



CUSTOMER'S SATISFACTION WITH WEIBO



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ABSTRACT

Title: CUSTOMER'S SATISFACTION WITH WEIBO

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Social media is exploding worldwide, and China is leading the way. A new McKinsey survey of 5,700 Internet users in China has found that 95 percent of them who live in Tier 1, Tier 2, and Tier 3 cities are registered on a social-media site, with 91 percent of respondents saying they visited a social-media site in the previous six months, compared with 30 percent in Japan, 67 percent in the United States, and 70 percent in South Korea. The survey, which explores the behavior of Chinese consumers on social networks, is the first of its kind in China. (Read the full report, on McKinsey's Greater China Web site.) The latest research undertaken by Synovate shows that Weibo is the most popular social networking tool amongst Chinese citizens, with a user age ranging from 15 to 44. What's more, the number of users has been steadily rising, with up to 24% of the population in China's major cities of Hong Kong, Beijing and Shanghai having an account. China has the most population in the world. Since came into 21 century, China has by far the world's most active social media population, It also pointed out that social media has a greater influence people life in China, Chinese people gain access to the Internet primarily through personal computers; however, they are moving quickly to mobile devices. About 50 percent of mobile-phone users in our survey said they were planning to buy a smartphone in the next six months, 35 percent said they have used a tablet computer, now in china, there are have main big internet giant, like Alibaba, Baidu and Tencent, especially, Sina Weibo is one of the channels for the online users to share and express their personal thoughts towards any specific topics, but at the same time, it has also changed and impacted many Chinese people's lives since it was launched by Sina company. In china the government was forbid Facebook and livesoak as one of the most popular social media sites in China, environmental

and social issues that would affect their , Chinese people have a new platform to express their personal thoughts .here is no doubt that the social media world has such a great influence in our daily lives. A post or a blog can already create a great debate to the public. Especially in China, Weibo has changed the Chinese's attitudes towards the society. It has brought the people all together. As we observe the characteristics of the Chinese online users compared to the past, any recent issues about the environment or society, would arouse the concerns of the people and huge disputes would then occur. Consequently, Weibo is definitely influencing China, and the local people's behaviors towards the country.Sina executives invited and persuaded many Chinese celebrities to join the platform. The users of SinaWeibo include Asian celebrities, movie stars, singers, famous business and media figures, athletes, scholars, artists, organizations, religious figures, government departments, and officials from Hong Kong, Mainland China, Malaysia, Singapore, Taiwan, and Macau, as well as some famous foreign individuals and organizationspeople,they can use weibo to express their attitudes towards the society.From the research, we can know that customers with different occupations, different time of using Weibo, different original reasons to choose it and different frequency of using it have different level of satisfaction withWeibo . While the factors of gender, age, education background, salary (after tax) and marriage have no effect on that. For the mainWeibo function ,there are voting and tagging friends function , forwarding function , visibility function , format message function, meta -voice function , comment function As to the occupation groups, the student group has a moderate level of satisfaction while other groups such as customer who work in state-owned enterprise / institution / government agency, private enterprise and foreign/joint enterprise have a high level of satisfaction. wholooking to expand their profile in China can benefit a lot from Weibo. It seems its influence not only limited to online activity, focusing on the power of Weibo to sell products, over 46% people are likely to follow sponsorship messages placed on Weibo and will visit the product's page

Keyword: Social media, Weibo ,population ,user, function

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HongLianWei

The seal of Siam University is a large, faint watermark in the background. It is circular with a double border. The outer border contains the text 'SIAM UNIVERSITY' at the bottom and Thai script at the top. The inner border contains the year '1917'. In the center is a crest featuring a crown and a shield with a book and a quill.

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Chapter 1

Introduction

1.1 Background of the study

The development and improvement of technology has greatly improved our lives. It has led to a far better, easier and very comfortable life for the people. There are various ways through which technology has changed our lives and this includes the following:

China also has the world's most active environment for social media. More than 300 million people use it, from blogs to social-networking sites to microblogs and other online communities. That's roughly equivalent to the combined population of France, Germany, Italy, Spain, and the United Kingdom. In addition, China's online users spend more than 40 percent of their time online on social media, a figure that continues to rise rapidly. China is the world's largest social network market. Due to the Great Firewall of China, as the Chinese government's internet censorship project is commonly called, Facebook, Twitter and Youtube, the leading international social-media players, are all blocked in China. However, China's social media landscape is not incomparable with its western counterparts. Weibo, China's microblog that's celebrating its third anniversary this month, offers a national platform for ordinary citizens to hold the powerful to account. In an instant, an ordinary citizen can launch a public debate or shame government and corporate officials by posting photos, videos, comments and messages.

Sina Weibo (NASDAQ: WB) is a Chinese microblogging (weibo) website. As a hybrid of Twitter and Facebook, it is one of the most popular sites in China, in use by well over 30% of Internet users, with a market penetration similar to the United States' Twitter. It was launched by SINA Corporation on 14 August 2009, and as of December 2012 has 503 million registered users. About 100 million messages are posted each day on Sina Weibo. In March 2014, Sina Corporation announced a spinoff of Weibo as a separate entity and filed an IPO under the symbol WB. Sina retains 56.9% ownership in Weibo. The company began trading publicly on April 17, 2014.

Weibo has some 350 million users, and China's leaders are torn between appreciating Weibo's capability to gauge public opinion and resisting public scrutiny, reports Beijing-based journalist Mary Kay Magistad. The microblog tool has opened a new battleground among Chinese authorities, internet companies and citizens – all testing the other's boundaries and resolve to criticize, censor and self-censor. Weibo has become the voice of millions of Chinese, stepping up to offer suggestions, some impulsive and others more organized, on their society's many challenges. Government officials are finding that rapid, reasonable response to valid criticisms is better received than censorship. – Yale Global Social networking websites are the order of the day nowadays. Websites like twitter and facebook have given birth to the new concept of social media marketing. The business networking and personal online dating have greatly been improved. Meeting the new people online has given way to the rise of the billion dollar industry of dating. Communication has been made easier for example the internet has brought email and chatting facilities. Instead of sending letters to respective destinations, it is very easy to send an email which will be received instantly.

It was launched by Sina Corporation on 14 August 2009, and as of December 2012 has 503 million registered users. In the third quarter of 2015, Sina Weibo has 222 million subscribers and 100 million daily users. About 100 million messages are posted each day on Sina Weibo.

In March 2014, Sina Corporation announced a spinoff of Weibo as a separate entity and filed an IPO under the symbol WB. Sina retains 56.9% ownership in Weibo. The company began trading publicly on 17 April 2014.

1.2 Statement of the problem

In 2009, Sina Corporation Company launched “WeiBo” which is different from QQ. Within the recent 2 years, more and more people have begun to use Wei Bo and it has been the focus of public and some investors. As the electronic products of communication industry change very quickly, enterprises have to not only grasp the needs of customers, improving and updating the product, but also make more innovative products to meet the customers’ satisfaction. Otherwise it will lose a lot of customers. WeiBo has not yet been surveyed about product satisfaction. It is very necessary to do research about it in order to offer better service and succeed in the whole IT market.

1.3 Objectives of the study

Through the customers’ satisfaction survey about WeiBo, we can know about the basic usages of it and collect users’ suggestions, finding out the reasons why customers use it. These can provide the basis for improving and optimizing WeiBo so that we can maintain the old customers and develop new clients, enhancing the number of users and improving core competitiveness.

To find out that customer with different demographic backgrounds have different level of satisfaction with WeiBo.

To find out that customer with different basic usages have different level of satisfaction with WeiBo

1.4 Scope of the study

The population of the study is the citizen in Guangxi Province in China who has smartphone and use WeiBo. The range of age is about 20 to 50 years old.

The sample size is 300 persons who are willing to fill out the questionnaire about WeiBo and the confident interval is 95%.

The survey time is from May to June 2016.

1.5 Conceptual framework

Independent Variables

Demographic background:

Gender

Age

Education background

Salary (after tax)

Occupation

Marriage

Dependent Variabl

satisfaction with theWeiBo:

Voting function

forwarding function

visibility function

“coments” function

Official Accounts function
(Service Accounts / Subscription
Accounts)

The basic usage of WeiBo:

The time of using it

The reason of using it

The frequency of using it

Chapter 2

Literature Review

2.1 Literature of Weibo Weibo is like Facebook in the western world, people not only connect online through Weibo, but also arrange their evening date through Weibo". Said Jeremy Webb from Ogilvy International Communication Group, "we should pay more attention and time to examine the business potential offered by the site." Unlike the traditional form of media such as newspapers, television and film, can not only deliver information to their readers, viewers, or listeners, but it can also make them participate in the content by either developing it or disseminated it (Noone, McGuire, & Rohlfs, 2011). For the reason that traditional form of media is no longer enough to fulfill business needs of marketing, and the use of Weibo is becoming more widespread. More and more business firms are starting to use it to attract more customers and get higher revenue. According to the China experts, they have their definitions. Functionality-wise Weibo is fairly standard comparing to its competitors. All have text messaging, photo sharing, location-sharing, and group messaging.

Competitors

1). Qzone

50.9% Chinese internet users used social media in 2015 with an increase of 16.9 percentage points compared with 2014. Users aged between 16 to 25 years old were the driving force and the penetration rate reached 71.5% in 2015

Qzone was created in 2005 by Tencent. It allows users to customize their blogs, keep diaries, send photos and listen to music. Gradually, Qzone has transformed from a personal space to the biggest social network open platform, and its monthly active users grew to more than 600 million.

Weibo is social media for users with share information, video, new photos with your friends, it like a tweeter but cannot use in China, so before Chinese people use QQ Zone as a platform for most of young teenagers; now in China most of people use smart mobile over 500 millions people, Internet celebrities economy, rising on live broadcasting, has attracted sizable investment. Such as Papi Jiang, a Chinese internet celebrity who is known for her short comedy videos, has secured an investment of RMB 12 million (USD 1.8 million) in April 2016.

In the past five months, 36,410 China's internet celebrities' Weibo posts received 715.71 billion views, gaining 915 million re-posts, 406 million comments, and 1.65 billion likes according to a survey by Sina Weibo Data Center. 74% internet celebrities are female.

89% internet celebrities received the high education. Over 80% internet celebrities are between 17 to 33 years old. Fans of internet celebrities have increased fast since 2014, reaching 385 million. User growth continues to be robust, especially coming from mobile, where we are seeing short video and live video taking off. Additionally, we are seeing strong operating leverage from Weibo's financial model, resulting from strong revenue growth, coupled with the platform nature of our business model. said Gaofei Wang, Weibo's CEO

In term of the mobile terminals, Samsung enjoys a high penetration rate across all city tiers, followed by Xiaomi and Huawei; the penetration rate of Huawei in the first-tier cities (15.8%) is close to that of Xiaomi (16.6%); Oppo and Vivo are popular in the second-tier, the third-tier, and the fourth-tier cities. As the technology changed, the Weibo is borned in a big affect people life

And Weibo went even a step further. In March 2014, Sina Corporation announced a spinoff of Weibo as a separate entity and filed an IPO under the symbol WB. Sina retains 56.9% ownership in Weibo. The company began trading publicly on 17 April 2014.

2). WeChat

Wechat, known as Weixin of its Chinese app name, is one of the fastest rising mobile app in China, with over 400 million users

This is an app by China Mobile, a surprising hit for the state-supported telecom that struggles with original content. Its biggest selling point is free SMS for you and your Feixin friends.

China Mobile is the one other company that approaches Tencent with its control of a massive userbase. Let the race begin.

Chris Baker. (May 15, 2014) said that WeChat has done an incredible job of creating social media functions for mobile. Users across China (and increasingly across the globe) are using WeChat for a wide range of regular communications. Time of use per day, by the 225-335 million monthly active users (MAU), is growing swiftly as WeChat adds more features and functions. In China, the total number of hours spent per month on WeChat now exceeds Weibo by almost seven times.

Given that most users are never, ever separated from their mobile phones, WeChat users are truly "always on" and accessible any time of day. They are using networking functions like one-to-one and group text messaging, photo sharing, voice messaging, and walkie-talkie. They are following brands through subscription, service accounts, and signing up for brand loyalty programs. And, they are using embedded e-commerce functions for shopping. It's a powerful combination of functions and really exciting for brands looking to link social media (sharing and word of mouth) together with e-commerce sales.

While the promise for social commerce is immense, one of the most immediate opportunities with WeChat is for customer research and insights. Given the "always on" nature of WeChat, research, surveys, and focus groups can now become much more linked to context - Q&A at the right time, right place. A coffee company can ask consumers about expectations and experiences between 8 a.m. and 10 a.m. when people are looking for a daily charge of caffeine. A soap company can connect with consumers first thing in the morning or in the evening when daily bathing rituals are in full swing.

Given the opportunity to ask questions across a wider range of times and places, brands can better understand unique habits and map out more clear "paths to purchase" with audience groups. It's way more powerful than collecting a group of people on an average weeknight, in a non-descript meeting place ...and then expecting them to answer about details from hours, days, or weeks before, in a setting so distant to the meeting space and time.

2.2 Literature of Satisfaction

Louis Lévy-Garboua and Claude Montmarquette (2007) said that there is an "obvious" theory of satisfaction judgments and feelings, which simply identifies the latter (SWB) with "utility" (U):

$$\text{SWB} \equiv \text{U} .$$

This theory is seldom taken literally. For instance, Clark and Oswald (1996) refer to a social utility, Frey and Stutzer (2002) to a procedural utility, and Kahneman et al. (1997) to a hedonic notion of utility suggested by Bentham (1789) and later discarded by economists. It is not very clear whether these utility functions should be the same and how they relate to actual decisions. However, in order to demonstrate that SWB is an economic variable, it is necessary to relate the latter to decision utility. In marketing research, consumers' satisfaction is taken as a good predictor of repeat purchases of the experienced product. In political science, citizens' satisfaction with political leaders or the incumbent government is taken as a good predictor of their future election or reelection. In labor research, job satisfaction is taken as a good predictor of job mobility (e.g. Freeman 1978). In social psychology as well, inequity feelings are thought to give rise to decisions that will reduce inequity (Adams 1963). The problem is that none of these contentions, which have received extensive empirical confirmation, can be seen as a straightforward prediction of the simple theory of satisfaction-as-utility. Although a satisfying experience may often yield high utility, a high-utility good would only be chosen if it yielded more utility than available alternatives. Moreover, competition normally entails the availability of alternative goods yielding high utility as well, so that high utility per se cannot explain the positive correlation between consumers' satisfaction and repeat purchases of an experienced good. An experienced good will be repeatedly purchased by rational consumers only as long as it is experience-preferred to the best opportunity. Thus a more economically-relevant definition of satisfaction judgments and feelings is the following. The latter elicit the experienced preference for one good or bad over available alternatives. The present notion of experienced preference is quite as flexible as the more familiar notion of decision preference. It is not restricted to the real experience of one brand or job but extends to anticipated options available in the future, just like decision-preference does, and furthermore to mental experiences of past options that might have been chosen but were eventually discarded. In the present paper, we make the simplifying assumption of perfect memory. The latter hypothesis may serve as a good starting point since it is in line with the concept of "autobiographical self" that Damasio (1999) derived from evidence on neurological pathologies and direct observation of the brain.³ Thus we might restate that satisfaction judgments and feelings elicit the decision-preference of the autobiographical self. Since the individual is supposed to make an ex post comparison of her own experience with what it might have been, her satisfaction manifests a feeling of regret-rejoicing.⁴ We formally define satisfaction or subjective well-being derived from an experienced good z as an ordinal variable taking discrete values. If individuals only compare their own situation with a single alternative, the satisfaction judgment or feeling is a binary variable (not satisfied-satisfied)

According to Atila Yüksel & Fisun Yüksel (1977), the marketing and consumer behavior literature has traditionally suggested that customer satisfaction is a relative concept, and is always judged in relation to a standard (Olander, 1977). Consequently, in the course of its development, a number of different competing theories based on various standards have been postulated for explaining customer satisfaction. The theories include the Expectancy-Disconfirmation Paradigm (EDP), the Value-Precept Theory, the Attribution Theory, the Equity Theory, the Comparison Level Theory, the Evaluation Congruity Theory, the Person-Situation-Fit model, the Performance-Importance model, the Dissonance, and the Contrast Theory.

Early researchers, including Engel, Kollat & Blackwell (1968), Howard & Sheth (1969), & Cardozzo (1965), relied on the dissonance theory developed by Festinger (1957). Subsequent studies (Anderson, 1973; Olshavsky & Miller, 1972) drew on the assimilation-contrast theories proposed by Sheriff & Hovland (1961). Later, Oliver (1977), drawing on the adaptation level theory (Helson, 1964), developed the Expectancy-Disconfirmation model for the study of consumer satisfaction, which received the widest acceptance among researchers. These frameworks generally imply conscious comparison between a cognitive state prior to an event and a subsequent cognitive state, usually realized after the event is experienced (Oliver, 1980). Following the introduction of the EDP, Westbrook & Reilly (1983) proposed the Value-Precept theory as a competing framework to study consumer satisfaction, arguing that what is expected from a product may not correspond to what is desired and valued in a product, and thus, values may be better comparative standards as opposed to expectations used in the EDP. In addition, Sirgy (1984) proposed the Evaluative Congruity model as another competing framework to explain consumer satisfaction. According to Chon (1992), the Evaluative Congruity Model is a better framework than the EDP because of its ability in capturing the different states of satisfaction/ dissatisfaction resulting from different combinations of expectations and performance outcome. Last decades also saw the development of a number of additional frameworks such as the Attribution Theory, Importance-Performance model, and the Equity Theory for the study of consumer satisfaction. It is important to note that some of the posited theories have received intensive attention in the literature (for example, the EDP), while others have not provoked further empirical research (Oh & Parks 1997). The following section undertakes a critical review of these theories postulated to explain consumer satisfaction, as this is important to the development of the research.

Chapter 3

Research Methodology

3.1 Population and sample

The population of the study is the citizen in Guangxi Province in China and their age scope is 20 to 50 years old. According to the official data in sixth census in 2010 in China, the population of Guangxi is 46026600. While the population of people whose age 20 to 50 is 29998400.

The sample of the study is selected from the customers who use Weibo. They have different backgrounds such as age, jobs, salary and education degree. Sample size was calculated by Taro Yamane formula with confident interval 95%.

Where

$$n = \text{sample size required} \quad n = \frac{N}{1 + N(e)^2}$$

N = number of people in the population

e = allowable error (%)

$$n = 399.99$$

From the formula above, we can calculate the sample size which can be 400 persons at most.

3.2 Content of the research

The research instrument of this study is questionnaire about people's attitude towards Weibo. The purpose of this study is to find out that people with different backgrounds and basic usages have different levels of satisfaction with Weibo. So the questionnaire is divided into 4 parts.

Part1 investigate the personal information of the respondents: gender, age, education background, salary (after tax), occupation and marriage.

Part 2 investigate respondents' basic usage of Weibo:

- 1.How long have you been using Weibo?
2. Why did you use the Weibo for the original reason?

3. The frequency of using Weibo?

Part 3 investigate customer's satisfaction with Weibo main functions: ,there are voting and tagging friends function , forwarding function , visibility function , format message function, meta –voice function , comment function and so on.

Part 4 collect respondents' advices, recommendations and expectations for Weibo.

3.3 Data collection

The questionnaire was distributed to sample group during June to August and 300 persons in Guangxi Province were asked to answer those questions. It was electronic questionnaire and was distributed through the internet. The advantages of the network survey: no need to print out questionnaire, saving the time of mailing and data recording, saving the fee of survey and improving the speed of getting answers. While the disadvantages include: due to some insecure factors of internet, it might have some network security issues. The authenticity of respondents' information might be suspected and it might appear duplicate answer. But the main reason of choosing electronic survey method is that the Weibo is an electronic product and those people who use it must be the internet users also.

3.4 Data analysis

The data of this study will be analyzed by computer through package software (SPSS: Statistical Package for Social Sciences) as follows:

The personal information of the sample will be analyzed and presented using descriptive statistics in form of Frequency and Percentage.

The main functions affecting customer's attitude toward Weibo will be ranged and presented using descriptive statistics in form of Mean and Standard Deviation.

The main functions affecting customer's attitude toward Weibowill be analyzed and presented using descriptive statistics in form Chi – square.

The scoring of questionnaire will be analyzed by using five – points rating scale or five – Likert scale.

Five – point Likert score: Very satisfied (5 points); Satisfied (4 points); Neither(3 points); Not satisfied (2 points); Not satisfied at all (1 points).

Researcher used the criteria to scale rating of class interval of Best (1970) to interpret the Mean score of main functions affecting customer's attitude toward Weibo.

Class interval =

Average from 4.31 to 5.00 are considered as “Very satisfied” (highest level of satisfaction)

Average from 4.21to 5.00 are considered as “Very satisfied” (highest level of satisfaction)

Average from 3.31 to 4.20 are considered as “Satisfied” (high level of satisfaction)

Average from 2.51 to 3.30 are considered as “Neither” (moderate level of satisfaction)

Average from 1.81 to 2.50 are considered as “Not satisfied” (low level of satisfaction)

Average from 1.00 to 1.80 are considered as “Not satisfied at all” (lowest level of satisfaction)

3.5 Formula used in analysis

3.5.1 Percentage $P = f / N * 100\%$

Where P = Percentage

F = Frequency to be converted to percentage

N = Numbers of frequencies

3.5.2 Mean $\bar{X} = \frac{(\sum x)}{N}$

Where \bar{X} = Mean

$\sum x$ = Summation of the scores

N = Numbers of data

3.5.3 Standard Deviation $SD = \sqrt{\frac{\sum (X_i - \bar{X})^2}{n-1}}$

Where SD = Standard Deviation

X_i = Value of information

\bar{X} = Mean

n = Numbers of data

3.5.4 Statistical for analyzing the reliability of the questionnaire

Analyzed for the reliability of questionnaire, which set the rating scale by using Cronbach's Alpha-Coefficient:

$$\alpha = \frac{n}{n-1} \left[1 - \frac{\sum v_i^2}{v_t^2} \right]$$

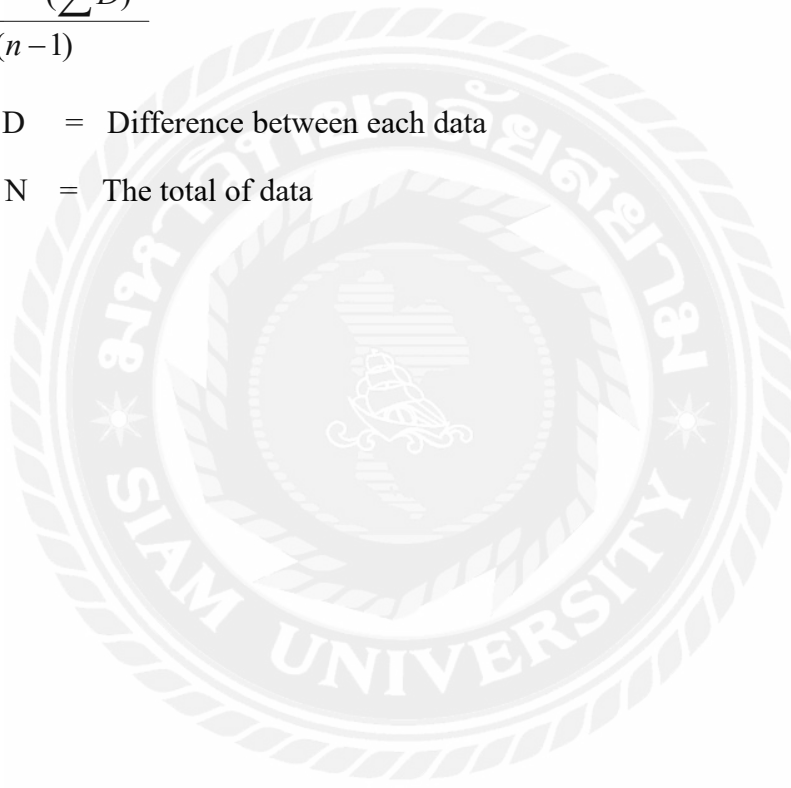
Where α = Reliability
 n = Number of questions in questionnaire
 V_i = Variability of each of question score
 V_t = Variability of each of overall questions' score

3.5.5 Statistical for hypothesis testing

Testing the difference in mean between demographic background with diet habit and eating behavior and attitude of Thai cuisine by using t-test and F-test:

$$t = \frac{\sum D}{\sqrt{\frac{n \sum D^2 - (\sum D)^2}{(n-1)}}} \quad df = n-1$$

Where D = Difference between each data
 N = The total of data



Chapter 4

Research Result

4.1 Data analysis

The questionnaire was distributed to 300 persons and 250 valid questionnaires were collected. The valid data was analyzed by SPSS (Statistical Package for Social Sciences) and research result was divided into 4 parts:

1. Demographic background and people's basic usages of Weibo should be analyzed in part 1.
2. The main functions affecting people's attitude toward Weibo and customer's satisfaction with it should be analyzed in part 2.
3. The research hypothesis testing should be analyzed in part 3.
4. Summary of the hypothesis testing should be in part 4.

4.2 Symbols used in the analysis of data

- n = Number of people in the sample
% = Percent of people in the sample
 \bar{X} = Mean
SD = Standard Deviation
* = Statistically significant level of 0.05

4.3 Result

Table 4.1 Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded	0	0.0
	Total	250	100.0

Listwise deletion based on all variables in the procedure.

Table 4.2 Reliability Statistics

Cronbach's Alpha	N of Items
0.752	20

Reliability Coefficients:

N of Cases = 250

N of Items = 20

Alpha = 0.752

Those questions about people's attitudes towards Weibo have the reliability at the level of $\alpha = 0.752$. If the value of α is more than 0.75, it is acceptable.

Part 1: analyze the demographic background and people's basic usages of Weibo.

Table 4.3 The frequency and percentage of respondents' gender.

Gender

		Frequency	Percent
Valid	Male	110	44.0
	Female	140	56.0
	Total	250	100.0

Table 4.3 shows the distribution of gender. As the table shows, we can see that there are 140 female respondents, accounting for 56%. While 110 male respondents account for 44%.

Table 4.4 The frequency and percentage of respondents' age.

Age

		Frequency	Percent
Valid	20 or less	8	3.2
	21-30	199	79.6
	31-40	21	8.4
	41-50	9	3.6
	50 or more	13	5.2
	Total	250	100.0

Table 4.4 shows the distribution of age. The age between 21 and 30 is the largest group which has 199 persons and accounts for 79.6% of the total respondents. The second group, which age between 31 and 40 has 21 persons and accounts for 8.4%. The third group, which age 50 or more has 13 persons and accounts for 5.2%. The fourth group, which age between 41 and 50 has 9 persons and accounts for 3.6%. The last group, which age 20 or less has 8 persons and accounts for 3.2%.

Table 4.5 The frequency and percentage of respondents' education background.

Education Background

		Frequency	Percent
Valid	high school or under it	41	16.4
	college	42	16.8
	bachelor	132	52.8
	master or above	35	14.0
	Total	250	100.0

Table 4.5 shows the distribution of education background. 132 persons are bachelor degree and account for 52.8% of the total respondents which are the majority group. 42 persons are college degree and account for 16.8%. 41 persons finished high school or under it and account for 16.4%. 35 persons are master or above it and account for 14%.

Table 4.6 The frequency and percentage of respondents' salary (after tax).

Salary(after tax)

		Frequency	Percent
Valid	less than 3000 RMB	124	49.6
	3001-5000 RMB	76	30.4
	5001-8000 RMB	32	12.8
	more than 8000 RMB	18	7.2
	Total	250	100.0

Table 4.6 shows the distribution of salary (after tax). 124 persons get less than 3000 RMB every month and account for 49.6% of the total respondents which are the majority group. 76 persons get 3001-5000 RMB every month and account for 30.4%. 32 persons get 5001-8000 RMB every month and account for 12.8%. Only 18 persons get more than 8000 RMB every month and account for 7.2%. The higher the salary, the fewer the people can get.

Table 4.7 The frequency and percentage of respondents' occupation.

Occupation

		Frequency	Percent
Valid	student	39	15.6
	state-owned enterprises/institutions/government agencies	81	32.4
	private enterprise	57	22.8
	foreign/joint enterprise	23	9.2
	others	50	20.0
	Total	250	100.0

Table 4.7 shows the distribution of occupation. 39 persons are students and account for 15.6% of the total respondents. 81 persons work in state-owned enterprises/institutions/government agencies and account for 32.4% which are the majority group. 57 persons work in private enterprises and account for 22.8%. 23 persons work in foreign/joint enterprises and account for 9.2%. 50 persons work in other enterprises and account for 20%.

Table 4.8 The frequency and percentage of respondents' marriage.

Marriage

		Frequency	Percent
Valid	unmarried	187	74.8
	married	61	24.4
	others	2	0.8
	Total	250	100.0

Table 4.8 shows the distribution of marriage. As the table shows that 74.8% of the total respondents are unmarried and 24.4% has got married. Frequencies are 187 and 61 respectively. Only 2 persons are other cases and account for 0.8%.

Table 4.9 The frequency and percentage of respondents' using time.

How long have you been using WeiBo?

		Frequency	Percent
Valid	less than 6 months	32	12.8
	6 months-1year	30	12.0
	1year-2 years	95	38.0
	more than 2 years	93	37.2
	Total	250	100.0

Table 4.9 shows the distribution of respondents' usage of Weibo. 32 persons have used Weibo for less than 6 months and account for 12.8%. 30 persons have used Weibo for 6 months – 1 year and account for 12.0%. 95 persons have used Weibo for 1-2 years and account for 38.0% which are the largest group. 93 persons have used Weibo for more than 2 years and account for 37.2%.

Table 4.10 The frequency and percentage of respondents' reasons of using Weibo

Why did you use the Weibo for the original reason?

		Frequency	Percent
Valid	Save telephone charges	26	10.4
	All the friends around me are using	112	44.8
	Be curious about it and feel it is very fashion	41	16.4
	Work needs	32	12.8
	Other reasons	39	15.6
	Total	250	100.0

Table 4.10 shows the distribution of respondents' reasons of using Weibo. 112 persons, which account for 44.8% chose to use Weibo because all the friends around them were using it. 41 persons, which account for 16.4% used Weibo because they were curious about it and felt it was very fashion. 39 persons, which account for 15.6% used it because of other reasons. 32 persons, which account for 12.8% used it because of work needs. 26 persons, which account for 10.4% because of saving telephone charges.

Table 4.11 The frequency and percentage of respondents' frequency of using Weibo.

The frequency of using Weibo?

		Frequency	Percent
Valid	5 times a day	175	70.0
	Once or 2 times a day	51	20.4
	Once in 2-3 days	11	4.4
	seldom	13	5.2
	Total	250	100.0

Table 4.11 shows the distribution of respondents' frequency of using Weibo. 175 persons use Weibo 5 times a day and account for 70.0%. 51 persons use Weibo once or 2 times a day and account for 20.4%. 11 persons use it once in 2-3 days and account for 4.4%. 13 persons seldom use it and account for 5.2%.

Part 2: analyze the main functions affecting people's attitude toward Weibo and customer's satisfaction with it.

Table 4.12 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's voice messaging function.

Voice messaging function

		Frequency	Percent	
Valid	Not satisfied at all	1	0.4	Mean=4.0520 SD=0.74533 Degree of satisfaction: high level
	Not satisfied	3	1.2	
	Neither	48	19.2	
	Satisfied	128	51.2	
	Very satisfied	70	28.0	
	Total	250	100.0	

As table 4.12 shows, according to the statistical results, the mean value and SD value is 4.0520 and 0.74533 respectively. It indicates that respondents have a high level of satisfaction with Weibo's voice messaging function. For the voice messaging function, only 1 person is not satisfied with it at all and accounts for 0.4%. 3 persons are not satisfied with it and account for 1.2%. 48 persons are neither satisfied with it or nor and account for 19.2%. 128 persons are satisfied with it and account for 51.2% which is the largest group. 70 persons are very satisfied with it and account for 28.0%.

Table 4.13 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibovoting and tagging friends function.

voting and tagging friends function

		Frequency	Percent	
Valid	Not satisfied at all	0	0.0	Mean=4.0440 SD=0.66621 Degree of satisfaction: high level
	Not satisfied	0	0.0	
	Neither	50	20.0	
	Satisfied	139	55.6	
	Very satisfied	61	24.4	
	Total	250	100.0	

As table 4.13 shows, according to the statistical results, the mean value and SD value is 4.0440 and 0.66621 respectively. It indicates that respondents have a high level of satisfaction with Weibo's voting and tagging friends function. For the voting and tagging friends function, 50 persons are neither satisfied with it or nor and account for 20.0%. 139 persons are satisfied with it and account for 55.6% which is the largest group. 61 persons are very satisfied with it and account for 24.4%.

Table 4.14 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's forwarding function.

forwarding function

		Frequency	Percent	
Valid	Not satisfied at all	2	0.8	Mean=3.9240 SD=0.78017 Degree of satisfaction: high level
	Not satisfied	8	3.2	
	Neither	50	20.0	
	Satisfied	137	54.8	
	Very satisfied	53	21.2	
	Total	250	100.0	

As table 4.14 shows, according to the statistical results, the mean value and SD value is 3.9240 and 0.78017 respectively. It indicates that respondents have a high level of satisfaction with Weibo's forwarding function. For the forwarding function, only 2 persons are not satisfied with it at all and account for 0.8%. 8 persons are not satisfied with it and account for 3.2%. 50 persons are neither satisfied with it or nor and account for 20.0%.

137 persons are satisfied with it and account for 54.8% which is the largest group. 53 persons are very satisfied with it and account for 21.2%.

Table 4.15 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's visibility function.

visibility function

		Frequency	Percent	
Valid	Not satisfied at all	3	1.2	Mean=3.7120 SD=0.84374 Degree of satisfaction: high level
	Not satisfied	10	4.0	
	Neither	87	34.8	
	Satisfied	106	42.4	
	Very satisfied	44	17.6	
	Total	250	100.0	

As table 4.15 shows, according to the statistical results, the mean value and SD value is 3.7120 and 0.84374 respectively. It indicates that respondents have a high level of satisfaction with Weibo's visibility function. For the visibility function, only 3 persons are not satisfied with it at all and account for 1.2%. 10 persons are not satisfied with it and account for 4.0%. 87 persons are neither satisfied with it or nor and account for 34.8%. 106 persons are satisfied with it and account for 42.4% which is the largest group. 44 persons are very satisfied with it and account for 17.6%.

Table 4.16 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's format message function.

format message function

		Frequency	Percent	
Valid	Not satisfied at all	0	0.0	Mean=3.7320 SD=0.78399 Degree of satisfaction: high level
	Not satisfied	10	4.0	
	Neither	89	35.6	
	Satisfied	109	43.6	
	Very satisfied	42	16.8	
	Total	250	100.0	

As table 4.16 shows, according to the statistical results, the mean value and SD value is 3.7320 and 0.78399 respectively. It indicates that respondents have a high level of satisfaction with Weibo’s format message function. For the format message, 10 persons are not satisfied with it and account for 4.0%. 89 persons are neither satisfied with it or nor and account for 35.6%. 109 persons are satisfied with it and account for 43.6% which is the largest group. 42 persons are very satisfied with it and account for 16.8%.

Table 4.17 The frequency, percentage, mean value and SD value of respondents’ attitude towards Weibo’s “Moments” function.

“Moments” function

		Frequency	Percent	
Valid	Not satisfied at all	0	0.0	Mean=3.8640 SD=0.72637 Degree of satisfaction: high level
	Not satisfied	5	2.0	
	Neither	70	28.0	
	Satisfied	129	51.6	
	Very satisfied	46	18.4	
	Total	250	100.0	

As table 4.17 shows, according to the statistical results, the mean value and SD value is 3.8640 and 0.72637 respectively. It indicates that respondents have a high level of satisfaction with Weibo’s “Moments” function. For the “Moments” function, 5 persons are not satisfied with it and account for 2.0%. 70 persons are neither satisfied with it or nor and account for 28.0%. 129 persons are satisfied with it and account for 51.6% which is the largest group. 46 persons are very satisfied with it and account for 18.4%.

Table 4.18 The frequency, percentage, mean value and SD value of respondents’ attitude towards Weibo’s games function.

Games function

		Frequency	Percent	
Valid	Not satisfied at all	6	2.4	Mean=3.3480 SD=0.86131 Degree of satisfaction: moderate level
	Not satisfied	21	8.4	
	Neither	128	51.2	
	Satisfied	70	28.0	
	Very satisfied	25	10.0	
	Total	250	100.0	

As table 4.18 shows, according to the statistical results, the mean value and SD value is 3.3480 and 0.86131 respectively. It indicates that respondents have a moderate level of satisfaction with Weibo's games function. For the games function, only 6 persons are not satisfied with it at all and account for 2.4%. 21 persons are not satisfied with it and account for 8.4%. 128 persons are neither satisfied with it or nor and account for 51.2% which is the largest group. 70 persons are satisfied with it and account for 28.0%. 25 persons are very satisfied with it and account for 10.0%.

Table 4.19 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's official accounts (service accounts / subscription accounts)function.

Official Accounts (Service Accounts / Subscription Accounts)

		Frequency	Percent	
Valid	Not satisfied at all	1	0.4	Mean=3.6440 SD=0.79989 Degree of satisfaction: high level
	Not satisfied	11	4.4	
	Neither	101	40.4	
	Satisfied	100	40.0	
	Very satisfied	37	14.8	
	Total	250	100.0	

As table 4.19 shows, according to the statistical results, the mean value and SD value is 3.6440 and 0.79989 respectively. It indicates that respondents have a high level of satisfaction with Weibo's official accounts. For the official accounts, only 1 person is not satisfied with it at all and accounts for 0.4%. 11 persons are not satisfied with it and account for 4.4%. 101 persons are neither satisfied with it or nor and account for 40.4%. 100 persons are satisfied with it and account for 40.0%. 37 persons are very satisfied with it and account for 14.8%.

Table 4.20 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo's tagging friendsfunction.

meta –voice function

		Frequency	Percent	
Valid	Not satisfied at all	3	1.2	Mean=3.4000 SD=0.78131 Degree of satisfaction: moderate level
	Not satisfied	14	5.6	
	Neither	136	54.4	
	Satisfied	74	29.6	
	Very satisfied	23	9.2	
	Total	250	100.0	

As table 4.20 shows, according to the statistical results, the mean value and SD value is 3.4000 and 0.78131 respectively. It indicates that respondents have a moderate level of satisfaction with Weibo's tagging friendsfunction. For the tagging friendsfunction, only 3 persons are not satisfied with it at all and account for 1.2%. 14 persons are not satisfied with it and account for 5.6%. 136 persons are neither satisfied with it or nor and account for 54.4% which is the largest group. 74 persons are satisfied with it and account for 29.6%. 23 persons are very satisfied with it and account for 9.2%.

Table 4.21 The frequency, percentage, mean value and SD value of respondents' attitude towards Weibo.

The Weibo

		Frequency	Percent	
Valid	Not satisfied at all	2	0.8	Mean=3.9640 SD=0.67864 Degree of satisfaction: high level
	Not satisfied	2	0.8	
	Neither	44	17.6	
	Satisfied	157	62.8	
	Very satisfied	45	18.0	
	Total	250	100.0	

As table 4.21 shows, according to the statistical results, the mean value and SD value is 3.9640 and 0.67864 respectively. It indicates that respondents have a high level of satisfaction with Weibo. For the Weibo, 2 persons are not satisfied with it at all and account for 0.8%. 2 persons are not satisfied with it and account for 0.8%. 44 persons are neither

satisfied with it or nor and account for 17.6%. 157 persons are satisfied with it and account for 62.8% which is the largest group. 45 persons are very satisfied with it and account for 18.0%.

Part 3: analyze the hypothesis testing.

H1: People with different demographic backgrounds have different level of satisfaction with Weibo.

Table 4.22 Means of influences of different functions affect people’s attitudes towards Weibo gender. (T-test)

Group Statistics

	Gender	Mean	t-value	Sig.(2-tailed)
Voice messaging function	Male	4.0182	-0.635	0.526
	Female	4.0786		
voting and tagging friends function	Male	4.0364	-0.160	0.873
	Female	4.0500		
forwarding function	Male	3.8545	-1.249	0.213
	Female	3.9786		
visibility function	Male	3.7636	0.857	0.392
	Female	3.6714		
format message function	Male	3.8818	2.712	0.007
	Female	3.6143		
“Moments” function	Male	3.8727	0.168	0.867
	Female	3.8571		
Games function	Male	3.3636	0.254	0.800
	Female	3.3357		
Official Accounts (Service Accounts / Subscription Accounts)	Male	3.6455	0.025	0.980
	Female	3.6429		
meta –voice function	Male	3.4455	0.815	0.416
	Female	3.3643		
The Weibo	Male	3.9273	-0.758	0.449
	Female	3.9929		

The voice messaging function, the mean value of male and female is 4.0182 and 4.0786 respectively. The t value is -0.635. The significant is 0.526 which is more than 0.05, so the males and females have the same level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of male and female is 4.0364 and 4.0500 respectively. The t value is -0.160. The significant is 0.873 which is more than 0.05, so the males and females have the same level of satisfaction with text messaging function.

The forwarding function, the mean value of male and female is 3.8545 and 3.9786 respectively. The t value is -1.249. The significant is 0.213 which is more than 0.05, so the males and females have the same level of satisfaction with sending pictures function.

The visibility function, the mean value of male and female is 3.7636 and 3.6714 respectively. The t value is 0.857. The significant is 0.392 which is more than 0.05, so the males and females have the same level of satisfaction with sticker function.

The format message function, the mean value of male and female is 3.8818 and 3.6143 respectively. The t value is 2.712. The significant is 0.007 which is less than 0.05, so the males and females have different level of satisfaction with video chatting function.

The "Moments" function, the mean value of male and female is 3.8727 and 3.8571 respectively. The t value is 0.168. The significant is 0.867 which is more than 0.05, so the males and females have the same level of satisfaction with "Moments" function.

The games function, the mean value of male and female is 3.3636 and 3.3357 respectively. The t value is 0.254. The significant is 0.800 which is more than 0.05, so the males and females have the same level of satisfaction with games function.

The official accounts function, the mean value of male and female is 3.6455 and 3.6429 respectively. The t value is 0.025. The significant is 0.980 which is more than 0.05, so the males and females have the same level of satisfaction with official accounts function.

The Meta -voice function, the mean value of male and female is 3.4455 and 3.3643 respectively. The t value is 0.815. The significant is 0.416 which is more than 0.05, so the males and females have the same level of satisfaction with Meta -voice function.

The Weibo, the mean value of male and female is 3.9273 and 3.9929 respectively. The t value is -0.758. The significant is 0.449 which is more than 0.05, so the males and females have the same level of satisfaction with Weibo.

Table 4.23 Means of influences of different functions affect people’s attitudes towards Weibo by age. (F-test)

Age

	20 or less	21-30	31-40	41-50	50 or more	Significant
Voice messaging function	3.3750	4.0352	4.3333	4.1111	4.2308	0.031
voting and tagging friends function	3.3750	4.0402	4.2857	4.0000	4.1538	0.023
forwarding function	3.6250	3.9196	3.9048	4.2222	4.0000	0.624
visibility function	3.2500	3.7286	3.7619	3.8889	3.5385	0.481
format message function	3.1250	3.7789	3.6190	3.8889	3.4615	0.096
“Moments”function	3.7500	3.8342	4.1905	3.7778	3.9231	0.290
Games function	2.7500	3.4171	3.2831	3.1111	3.0000	0.081
Official Accounts	3.1250	3.6533	3.8095	3.4444	3.6923	0.299
meta – voice function	3.0000	3.4171	3.5238	3.2222	3.3077	0.501
The Weibo	3.7500	3.9548	4.0952	4.1111	3.9231	0.723

The voice messaging function, the mean value of each age stage is 3.3750, 4.0352, 4.3333, 4.1111 and 4.2308 respectively. The significant is 0.031 which is less than 0.05, so people with different age stages have different level of satisfaction with voice messaging function.

The text messaging function, the mean value of each age stage is 3.3750, 4.0402, 4.2857, 4.0000 and 4.1538 respectively. The significant is 0.023 which is less than 0.05, so people with different age stages have different level of satisfaction with text messaging function.

The voting and tagging friends function, the mean value of each age stage is 3.6250, 3.9196, 3.9048, 4.2222 and 4.0000 respectively. The significant is 0.624 which is more than

0.05, so people with different age stages have the same level of satisfaction with voting and tagging friends function.

The forwarding function, the mean value of each age stage is 3.2500, 3.7286, 3.7619, 3.8889 and 3.5385 respectively. The significant is 0.481 which is more than 0.05, so people with different age stages have the same level of satisfaction forwarding function .

The visibility function, the mean value of each age stage is 3.1250, 3.7789, 3.6190, 3.8889 and 3.4615 respectively. The significant is 0.096 which is more than 0.05, so people with different age stages have the same level of satisfaction with visibility function .

The “Moments” function, the mean value of each age stage is 3.7500, 3.8342, 4.1905, 3.7778 and 3.9231 respectively. The significant is 0.290 which is more than 0.05, so people with different age stages have the same level of satisfaction with “Moments” function.

The games function, the mean value of each age stage is 2.7500, 3.4171, 3.2831, 3.1111 and 3.0000 respectively. The significant is 0.081 which is more than 0.05, so people with different age stages have the same level of satisfaction with games function.

The official accounts function, the mean value of each age stage is 3.1250, 3.6533, 3.8095, 3.4444 and 3.6923 respectively. The significant is 0.299 which is more than 0.05, so people with different age stages have the same level of satisfaction with official accounts function.

The format message function the mean value of each age stage is 3.0000, 3.4171, 3.5238, 3.2222 and 3.3077 respectively. The significant is 0.501 which is more than 0.05, so people with different age stages have the same level of satisfaction with format message function.

The Weibo, the mean value of each age stage is 3.7500, 3.9548, 4.0952, 4.1111 and 3.9231 respectively. The significant is 0.723 which is more than 0.05, so people with different age stages have the same level of satisfaction with Weibo.

Table 4.24 Means of influences of different functions affect people’s attitudes towards Weibo by education background. (F-test)

Education background

	High school or under it	College	Bachelor	Master or above	Significant
Voice messaging function	4.0244	4.0000	4.0530	4.1429	0.856
voting and tagging friends function	4.0244	3.8810	4.1061	4.0286	0.295
forwarding function	4.0244	3.8571	3.9545	3.7714	0.472
visibility function	3.8049	3.5952	3.7652	3.5429	0.359
format message function	3.8780	3.5238	3.7879	3.6000	0.109
“Moments” function	4.0000	3.6905	3.8712	3.8857	0.276
Games function	3.5122	3.1190	3.4091	3.2000	0.104
Official Accounts	3.7317	3.5238	3.6742	3.5714	0.592
meta – voice function	3.4878	3.2857	3.4697	3.1714	0.141
The Weibo	3.9268	3.9048	3.9697	4.0571	0.776

The voice messaging function, the mean value of each education degree is 4.0244, 4.0000, 4.0530 and 4.1429 respectively. The significant is 0.856 which is more than 0.05, so people with different education degrees have the same level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each education degree is 4.0244, 3.8810, 4.1061 and 4.0286 respectively. The significant is 0.295 which is more than 0.05, so people with different education degrees have the same level of satisfaction with voting and tagging friends function.

The forwarding function the mean value of each education degree is 4.0244, 3.8571, 3.9545 and 3.7714 respectively. The significant is 0.472 which is more than 0.05, so people with different education degrees have the same level of satisfaction with forwarding function.

The visibility function, the mean value of each education degree is 3.8049, 3.5952, 3.7652 and 3.5429 respectively. The significant is 0.359 which is more than 0.05, so people with different education degrees have the same level of satisfaction with visibility function.

The format message function, the mean value of each education degree is 3.8780, 3.5238, 3.7879 and 3.6000 respectively. The significant is 0.109 which is more than 0.05, so people with different education degrees have the same level of satisfaction with format message function.

The “Moments” function, the mean value of each education degree is 4.0000, 3.6905, 3.8712 and 3.8857 respectively. The significant is 0.276 which is more than 0.05, so people with different education degrees have the same level of satisfaction with “Moments” function.

The games function, the mean value of each education degree is 3.5122, 3.1190, 3.4091 and 3.2000 respectively. The significant is 0.104 which is more than 0.05, so people with different education degrees have the same level of satisfaction with games function.

The official accounts function, the mean value of each education degree is 3.7317, 3.5238, 3.6742 and 3.5714 respectively. The significant is 0.592 which is more than 0.05, so people with different education degrees have the same level of satisfaction with official accounts function.

The Meta –voice function , the mean value of each education degree is 3.4878, 3.2857, 3.4697 and 3.1714 respectively. The significant is 0.141 which is more than 0.05, so people with different education degrees have the same level of satisfaction with Meta –voice function .

The Weibo, the mean value of each education degree is 3.9268, 3.9048, 3.9697 and 4.0571 respectively. The significant is 0.776 which is more than 0.05, so people with different education degrees have the same level of satisfaction with Weibo.

Table 4.25 Means of influences of different functions affect people’s attitudes towards Weiboby salary (after tax) . (F-test)

Salary (after tax)

	Less than 3000 RMB	3001-5000 RMB	5001-8000 RMB	More than 8000 RMB	Significant
Voice messaging function	3.9677	4.0526	4.1875	4.3899	0.096
voting and tagging friends function	3.9919	4.0263	4.2500	4.1111	0.257
forwarding function	3.9677	3.9079	3.7188	4.0556	0.371

visibility function	3.6935	3.7763	3.6250	3.7222	0.841
format message function	3.6371	3.7368	3.8438	4.1667	0.045
“Moments” function	3.8065	3.9474	3.9688	3.7222	0.374
Games function	3.3306	3.4211	3.3750	3.1111	0.577
Official Accounts	3.5565	3.7632	3.8125	3.4444	0.126
meta – voice function	3.3548	3.3947	3.4375	3.6667	0.462
The Weibo	3.9435	3.9211	4.0625	4.1111	0.588

The voice messaging function, the mean value of each level of salary is 3.9677, 4.0526, 4.1875 and 4.3899 respectively. The significant is 0.096 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each level of salary is 3.9919, 4.0263, 4.2500 and 4.1111 respectively. The significant is 0.257 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with voting and tagging friends function.

The forwarding function, the mean value of each level of salary is 3.9677, 3.9079, 3.7188 and 4.0556 respectively. The significant is 0.371 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with forwarding function.

The visibility function, the mean value of each level of salary is 3.6935, 3.7763, 3.6250 and 3.7222 respectively. The significant is 0.841 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with visibility function.

The format message function, the mean value of each level of salary is 3.6371, 3.7368, 3.8438 and 4.1667 respectively. The significant is 0.045 which is less than 0.05, so people with different levels of salary have different level of satisfaction with format message function.

The “Moments” function, the mean value of each level of salary is 3.8065, 3.9474, 3.9688 and 3.7222 respectively. The significant is 0.374 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with “Moments” function.

The games function, the mean value of each level of salary is 3.3306, 3.4211, 3.3750 and 3.1111 respectively. The significant is 0.577 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with games function.

The official accounts function, the mean value of each level of salary is 3.5565, 3.7632, 3.8125 and 3.4444 respectively. The significant is 0.126 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with official accounts function.

The Meta –voice function, the mean value of each level of salary is 3.3548, 3.3947, 3.4375 and 3.6667 respectively. The significant is 0.462 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with Meta –voice function.

The Weibo, the mean value of each level of salary is 3.9435, 3.9211, 4.0625 and 4.1111 respectively. The significant is 0.588 which is more than 0.05, so people with different levels of salary have the same level of satisfaction with Weibo.

Table 4.26 Means of influences of different functions affect people’s attitudes towards Weibo by occupation. (F-test)

	Occupation					Significant
	Student	State-owned enterprises/institutions/government agencies	Private enterprise	Foreign/joint enterprise	Others	
Voice messaging function	3.9487	4.0247	4.1754	4.1304	4.0000	0.575
voting and tagging friends function	3.8974	4.0864	4.2281	4.0435	3.8800	0.046
forwarding function	3.7949	4.0617	3.9649	3.6522	3.8800	0.152
visibility function	3.3846	3.8025	3.8421	3.5217	3.7600	0.049
format message function	3.4359	3.7160	3.8596	3.8696	3.7800	0.090
“Moments”function	3.6667	3.8889	3.9123	3.9130	3.9000	0.488
Games function	2.9744	3.2963	3.4561	3.3043	3.6200	0.008
Official Accounts	3.4359	3.5062	4.0175	3.5652	3.6400	0.001
meta – voice function	3.2051	3.2963	3.6140	3.1304	3.6000	0.006
The Weibo	3.7436	4.0247	4.0877	3.9565	3.9000	0.130

The voice messaging function, the mean value of each occupation is 3.9487, 4.0247, 4.1754, 4.1304 and 4.0000 respectively. The significant is 0.575 which is more than 0.05, so people with different occupations have the same level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each occupation is 3.8974, 4.0864, 4.2281, 4.0435 and 3.8800 respectively. The significant is 0.046 which is less than 0.05, so people with different occupations have different level of satisfaction with voting and tagging friends function .

The forwarding function, the mean value of each occupation is 3.7949, 4.0617, 3.9649, 3.6522 and 3.8800 respectively. The significant is 0.152 which is more than 0.05, so people with different occupations have the same level of satisfaction with forwarding function.

The visibility function, the mean value of each occupation is 3.3846, 3.8025, 3.8421, 3.5217 and 3.7600 respectively. The significant is 0.049 which is less than 0.05, so people with different occupations have different level of satisfaction with visibility function.

The format message function, the mean value of each occupation is 3.4359, 3.7160, 3.8596, 3.8696 and 3.7800 respectively. The significant is 0.090 which is more than 0.05, so people with different occupations have the same level of satisfaction with format message function.

The “Moments” function, the mean value of each occupation is 3.6667, 3.8889, 3.9123, 3.9130 and 3.9000 respectively. The significant is 0.488 which is more than 0.05, so people with different occupations have the same level of satisfaction with “Moments” function.

The games function, the mean value of each occupation is 2.9744, 3.2963, 3.4561, 3.3043 and 3.6200 respectively. The significant is 0.008 which is less than 0.05, so people with different occupations have different level of satisfaction with games function.

The official accounts function, the mean value of each occupation is 3.4359, 3.5062, 4.0175, 3.5652 and 3.6400 respectively. The significant is 0.001 which is less than 0.05, so people with different occupations have different level of satisfaction with official accounts function.

The Meta –voice function function, the mean value of each occupation is 3.2051, 3.2963, 3.6140, 3.1304 and 3.6000 respectively. The significant is 0.006 which is less than 0.05, so people with different occupations have different level of satisfaction with Meta –voice function.

The Weibo, the mean value of each occupation is 3.7436, 4.0247, 4.0877, 3.9565 and 3.9000 respectively. The significant is 0.130 which is more than 0.05, so people with different occupations have the same level of satisfaction with Weibo.

Table 4.27 Means of influences of different functions affect people’s attitudes towards Weiboby marriage. (F-test)

Marriage

	Unmarried	Married	Others	Significant
Voice messaging function	4.0000	4.2131	4.0000	0.152
voting and tagging friends function	3.9893	4.2131	4.0000	0.074
forwarding function	3.8717	4.0820	4.0000	0.187
visibility function	3.6898	3.7869	3.5000	0.694
format message function	3.7005	3.8197	4.0000	0.524
“Moments” function	3.8235	3.9836	4.0000	0.317
Games function	3.3583	3.3279	3.0000	0.825
Official Accounts	3.6203	3.6885	4.5000	0.268
meta – voice function	3.3797	3.4754	3.0000	0.545
The Weibo	3.9465	4.0164	4.0000	0.783

The voice messaging function, the mean value of each marital status is 4.0000, 4.2131 and 4.0000 respectively. The significant is 0.152 which is more than 0.05, so people with different marital status have the same level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each marital status is 3.9893, 4.2131 and 4.0000 respectively. The significant is 0.074 which is more than 0.05, so people with different marital status have the same level of satisfaction with voting and tagging friends function.

The forwarding function, the mean value of each marital status is 3.8717, 4.0820 and 4.0000 respectively. The significant is 0.187 which is more than 0.05, so people with different marital status have the same level of satisfaction with forwarding function.

The visibility function, the mean value of each marital status is 3.6898, 3.7869 and 3.5000 respectively. The significant is 0.694 which is more than 0.05, so people with different marital status have the same level of satisfaction with visibility function.

The format message function, the mean value of each marital status is 3.7005, 3.8197 and 4.0000 respectively. The significant is 0.524 which is more than 0.05, so people with different marital status have the same level of satisfaction with format message function.

The “Moments” function, the mean value of each marital status is 3.8235, 3.9836 and 4.0000 respectively. The significant is 0.317 which is more than 0.05, so people with different marital status have the same level of satisfaction with “Moments” function.

The games function, the mean value of each marital status is 3.3583, 3.3279 and 3.0000 respectively. The significant is 0.825 which is more than 0.05, so people with different marital status have the same level of satisfaction with games function.

The official accounts function, the mean value of each marital status is 3.6203, 3.6885 and 4.5000 respectively. The significant is 0.268 which is more than 0.05, so people with different marital status have the same level of satisfaction with official accounts function.

The Meta –voice function, the mean value of each marital status is 3.3797, 3.4754 and 3.0000 respectively. The significant is 0.545 which is more than 0.05, so people with different marital status have the same level of satisfaction with Meta –voice function.

The Weibo, the mean value of each marital status is 3.9465, 4.0164 and 4.0000 respectively. The significant is 0.783 which is more than 0.05, so people with different marital status have the same level of satisfaction with Weibo.

H2: People with different basic usages have different level of satisfaction with Weibo.

Table 4.28 Means of influences of different functions affect people’s attitudes towards Weibo by the time of using it. (F-test)

The time of using it

	Less than 6 months	6 months – 1 year	1 year – 2 years	More than 2 years	Significant
Voice messaging function	3.5000	3.8333	4.1684	4.1935	0.000
voting and tagging friends function	3.6250	3.9333	4.1053	4.1613	0.001

forwarding function	3.2812	3.9000	3.9789	4.0968	0.000
visibility function	3.1562	3.6000	3.7158	3.9355	0.000
format message function	3.3750	3.7000	3.7684	3.8280	0.039
“Moments” function	3.4688	3.7333	3.9895	3.9140	0.003
Games function	2.8125	3.3000	3.4316	3.4624	0.002
Official Accounts	3.2188	3.4333	3.8211	3.6774	0.001
meta – voice function	3.1250	3.3333	3.4421	3.4731	0.153
The Weibo	3.4688	3.8000	4.0316	4.1183	0.000

The voice messaging function, the mean value of each kind of using time is 3.5000, 3.8333, 4.1684 and 4.1935 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each kind of using time is 3.6250, 3.9333, 4.1053 and 4.1613 respectively. The significant is 0.001 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with voting and tagging friends function.

The forwarding function,, the mean value of each kind of using time is 3.2812, 3.9000, 3.9789 and 4.0968 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with forwarding function,.

The visibility function, the mean value of each kind of using time is 3.1562, 3.6000, 3.7158 and 3.9355 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with visibility function .

The format message function, the mean value of each kind of using time is 3.3750, 3.7000, 3.7684 and 3.8280 respectively. The significant is 0.039 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with format message function.

The “Moments” function, the mean value of each kind of using time is 3.4688, 3.7333, 3.9895 and 3.9140 respectively. The significant is 0.003 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with “Moments” function.

The games function, the mean value of each kind of using time is 2.8125, 3.3000, 3.4316 and 3.4624 respectively. The significant is 0.002 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with games function.

The official accounts function, the mean value of each kind of using time is 3.2188, 3.4333, 3.8211 and 3.6774 respectively. The significant is 0.001 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with official accounts function.

The Meta –voice function, the mean value of each kind of using time is 3.1250, 3.3333, 3.4421 and 3.4731 respectively. The significant is 0.153 which is more than 0.05, so people with different kinds of using time have the same level of satisfaction with Meta –voice function.

The Weibo, the mean value of each kind of using time is 3.4688, 3.8000, 4.0316 and 4.1183 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of using time have different level of satisfaction with Weibo

Table 4.29 Means of influences of different functions affect people’s attitudes towards Weiboby the original reason of using it. (F-test)

The original reason of using it

	To save telephone charges	All the friends around me are using it	Be curious about it and feel it is very fashion	Work needs	Other reasons	Significant
Voice messaging function	3.9231	4.0804	4.1707	4.2500	3.7692	0.042
voting and tagging friends function	3.8077	4.0804	4.1220	4.3438	3.7692	0.001
forwarding function	3.7308	3.9732	4.0488	4.0000	3.7179	0.191
visibility function	3.3462	3.7321	3.8537	3.8750	3.6154	0.098
format message function	3.6538	3.6875	3.8537	3.8750	3.6667	0.571
“Moments”function	3.5000	3.8393	4.0732	4.1875	3.6923	0.001
Games function	3.0385	3.3125	3.6098	3.3750	3.3590	0.116

Official Accounts	3.3846	3.5625	3.8537	3.9062	3.6154	0.036
meta – voice function	3.3462	3.2768	3.6585	3.5312	3.4103	0.080
The Weibo	3.8462	3.9464	4.1463	4.1562	3.7436	0.031

The voice messaging function, the mean value of each original reason of choosing WeChat is 3.9231, 4.0804, 4.1707, 4.2500 and 3.7692 respectively. The significant is 0.042 which is less than 0.05, so people with different original reason have different level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each original reason of choosing Weibo is 3.8077, 4.0804, 4.1220, 4.3438 and 3.7692 respectively. The significant is 0.001 which is less than 0.05, so people with different original reason have different level of satisfaction with voting and tagging friends function.

The forwarding function, the mean value of each original reason of choosing Weibo is 3.7308, 3.9732, 4.0488, 4.0000 and 3.7179 respectively. The significant is 0.191 which is more than 0.05, so people with different original reason have the same level of satisfaction with forwarding function.

The sticker function, the mean value of each original reason of choosing WeChat is 3.3462, 3.7321, 3.8537, 3.8750 and 3.6154 respectively. The significant is 0.098 which is more than 0.05, so people with different original reason have the same level of satisfaction with sticker function.

The visibility function, the mean value of each original reason of choosing Weibo is 3.6538, 3.6875, 3.8537, 3.8750 and 3.6667 respectively. The significant is 0.571 which is more than 0.05, so people with different original reason have the same level of satisfaction with visibility function.

The “Moments” function, the mean value of each original reason of choosing Weibo is 3.5000, 3.8393, 4.0732, 4.1875 and 3.6923 respectively. The significant is 0.001 which is less than 0.05, so people with different original reason have different level of satisfaction with “Moments” function.

The games function, the mean value of each original reason of choosing Weibo is 3.0385, 3.3125, 3.6098, 3.3750 and 3.3590 respectively. The significant is 0.116 which is more than 0.05, so people with different original reason have the same level of satisfaction with visibility function.

The official accounts function, the mean value of each original reason of choosing Weibo is 3.3846, 3.5625, 3.8537, 3.9062 and 3.6154 respectively. The significant is 0.036 which is less than 0.05, so people with different original reason have different level of satisfaction with official accounts function.

The Meta –voice function function, the mean value of each original reason of choosing Weibo is 3.3462, 3.2768, 3.6585, 3.5312 and 3.4103 respectively. The significant is 0.080

which is more than 0.05, so people with different original reason have the same level of satisfaction with Meta –voice function.

The Weibo, the mean value of each original reason of choosing Weibo is 3.8462, 3.9464, 4.1463, 4.1562 and 3.7436 respectively. The significant is 0.031 which is less than 0.05, so people with different original reason have different level of satisfaction with Weibo.

Table 4.30 Means of influences of different functions affect people’s attitudes towards Weibo by the frequency of using it. (F-test)

The frequency of using it

	5 times a day	Once or 2 times a day	Once in 2-3 days	seldom	Significant
Voice messaging function	4.1886	3.9608	3.6364	2.9231	0.000
voting and tagging friends function	4.1771	3.8627	3.8182	3.1538	0.000
forwarding function	3.9943	3.9608	3.6364	3.0769	0.000
visibility function	3.7886	3.7451	3.4545	2.7692	0.000
format message function	3.7886	3.7255	3.5455	3.1538	0.034
“Moments” function	3.9314	3.8627	3.6364	3.1538	0.002
Games function	3.4114	3.4314	2.9091	2.5385	0.001
Official Accounts	3.7086	3.6863	3.3636	2.8462	0.001
meta – voice function	3.4343	3.5098	3.1818	2.6923	0.004
The Weibo	4.0571	3.9608	3.6364	3.0000	0.000

The voice messaging function, the mean value of each kind of frequency of using Weibo is 4.1886, 3.9608, 3.6364 and 2.9231 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with voice messaging function.

The voting and tagging friends function, the mean value of each kind of frequency of using Weibo is 4.1771, 3.8627, 3.8182 and 3.1538 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with voting and tagging friends function.

The forwarding function, the mean value of each kind of frequency of using Weibo is 3.9943, 3.9608, 3.6364 and 3.0769 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with forwarding function.

The visibility function, the mean value of each kind of frequency of using Weibo is 3.7886, 3.7451, 3.4545 and 2.7692 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with visibility function.

The format message function, the mean value of each kind of frequency of using Weibo is 3.7886, 3.7255, 3.5455 and 3.1538 respectively. The significant is 0.034 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with format message function.

The “Moments” function, the mean value of each kind of frequency of using Weibo is 3.9314, 3.8627, 3.6364 and 3.1538 respectively. The significant is 0.002 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with “Moments” function.

The games function, the mean value of each kind of frequency of using Weibo is 3.4114, 3.4314, 2.9091 and 2.5385 respectively. The significant is 0.001 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with games function.

The official accounts function, the mean value of each kind of frequency of using Weibo is 3.7086, 3.6863, 3.3636 and 2.8462 respectively. The significant is 0.001 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with official accounts function.

The Meta –voice function, the mean value of each kind of frequency of using Weibo is 3.4343, 3.5098, 3.1818 and 2.6923 respectively. The significant is 0.004 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with Meta –voice function

The Weibo, the mean value of each kind of frequency of using Weibo is 4.0571, 3.9608, 3.6364 and 3.0000 respectively. The significant is 0.000 which is less than 0.05, so people with different kinds of frequency of using it have different level of satisfaction with Weibo.

Part 4: summary of the hypothesis testing.

Table 4.31 The summary of the hypothesis testing about people's attitudes towards Weibo's voice messaging function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.526	Reject H1
Age	F-test	0.031	Accept H1
Education Background	F-test	0.856	Reject H1
Salary (after tax)	F-test	0.096	Reject H1
Occupation	F-test	0.575	Reject H1
Marriage	F-test	0.152	Reject H1
The time of using it	F-test	0.000	Accept H2
The reason of using it	F-test	0.042	Accept H2
The frequency of using it	F-test	0.000	Accept H2

Table 4.32 The summary of the hypothesis testing about people's attitudes towards Weibo's voting and tagging friends function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.873	Reject H1
Age	F-test	0.023	Accept H1
Education Background	F-test	0.295	Reject H1
Salary (after tax)	F-test	0.257	Reject H1
Occupation	F-test	0.046	Accept H1
Marriage	F-test	0.074	Reject H1
The time of using it	F-test	0.001	Accept H2
The reason of using it	F-test	0.001	Accept H2
The frequency of using it	F-test	0.000	Accept H2

Table 4.33 The summary of the hypothesis testing about people's attitudes towards Weibo's forwarding function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.213	Reject H1
Age	F-test	0.624	Reject H1
Education Background	F-test	0.472	Reject H1
Salary (after tax)	F-test	0.371	Reject H1
Occupation	F-test	0.152	Reject H1
Marriage	F-test	0.187	Reject H1
The time of using it	F-test	0.000	Accept H2
The reason of using it	F-test	0.191	Reject H2
The frequency of using it	F-test	0.000	Accept H2

Table 4.34 The summary of the hypothesis testing about people's attitudes towards Weibo visibility function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.392	Reject H1
Age	F-test	0.481	Reject H1
Education Background	F-test	0.359	Reject H1
Salary (after tax)	F-test	0.841	Reject H1
Occupation	F-test	0.049	Accept H1
Marriage	F-test	0.694	Reject H1
The time of using it	F-test	0.000	Accept H2
The reason of using it	F-test	0.098	Reject H2
The frequency of using it	F-test	0.000	Accept H2

Table 4.35 The summary of the hypothesis testing about people’s attitudes towards Weibo’s format messagefunction.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.007	Accept H1
Age	F-test	0.096	Reject H1
Education Background	F-test	0.109	Reject H1
Salary (after tax)	F-test	0.045	Accept H1
Occupation	F-test	0.090	Reject H1
Marriage	F-test	0.524	Reject H1
The time of using it	F-test	0.039	Accept H2
The reason of using it	F-test	0.571	Reject H2
The frequency of using it	F-test	0.034	Accept H2

Table 4.36 The summary of the hypothesis testing about people’s attitudes towards Weibo’s “Moments” function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.867	Reject H1
Age	F-test	0.290	Reject H1
Education Background	F-test	0.276	Reject H1
Salary (after tax)	F-test	0.374	Reject H1
Occupation	F-test	0.488	Reject H1
Marriage	F-test	0.317	Reject H1
The time of using it	F-test	0.003	Accept H2
The reason of using it	F-test	0.001	Accept H2
The frequency of using it	F-test	0.002	Accept H2

Table 4.37 The summary of the hypothesis testing about people's attitudes towards Weibo's games function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.800	Reject H1
Age	F-test	0.081	Reject H1
Education Background	F-test	0.104	Reject H1
Salary (after tax)	F-test	0.577	Reject H1
Occupation	F-test	0.008	Accept H1
Marriage	F-test	0.825	Reject H1
The time of using it	F-test	0.002	Accept H2
The reason of using it	F-test	0.116	Reject H2
The frequency of using it	F-test	0.001	Accept H2

Table 4.38 The summary of the hypothesis testing about people's attitudes towards Weibo's official accounts function.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.980	Reject H1
Age	F-test	0.299	Reject H1
Education Background	F-test	0.592	Reject H1
Salary (after tax)	F-test	0.126	Reject H1
Occupation	F-test	0.001	Accept H1
Marriage	F-test	0.268	Reject H1
The time of using it	F-test	0.001	Accept H2
The reason of using it	F-test	0.036	Accept H2
The frequency of using it	F-test	0.001	Accept H2

Table 4.39 The summary of the hypothesis testing about people’s attitudes towards Weibo’s Meta –voice function.

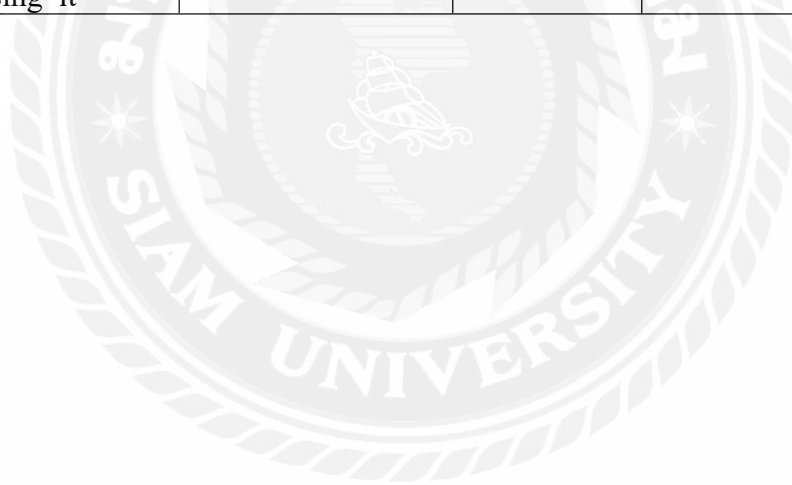
Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.416	Reject H1
Age	F-test	0.501	Reject H1
Education Background	F-test	0.141	Reject H1
Salary (after tax)	F-test	0.462	Reject H1
Occupation	F-test	0.006	Accept H1
Marriage	F-test	0.545	Reject H1
The time of using it	F-test	0.153	Reject H2
The reason of using it	F-test	0.080	Reject H2
The frequency of using it	F-test	0.004	Accept H2

Table 4.40 The summary of the hypothesis testing about people’s attitudes towards Weibo.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.449	Reject H1
Age	F-test	0.723	Reject H1
Education Background	F-test	0.776	Reject H1
Salary (after tax)	F-test	0.588	Reject H1
Occupation	F-test	0.130	Reject H1
Marriage	F-test	0.783	Reject H1
The time of using it	F-test	0.000	Accept H2
The reason of using it	F-test	0.031	Accept H2
The frequency of using it	F-test	0.000	Accept H2

Table 4.41 The summary of the hypothesis testing about people’s attitudes towards all the functions.

Independent Variables	Statistic method	Sig.	The result of hypothesis testing
Gender	T-test	0.655	Reject H1
Age	F-test	0.147	Reject H1
Education Background	F-test	0.167	Reject H1
Salary (after tax)	F-test	0.633	Reject H1
Occupation	F-test	0.031	Accept H1
Marriage	F-test	0.302	Reject H1
The time of using it	F-test	0.000	Accept H2
The reason of using it	F-test	0.010	Accept H2
The frequency of using it	F-test	0.000	Accept H2



Chapter 5

Conclusions and recommendation

5.1 Summary of questionnaire

5.1.1 Demographic background

Sina Weibo's primary user demographic is young and highly educated. To them, Weibo is both a place to network with friends and colleagues, and a platform to share information and participate in public conversations. With voices from diverse walks of life, Sina Weibo is playing a vital role of not only portraying, but also impacting "what's happening in China". In this study, the sample size was 300 persons and 250 valid questionnaires were collected. There are 140 female respondents, accounting for 60%. While 110 male respondents account for 60%. The age between 21 and 30 is the largest group which has 199 persons and account for 85.7% of the total respondents. For the education background, 132 persons are bachelor degree (62.3%). 124 persons get less than 2500RMB every month (55.3%) which are the majority group. 81 persons work in state-owned enterprises/institutions/government agencies (32.4%). 74.8% of the total respondents are unmarried and 30.6% has got married. 76 persons get 3001-5000 RMB every month (30.4%) and 32 persons get 5001-8000 RMB (12.8%). Only 18 persons get more than 8000 RMB (7.2%). 39 persons are students and account for 15.6% of the total respondents. 81 persons work in state-owned enterprises/institutions/government agencies (32.4%) which are the majority group. 57 persons work in private enterprises (22.8%), 23 persons work in foreign/joint enterprises (9.2%) and 50 persons work in other enterprises (20%). 74.8% of the total respondents are unmarried and 24.4% has got married. Only 2 persons are other cases and account for 0.8%.

5.1.2 The basic usage of Weibo

Weibo monitoring project pulled 2,098,575 posts filed by 10,000 Weibo users over a full year (16th November 2013 to 15th November 2014) to analyse what people were talking about. Entertainment is still the largest category (25.4%), followed by news events 19.6%, health and beauty (15.7%), work and study (14.3%), travel (12%) and others (13%). Though some suspect that social media users tend to appear negative, CIC's analysis of emoticons found the opposite: 67% emoticons are positive, 33% are negative. 95 persons have used WeiBo for 5-6 years and account for 45.0% which are the largest group. 93 persons have used WeiBo for more than 4 years (40.8%). 112 persons, which account for 52.4% chose to use WeiBo because all the friends around them are using it. 41 persons (18.3%) used Weibo because they were curious about it and felt it was very fashion. 39 persons (17.2%) used it because of other reasons. 32 persons (10.5%) used it because of work needs. 175 persons use WeiBo 9 times a day (70.0%). 51 persons use WeiBo once or 2 times a day (14.9%), 11 persons use it once in 2-3 days (3.2%) and 13 persons seldom use it (4.7%).

5.1.3 Respondents' satisfaction with Weibo's voice messaging function

Respondents have a high level of satisfaction with Weibo's voice messaging function with the mean value and SD value is 4.0520 and 0.74533 respectively. 128 persons are satisfied with it and account for 51.2% which is the largest group. 70 persons are very satisfied with it (28.0%) and 48 persons are neither satisfied with it or nor (19.2%). 4 persons choose the negative answers (1.6%).

5.1.4 Respondents' satisfaction with tagging friends function

As social media becomes less new, it is no longer the cool thing to do and loses part of its charm in certain groups", social media has penetrated into the lives of Chinese people and they now realise they are spending too much time on it. At

the same time, they are receiving more low-quality and duplicate content, this is why the proportion of 'zero interaction' social users increased by 7 percentage points to 46%."

"The higher penetration of social media has also increased people's concerns about their privacy. Many people have been disturbed by their 'virtual friends', which would not have happened without social media," Sophie added.

Respondents have a high level of satisfaction with Weibo text messaging function with the mean value and SD value is 4.0440 and 0.66621 respectively. 139 persons are satisfied with it and account for 60.5% which is the largest group. 61 persons are very satisfied with it (20.5%) and 50 persons are neither satisfied with it or nor (19.0%).

5.1.5 Respondents' satisfaction with forwarding function

Forwarding is the equivalent of Twitter's Retweet and Facebook's Share. Unlike Twitter, Sina Weibo allows users to add a comment when forwarding a post. What's more, if there are more than two people forwarding a post, the last user can choose to keep the threaded comments from all previous users (which will display in a hierarchical format). This allows users to easily follow and participate in conversations.

Respondents have a high level of satisfaction with forward function with the mean value and SD value is 3.9240 and 0.78017 respectively. 137 persons are satisfied with it and account for 54.8% which is the largest group. 53 persons are very satisfied with it (21.2%) and 50 persons are neither satisfied with it or nor (20.0%). 10 persons choose the negative answers (4.0%).

5.1.6 Respondents' satisfaction with visibility function

Respondents have a high level of satisfaction with Weibo's visibility function with the mean value and SD value is 3.7120 and 0.84374 respectively. 106 persons are satisfied with it and account for 42.4% which is the largest group. 44 persons are very satisfied with it

(17.6%) and 87 persons are neither satisfied with it or nor (34.8%). 13 persons choose the negative answers (5.2%).

5.1.7 Respondents' satisfaction with format function

Respondents have a high level of satisfaction with Weibo's video format function with the mean value and SD value is 3.7320 and 0.78399 respectively. 109 persons are satisfied with it and account for 43.6% which is the largest group. 42 persons are very satisfied with it (16.8%) and 89 persons are neither satisfied with it or nor (35.6%). 10 persons choose the negative answers (4.0%).

5.1.8 Respondents' satisfaction with Weibo's "Moments" function

Respondents have a high level of satisfaction with Weibo's "Moments" function with the mean value and SD value is 3.8640 and 0.72637 respectively. 129 persons are satisfied with it and account for 51.6% which is the largest group. 46 persons are very satisfied with it (18.4%) and 70 persons are neither satisfied with it or nor (28.0%). 5 persons choose the negative answers (2.0%).

5.1.9 Respondents' satisfaction with Weibo's games function

Respondents have a moderate level of satisfaction with Weibo's games function with the mean value and SD value is 3.3480 and 0.86131 respectively. 128 persons are neither satisfied with it or nor and account for 51.2% which is the largest group. 95 persons choose the positive answers (38.0%) and 27 persons choose the negative answers (10.8%).

5.1.10 Respondents' satisfaction with Weibo's official accounts (service accounts / subscription accounts)function

Respondents have a high level of satisfaction with Weibo's official accounts with the mean value and SD value is 3.6440 and 0.79989 respectively. 101 persons are neither satisfied with it or nor and account for 40.4%. 100 persons are satisfied with it (40.0%) and 37 persons are very satisfied with it (14.8%). 12 persons choose the negative answers (4.8%).

5.1.11 Respondents' satisfaction with Weibo's Meta –voicefunction

Respondents have a moderate level of satisfaction with Weibo's Meta –voice function with mean value and SD value is 3.4000 and 0.78131 respectively. 136 persons are neither satisfied with it or nor and account for 54.4% which is the largest group. 97 persons choose the positive answers (38.8%) and 17 persons choose the negative answers (6.8%).

5.1.12 Respondents' satisfaction with Weibo

Respondents have a high level of satisfaction with Weibo with the mean value and SD value is 3.9640 and 0.67864 respectively. 157 persons are satisfied with it and account for 62.8% which is the largest group. 45 persons are very satisfied with it (18.0%) and 44 persons are neither satisfied with it or nor (17.6%). 4 persons choose the negative answers (1.6%).

5.2 Summary of hypothesis testing

H1: People with different demographic backgrounds have different level of satisfaction with Weibo.

Gender: The result shows that different gender groups have the same level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

Age: The result shows that different age groups have the same level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

Education background: The result shows that different education background groups have the same level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

Salary (after tax): The result shows that different salary groups have the same level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

Occupation: The result shows that different occupation groups have different level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is accepted.

Marriage: The result shows that different marriage groups have the same level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

H2: People with different basic usages have different level of satisfaction with Weibo.

The time of using it: The result shows that different using time groups have different level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H2 is accepted.

The reason of using it: The result shows that different reason groups have different level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H2 is accepted.

The frequency of using it: The result shows that different frequency groups have different level of satisfaction with Weibo with the significant level at 0.05. Therefore, the hypothesis H2 is accepted.

5.3 Conclusions

From all the researches above, we can conclude that customer with different occupations, different time of using WeiBo, different original reasons to choose it and different frequency of using it have different level of satisfaction with WeiBo. While the factors of gender, age, education background, salary (after tax) and marriage have no effect on that.

As to the occupation groups, the student group has a moderate level of satisfaction because they think that there are some problems of WeiBo . While other groups such as customers who work in state-owned enterprise / institution / government agency, private enterprise and foreign/joint enterprise have a high level of satisfaction.

For the using time groups, those customer who have used WeiBo for less than 6 months have a moderate level of satisfaction because their using time is too short to give some ideas about WeiBo. Customers who have used for 6 months-1 year, 3 year-4years or more than 5years have a high level of satisfaction.

For the reason groups, customers who chose to use WeiBo in order to follow the top issue and express their views have a moderate level of satisfaction because they think that WeiBo is only a tool of express their thinking. While customer who chose to use it for other reasons have a high level of satisfaction.

For the frequency groups, customer who seldom use it have a moderate level of satisfaction while customer who use it 5 times a day, once or 2 times a day or once in 2-3 days have a high level.

5.4 Recommendations

There are some recommendations and suggestions collected from respondents in questionnaire:

1. voting function should be more abundant.
2. It should be added some practical applications such as specialized channels for special or professional users.
3. Provide more hot issue which can spread positive energy.
4. It should be installed some intelligent software which can deal with some fraud information and advertisement.
5. It should be more simplified and manage the fake comformations so that the chinese people can have a positive energy
6. The distinguishability of and Official Accounts function should be improved.
7. Articles should be classified so that they can be found easily.

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