estimate of the direct impact of the interaction and trust attitude path is 0.51, the standard error is 0.68, and the significance is $P = 0.00 (<0.05)$, that is, c' is significant, and the value is 0.68, so the mediation effect in this study is incomplete mediation. The mediating fact accounts for the ab / c of the overall impact, which is $0.97 * 0.56 / 0.99$. Therefore, it is concluded that the mediating effect of perceived value on interactivity and trust attitude accounts for 54.87% of the total fact.

Table 4- 7 Path coefficients of the mediating effect of perceived value

		Estimate	SE	P
Overall effect	Interactivity-> Trust attitude	0.90	0.01	0.00
Mediating effect	Interactivity-> Perceived Value	0.97	0.02	0.00
	Perceived value-> trust attitude	0.56	0.69	0.00
	Interactivity-> Trust attitude	0.51	0.68	0.00

The structure model and coefficient of the mediating effect of perceived value are shown in the following figure:

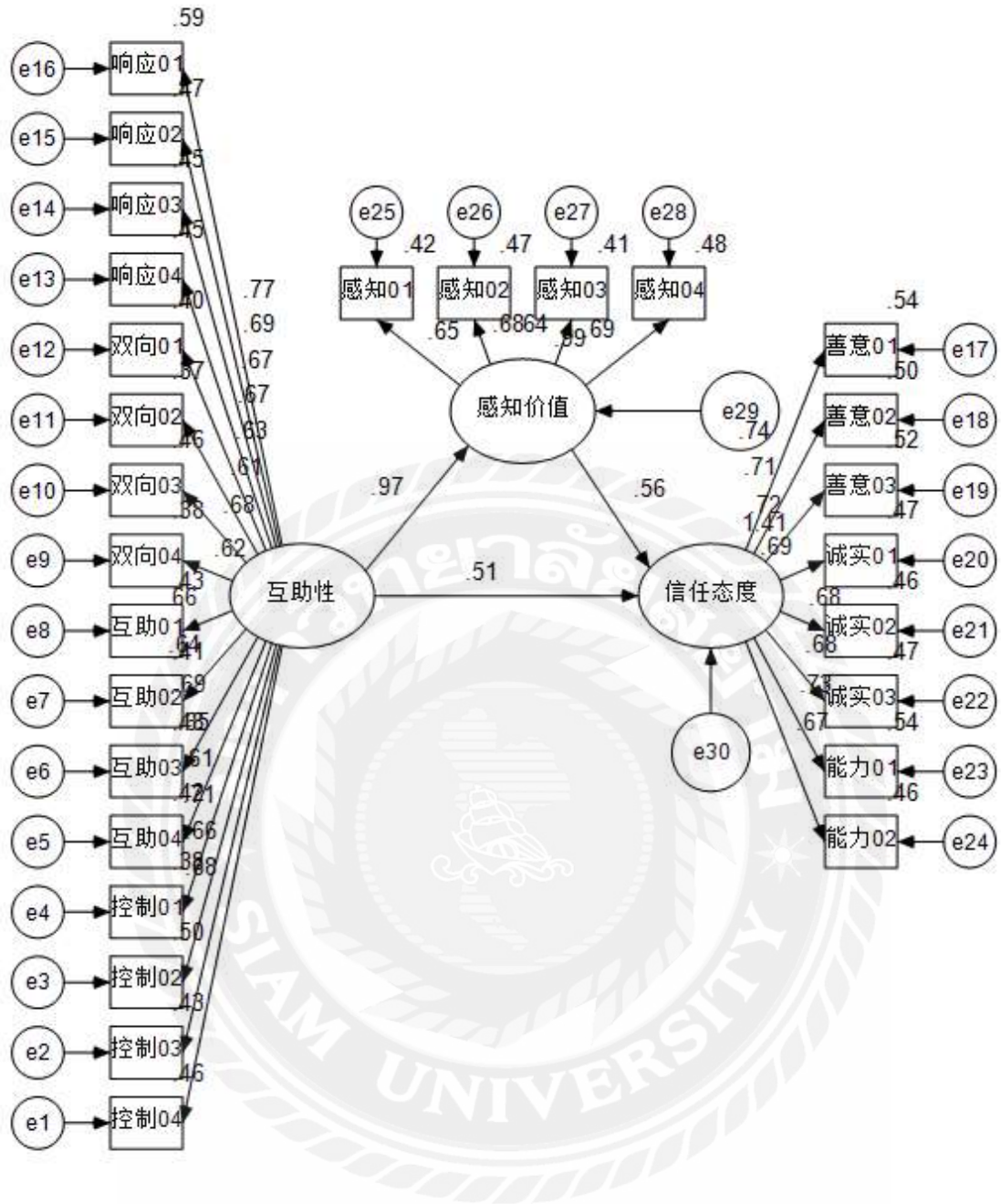


Figure 3-4 Structure model of the mediating effect of perceived value

4.3 Regression analysis of regulatory effects

Moderating effects are a kind of interaction effects. They are causal-oriented interaction effects, while simple interaction effects can be causal relationships. Moderating variables are generally not affected by independent and dependent variables, but they can change independent and dependent variables. If the relationship between variable Y and variable X is a function of variable M, let M be the regulating variable (Wen Zhonglin, 2005). That is to say, the relationship between Y and X is affected by the third variable M. The regulating variable can be qualitative or quantitative. It changes the direction and strength of the relationship between the dependent variable and the independent variable. In the study of the adjustment effect of the online shopping experience, this study uses group regression analysis, that is, establishes a regression equation for review based on the classification level of the adjustment variables. The specific method is to first limit the regression coefficients of the structural equations of the two groups to be equal to obtain a χ^2 value and corresponding degrees of freedom. Then remove this restriction, re-estimate the model, and get a χ^2 value and the relevant degrees of freedom. The previous χ^2 is subtracted from the subsequent χ^2 to obtain a new χ^2 , and the degree of freedom is the difference between the degrees of freedom of the two models. If the results of the χ^2 test are statistically significant, the regulatory effect is substantial.

This study clusters the actual scores of online shopping experience to group online shopping experience. After grouping, there were 224 samples in total, of which 115 were low-level online shopping experience, and 109 were high-level online shopping experience.

As can be seen from the table below, the value of the model fitting fitness CMIN / DF of the preset model is 1.56, which is less than the threshold of 0.3, which is acceptable, and the value of significance P is 0 (<0.5); The benefits are all close to 0.90, barely meeting the standard; the SRMR value is 0.06, which is less than the threshold of 0.08, and the standard has been reached; the RMSEA value is 0.05, and the standard is reached. After adjusting the regression coefficients of the structural equations to be equal, the adjustment effect model is obtained. After analysis of the data, it can be seen that the adjustment effect model fitter table and the preset model fit indicators are similar. The chi-square values of the present model and the adjustment effect model and The ratio of the chi-square to the degree of freedom is less than 0.05, and the rate of the chi-square to the degree of freedom is less than the

threshold value 3. The RMSEA index is 0.05 and 0.01 in the present model and the regulation effect model, both of which are not greater than the threshold value of 0.05. It shows that both the preset model and the regulation effect model fit well.

Table 4-8 Fitting index

	CMIN/DF	P	GFI	AGFI	CFI	SRMR	RMSEA
Preset model	1.56	0	0.89	0.84	0.89	0.06	0.05
Regulatory effect model	1.60	0	0.88	0.84	0.87	0.08	0.01

The following table compares and analyzes the preset model for grouping regression analysis and the adjustment effect model. The degree of freedom of the preset model minus the degree of freedom of the adjustment model is used to obtain a new degree of freedom. If the results of the DOF test are statistically significant, the regulatory effect is substantial (Wen Zhonglin, 2004).

Table 4-9 Comparison of differences in regulatory effect models

	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Comparison of model differences	23	58.81	0	0.08	0.08	0.06	0.06

As can be seen from the table above, based on the assumption that the present model is correct and the coefficients of all structural equations of the model are restricted to be equal, the critical ratio of the chi-square value change CMIN / DF is $P = 0$ (<0.05) The value change is significant, so judging from the chi-square value, the

online shopping experience has a significant regulating effect on independent variable interaction and dependent variable trust attitude.

Table 4- 10 Path coefficients of the adjustment effect of online shopping experience

	Low online shopping experience estimates	High online shopping experience estimates
Trust attitude <-interactive	0.84	0.99



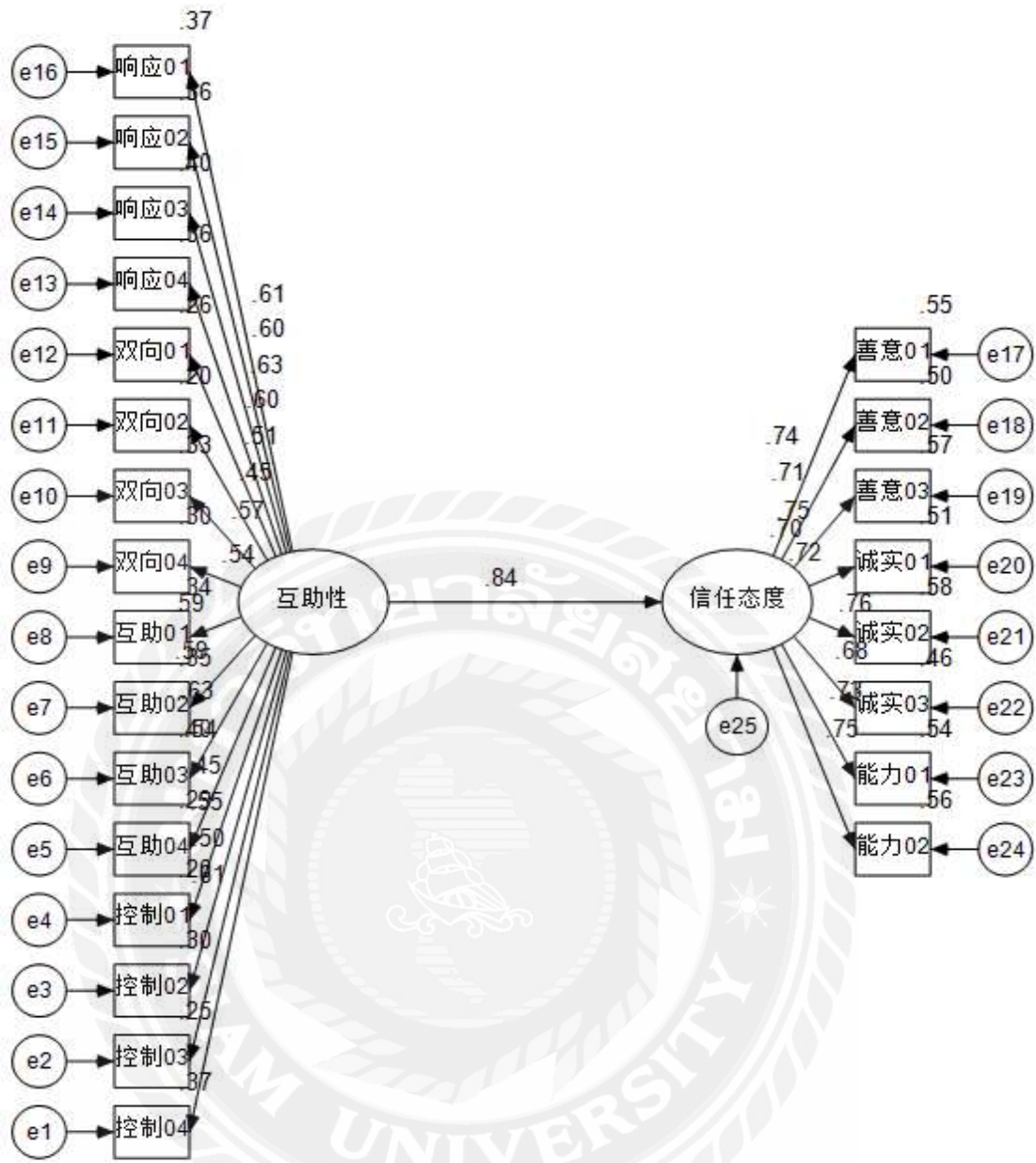


Figure 4- 4 Structural model of the moderating effect of low online shopping experience

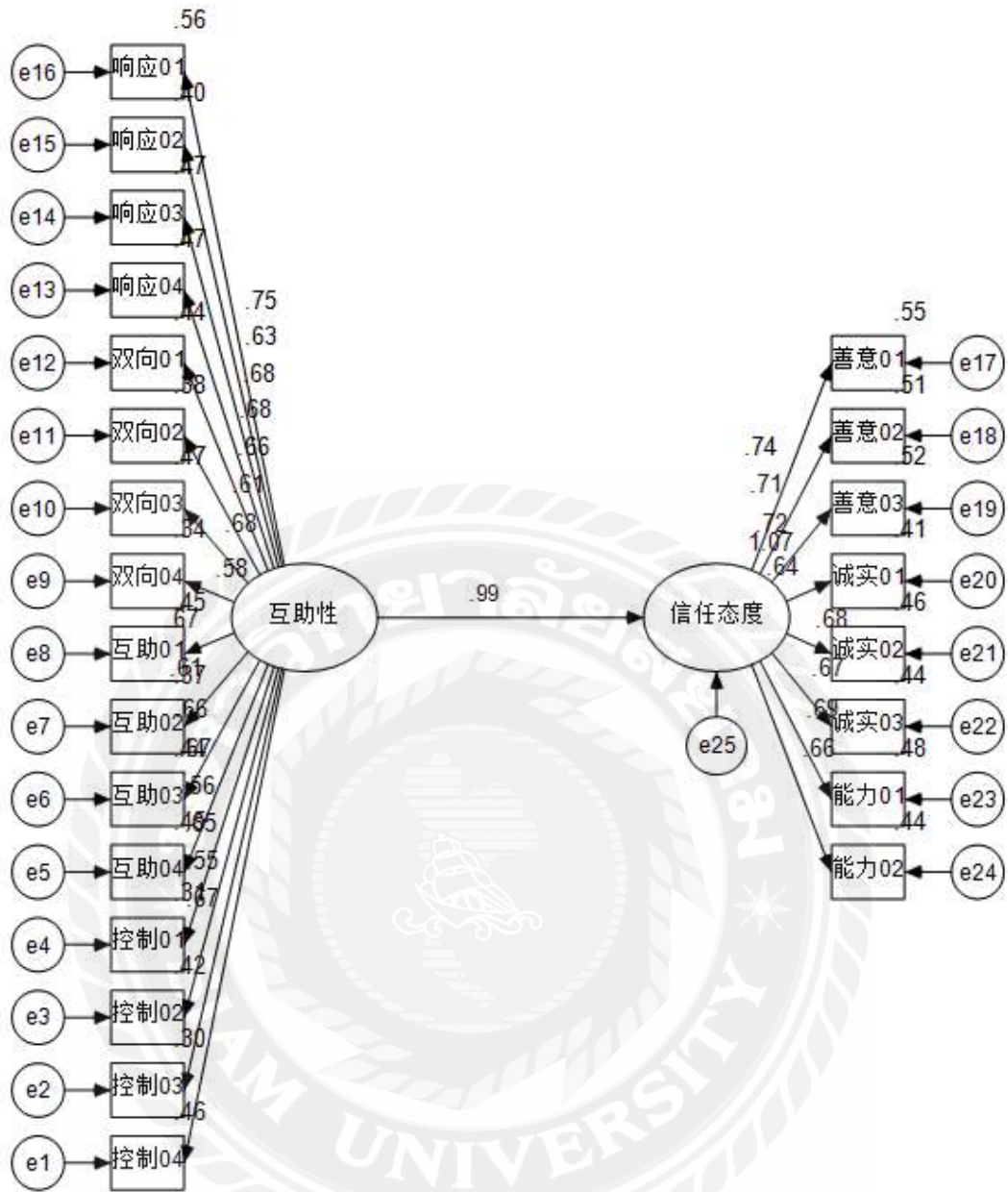


Figure 4-5 Structural model of the regulatory effect of high online shopping experience

4.4 Summary of Empirical Analysis Results

By order of the hypotheses, all hypotheses in this study and their verification results are listed in the following table, as shown in the following table:

Table 4- 11 Summary of empirical results

Serial number	Suppose	Validation results
H1	The more interactive the WeChat circle of friends, the higher the consumer trust;	Pass
H2	The more interactive the WeChat circle of friends, the higher the value perception of consumers;	Pass
H3	The higher the value perception of WeChat circle of friends, the higher the consumer trust;	Pass
H4	The interaction of online shopping experience in the WeChat circle of friends has a positive regulating effect on the influence of consumer trust attitudes.	Pass

5.DISCUSSION AND CONCLUSION

This chapter will summarize the research, and put forward some initial research results, and discuss it as necessary, and explain the theoretical contribution of this research and its application value in the practice of network marketing and e-commerce. Finally, the limitations of this study and related recommendations for further investigation.

5.1 Research conclusions

This study reviews the concepts of interactivity, perceived value, online shopping experience, and trust attitudes, relevant research, and the relationship between the four, based on a process-based trust attitude establishment mechanism, and verified the WeChat circle of friends through questionnaire surveys of consumers. The impact of interactivity, customer perceived value, online shopping experience, and trust attitude.

5.1.1 Impact of Interaction on Consumers' Attitude to Trust

Empirical studies have verified that WeChat interactivity positively affects consumer trust attitudes. Many scholars (Zucker, 1986; Jin Yufang, Dong Dahai, 2004) believe that interactivity affects trust attitudes. Based on previous research, this study makes a more in-depth study on the relationship between the WeChat circle of friends platform interaction and consumer trust in merchants. By sorting and summarizing the previous literature, communication is decomposed, and the four dimensions of responsiveness, bidirectionality, mutual assistance, and control are sorted out. From these four dimensions, consumers' perception of interaction is measured, and customers are explored. The influence of interactivity perception on trust attitude, and further proposed the relationship between interactivity and trust attitude of WeChat circle of friends. The research results are consistent with the research by Li Mingren (2001). Interaction can increase the trust between merchants and consumers, which means that the more interactive the WeChat circle of friends, the higher the consumer trust.

5.1.2 Impact of perceived value on consumer trust attitude

The relationship between customer perceived value and trust has been tested under the background of previous scholars' research, which shows that customer perceived value has an essential influence on establishing customer trust. Walter (2000) proposed that customer trust increases relationship value when researching trust issues between enterprises; Han Bing (2007) pointed out that in the Chinese online retail industry when customers perceive favorable product values or services, there will be more opportunities for Internet merchants. High trust. Zhou Jing (2013) explored consumer trust and established a mechanism in the B2C e-commerce environment, proving that the online interaction between consumers and online providers is essentially an interactive process. Perceived value plays a role between interactivity and trust. Completely mediation effect. Based on previous research, this research further studies the relationship between customer perceived value and confidence in the WeChat circle of friends platform. This research decomposes trust. Through literature research, trust attitude is decomposed into ability, honesty and The three dimensions of goodwill measure consumer trust attitudes from these three dimensions, explore the influence of customer perceived value on trust attitude and further propose the relationship between WeChat friend circle interactivity, the customer saw the amount and trust attitude.

According to the research results, on the WeChat circle of friends platform, customer perceived value has a positive and significant impact on trust, which is consistent with previous research conclusions. That is, perceived value is related to trust. The higher the value perceived by a customer for a product or service, the higher the degree of trust in the corresponding merchant. The two are a positive relationship. Perceived value is the subjective comparison and judgment of customers and consumers. When the merchants provide goods and services to consumers that make them feel the subjective perception of the value that they have, it will make consumers trust the merchant.

5.1.3 Mediating role of perceived value on interactivity and trust attitude

This study validates the mediating position of perception rings in the WeChat circle of friends through the structural equation model. The study found that the mediating role of perceived value between interactivity and consumer trust exists, which is consistent with the research results of Zhong Chengjing (2011) on the

practical issues of the importance of e-commerce and its further development, that is, perceived value leads to trust in interaction. The intermediary role of relationships, communication has a significant impact on perceived value, and affects trust through perceived value. This shows that the effects of consumer interaction perception on their faith are driven by customer perceived value, that is, under consumer interaction perception, the high-value understanding will strengthen consumer trust in merchants.

5.1.4 Moderating effects of online shopping experience on interaction and trust attitude

This study uses a structural equation model to verify the moderating impact of consumers' online shopping experience in WeChat friends circles. The results of this study found that consumers' online shopping experience on WeChat Moments has a moderating effect on the relationship between interactivity and consumer trust. Interaction positively affects the trust of consumers, that is, the higher the communication they feel during the interaction between consumers and merchants, the higher the confidence in merchants. The results of this research show that under the experience of top group online shopping, communication is sexy. Consumers with higher knowledge have higher trust in merchants, which indicates that the online shopping experience has a moderating effect on communication and trust. That is, consumers have a wealth of online shopping experience, the higher the degree of interaction perception, the higher the trust in the merchant.

5.2 Recommended measures and improvement plans

With the rapid development of Internet marketing, how to effectively build customer trust has attracted more and more attention both in academia and in practice. Especially in the Chinese market environment, due to the imperfect credit system, the problem of trust in Internet merchants has become a vital issue restricting the development of Internet marketing in China.

5.2.1 Develop marketing strategies based on interaction factors

The great feature of WeChat marketing is accuracy. Every WeChat friend can be said to be a potential customer of the business. Therefore, we must distinguish and locate around the characteristics of the user population, and give different groups of people relevant information such as text and pictures. Generally speaking, when users

perceive the more useful product information issued by merchants, the more they can improve their purchasing efficiency, and the more trust they have in the merchants, the more they believe the merchants will fulfill their promises. Therefore, merchants can send information according to consumer preference groups to guide their purchases.

Note that the frequency of pushing information should be moderate, especially the data you have should not be sold repeatedly. Too fast and too frequent information push will most likely cause resentment and produce adverse effects. Secondly, pay attention to the readability of the content of the push information. Purely declarative knowledge can easily make people feel upset and lose their interest in reading. Therefore, when pushing information, merchants should pay attention to the readability and importance of the data.

WeChat merchants need to develop online interactions. Merchants use professional skills to answer questions and doubts of consumers, respond to consumer comments promptly, and achieve two-way and timely communication — the more frequent the exchange between merchants and consumers, the better the interaction effect. The more appropriate the response, the more it can increase consumer trust. The opportunity for businesses to communicate with consumers is precious. Customers who come to consult can be regarded as potential consumers. Therefore, companies need to take personal chats and consultations seriously to ensure the effectiveness of information exchange.

Strengthen the interaction between consumers and consumers, and create conditions for the communication among consumers in the circle of friends, such as establishing groups, so that consumers can express their own experiences, opinions, and suggestions, and consumers can share experiences And lessons, communicate the use or purchase experience, and get useful ideas and recommendations from professionals, and form an active atmosphere with consumer-involved interactions, which in turn affects the extent to which consumers perceive the interest of customers in customer interests. Show honesty, goodwill, and ability to strengthen consumer trust in merchants' goodwill, reliability, and ability to believe.

5.2.2 Delivering superior perceived value to consumers

The Internet, as a new consumption channel, businesses want to win the trust of consumers, should have the ability to make consumers actively see the value. No matter how different the business model of each merchant is, the goods and services provided can vary widely. To use the WeChat circle of friends as a platform for marketing and trading activities, the products or services it contains must be at the core. There is no right product or service, and no product or service that makes consumers feel value for money. Even if the marketing is done well, it is a piece of paper. Not only can the promises were given to consumers to be unfulfilled, but it may also cause the consumer to dislike. Very bad for business development.

Many online shopping consumers have encountered problems such as the inconsistency between the products they received, and descriptions, the quality of online shopping products is not as good as the quality of physical stores. The after-sales service cannot be guaranteed. Therefore, in the face of WeChat, online shopping platforms are often afraid to try quickly. Therefore, if a merchant wants to achieve long-term development on the WeChat platform, the critical thing is how to make users trust the merchant. Merchants cannot blindly pursue the number of users but need to attach importance to establishing long-term and stable customer relationships with consumers and continue to develop and maintain, to build a stable trust relationship. When consumers' trust in merchants reaches a certain level, it will directly affect their attitude towards merchants, and the more they can stimulate their confidence in merchants.

The use of various network technologies, such as the careful design of product graphics, or lively animated advertisements, will make consumers feel fresh and fashionable. This new kind of experience is different from the traditional consumption method. With the mind of the consumer, it brings emotional joy and enjoyment and attracts them to patronize again. Also, consumers using WeChat and other Internet channels for shopping not only focus on the convenience and speed they bring but also whether online consumption can bring about the desired substantive results. Therefore, for WeChat merchants, providing customers with value-for-money products and services is the key to success.

Finally, merchants need to have professional literacy for their products and services, and they have shown a wide range of relevant knowledge about products and services. Consumers can feel authentic and reliable from their expressions so that they

can accept merchants' products psychologically. And services are strong hints, making it easier to trust merchants and their products and services.

5.2.3 Online Shopping Experience and Trust

Consumers have experienced online shopping, or have learned about online shopping from various channels, and are familiar with the process of online shopping. Consumers are more sensitive to the information and services provided by merchants, and therefore it is easier to trust online shopping.

Businesses need to work hard to promote their excellent reputation, ability level, and quality service. Merchants can use the WeChat circle of friends platform to push product and service information better, provide comprehensive product information as much as possible in the push information, and introduce the product information wholly and accurately. For example, provide functions and value comparisons between different products, expert or user evaluations, etc., so that consumers can make reference decisions; increase the display of product performance and quality. Make consumers a more comprehensive perception of the value of goods or services, thereby increasing trust in merchants.

Businesses provide multiple communication channels and keep communication channels open. Merchants must have an excellent service attitude in communicating with consumers. They must earnestly and patiently answer consumer questions and respond to consumer questions promptly. After the transaction is completed, the merchant can inform the consumer by phone or email. The related order processing and logistics conditions enable consumers to understand the distribution of goods clearly; also, businesses need to have sufficient understanding of the products they sell and to objectively and accurately describe the situation of the products in the process of communicating with consumers to reduce the generation of transaction points, clearly clarify the transaction information in logistics, payment, and other aspects, so that consumers have a good idea, thereby improving consumer trust.

For example, consumers provide preferential treatment for the first time purchase or provide measures such as early payment and later payment, and trials to improve consumers' perception of merchant factors and environmental factors, and increase their trust attitude. Excellent after-sale and timely online communication,

5.3 Research Limits and Recommendations

In this study, we use mobile phone data to propose hypotheses and establish models, and to achieve the expected research goals through demonstration of the models. However, due to the limitations of its level, time constraints, and errors in human operation details, this study has the following limitations. Subsequent reviews can avoid some restrictions and further expand and expand the content.

First, in terms of sample size, due to time and resource constraints, the sample size of the regular survey part of this study was not enough. In the follow-up research, we can consider increasing the scope of diffusion and increasing the sample size in terms of samples. The data obtained will be more general, and the research results will be more accessible.

Secondly, this study uses the WeChat circle of friends as a platform to investigate the relationship between the interaction, perceived value, online shopping experience, and trust attitudes that appear in the WeChat circle of friends marketing.

Thirdly, in this study, all the netizens were taken as the research object, and the impact of demographic factors and other user perceptions on their behavior was not discussed. In the subsequent research, other research variables can be added to expand the research model of this research.

Finally, this study mainly explores the mediating role of perceived value between new interactions and trust. Therefore, the customer perceived value is considered as an overall concept to explore the relationship between perceived value and trust. Future research can investigate the perceived value of customers. For further refinement, the relationship between the different dimensions of new interaction, the aspects of customer perceived value, and the various sizes of trust will be examined in depth.

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FORMAL QUESTIONNAIRE

您好，这是一份关于微信朋友圈消费者对商家信任态度影响研究的问卷，此问卷数据仅用于学位论文研究分析。您所提供的宝贵信息将成为本研究成功的关键，希望您仔细回答下列问题。非常感谢您的合作！

1、您的性别

- A. 男 B. 女

2、您的年龄

- A. 18 岁以下 B. 18-25 岁 C. 26-30 岁 D. 31-40 岁
E. 41-50 岁 F. 51 岁以上

3、您的职业

- A. 学生 B. 公务员 C. 公司员工 D. 教师
E. 自由职业/退休 F. 其他职业

4、您的教育程度

- A. 初中及以下 B. 高中 C. 专科 D. 本科
E. 硕士及以上

5、您的平均月收入（人民币）

- A. 2000 以下 B. 2001-5000 C. 5001-8000 D. 8001-11000
E. 11000 以上

6、您平均每月网购的频率

- A. 1 次 B. 2 次 C. 3 次 D. 4 次
E. 5 次及以上

7、有无微信购买经历

- A. 有 B. 无

请您仔细阅读下列题目，根据叙述的情况与您实际情况的相符程度勾选。注：1 至 5 表示认可程度逐渐升高。1 表示不认同，5 表示非常认同。

题项	非常不同意	不同意	普通	同意	非常同意
1、微信朋友圈可以很快相应我的操作请求。比如“点赞”、“转发”。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2、从微信朋友圈获取信息非常快。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3、商家能及时回复我提出的问题与建议。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4、可以无时滞的获取想要的信息	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5、微信朋友圈对买卖双方提供了双向交流平台。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6、微信朋友圈为我提供了反馈的机会，如：评论。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7、微信朋友圈能够让我表达对商家或者产品的意见。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8、我与微信朋友圈商家即时沟通很容易。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9、我能在微信朋友圈好友评价中得到建议和意见。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10、我能与微信朋友圈好友分享购物的体会和感受。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11、我能在微信朋友圈的好友评价来为我的购物提供帮助。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12、微信朋友圈好友之间的沟通很充分。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13、微信朋友圈很容易操作。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14、在浏览微信朋友圈时，我有很大的控制权。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15、微信朋友圈中，我可以自由选择想看的内容。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16、微信朋友圈中，我对可以看看些什么可以有控制权。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17、我认为在微信朋友圈购买的商品质量有保证。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18、我觉得在微信朋友圈的商品价格合理。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19、我觉得微信朋友圈提供的商品物有所值。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20、微信朋友圈商家提供的服务于自己最初的期望吻合。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21、我对微信朋友圈商家将会从我的最大利益出发。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22、如果我需要帮助，微信朋友圈商家会尽最大努力帮助我。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23、微信朋友圈商家很关心我的利益，而不仅仅是卖家自己的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24、我认为微信朋友圈商家在与我交往中会遵守对客户的承	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

题项	非常不同意	不同意	普通	同意	非常同意
诺。					
25、我认为微信朋友圈商家诚实而诚恳。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26、我相信微信朋友圈商家会遵守度客户的承诺。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27、微信朋友圈商家有能力满足我的需求。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28、微信朋友圈商家提在供的商品与服务方面做得非常好。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29、我进行网购已经有很长一段时间了	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30、我经常在网上购物	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31、我对网购的流程很熟悉	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32、以往的网购给我带来了方便	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FORMAL QUESTIONNAIRE

Hello, this is a questionnaire about the impact of consumers on the trust attitude of consumers in WeChat friends circle. This questionnaire data is only used for the research and analysis of dissertations. The valuable information you provide will be the key to the success of this research, and I hope you will answer the following questions carefully. Thank you very much for your cooperation!

1. Your gender

A. Male B. Female

2, your age

A. Under 18 years old B. 18-25 years old C. 26-30 years old D. 31-40 years old

E. 41-50 years old F. 51 years old or older

3. Your occupation

A. Student B. Civil servant C. Company employee D. Teacher

E. Freelance/retirement F. Other occupations

4. Your education level

A. Junior high school and below B. High school C. Specialist D. Undergraduate

E. Master and above

5. Your average monthly income (RMB)

A. Below 2000 B. 2001-5000 C. 5001-8000 D. 8001-11000

E. 11000 or more

6, the average monthly online shopping frequency

A. 1 time B. 2 times C. 3 times D. 4 times

E. 5 times and above

7. Is there a WeChat purchase experience?

A. Yes B. No

Please read the following questions carefully and check according to the degree of compliance with your actual situation. Note: 1 to 5 indicate a gradual increase in the

degree of recognition. 1 means disapproval, 5 means very agree.

Item	Strongly disagree	disagree	general	agree	Very much agree
1. WeChat friends circle can respond to my operation request very quickly. For example, "like" and "forward".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2, get information from WeChat friends circle is very fast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3, the business can reply to my questions and suggestions in a timely manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4, can get the desired information without time lag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The WeChat circle of friends provides a two-way communication platform for buyers and sellers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6, WeChat friends circle gave me the opportunity to feedback, such as: comments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7, WeChat circle of friends can let me express my opinions on the business or products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. It is easy for me to communicate with WeChat friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9, I can get advice and comments in the WeChat friends circle friend evaluation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I can share the experience and feelings of shopping with friends of WeChat friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11, I can comment on my friends in the WeChat circle to help me with my shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12, WeChat friends circle communication is very full.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13, WeChat friends circle is very easy to operate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I have great control over the WeChat circle of friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Item	Strongly disagree	disagree	general	agree	Very much agree
15. In the WeChat circle of friends, I am free to choose what I want to see.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. In the WeChat circle of friends, I have control over what I can see.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I believe that the quality of the products purchased in the WeChat circle of friends is guaranteed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I think the price of the goods in the WeChat circle is reasonable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. I think the goods provided by the WeChat circle of friends are worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. WeChat friends circle business services to match their initial expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. I will start from the best interests of WeChat friends circle business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. If I need help, the WeChat friends circle business will do my best to help me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. WeChat friends circle business is very concerned about my interests, not just the seller's own.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I believe that WeChat friends circle merchants will abide by their commitment to customers in dealing with me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. I believe that WeChat friends circle business is honest and sincere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. I believe that WeChat friends circle merchants will abide by the commitment of customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. WeChat friends circle business has the ability to meet my needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. WeChat friends circle business is doing very good in the goods and services provided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Item	Strongly disagree	disagree	general	agree	Very much agree
29, I have been online shopping for a long time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30, I often shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31, I am familiar with the online shopping process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. The past online shopping has brought me convenience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

