



**A STUDY OF THE INFLUENCE OF WECHAT FRIEND  
INTERACTION ON CONSUMERS' PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
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This Independent Study has been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration

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WeChat friend circle serves as a unique social media platform where personal interactions and marketing messages converge. The burgeoning popularity of social media has positioned WeChat friend circle as a critical driver in shaping consumer perceptions and behaviors, highlighting its potential for marketers to build meaningful brand narratives. Given the WeChat circle's interactive and communicative nature, understanding the nuances of this relationship is crucial for harnessing its full marketing potential. The purpose of this study was to explore the impact of relationship strength, information quality, professionalism and online shopping experience on consumer purchase intention.

This study adopted the quantitative analysis method, using a questionnaire survey. A total of 380 questionnaires were issued, of which 378 were valid. The questionnaire items were determined by the pre-survey analysis results. The results of this study verified the relationship strength, information quality, professionalism and online shopping experience in WeChat friend interaction positively influenced consumer purchase intention. Future research should explore the subtleties of relationship strength in WeChat marketing, and examine the impact of both strong and weak ties on consumer trust and decisions. It should also scrutinize the authenticity and relevance of shared information, as well as the role of professionalism in building trust and brand image. Finally, the online shopping experience, with its focus on navigation, personalization, and customer service, is crucial for influencing consumer attitudes and purchase intention.

**Keywords:** WeChat friend interaction, relationship strength, information quality, professionalism, online shopping experience

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You Xiaoxi

## DECLARATION

*I, Xiaoxi You , hereby certify that the work embodied in this independent study entitled “A Study of the Influence of WeChat Friend Interaction on Consumers' Purchase Intention” is result of original research and has not been submitted for a higher degree to any other university or institution.*

(You Xiaoxi)

June, 2023



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# Chapter 1 Introduction

## 1.1 Background of the Study

On January 22, 2018, China Internet Network Information Center (CNNIC) released the 37th Statistical Report on the Development of Internet in China. As of December 7, 2011, China's mobile Internet users reached 620 million, accounting for 90.1% of passing netizens. Mobile Internet access. Tu (2022) believes that the number of Internet users who only use mobile phones reaches 127 million, accounting for 1.8.5% of the total Internet users. The number of mobile payment users was 358 million, an increase of 64.5%. The percentage of netizens using mobile phones to make online payments rose to 57.7 percent from 39.0 percent at the end of 2016. This shows that Chinese netizens are intensively using mobile devices, and mobile phones have become the primary factor driving the growth of Internet users. At the same time, Chinese Internet users are increasingly accustomed to mobile shopping.

In terms of the Internet, the China Internet Network Information Center (CNNIC) released the 37th Statistical Report on the Development of the Internet in China. As of December 7, 2011, the number of Internet users in China reached 688 million, and the Internet penetration rate reached 50.3 percent. Half the name is over. Among them, 39.51 million new Internet users were added in 2016, an increase of 6.1%, 1.1 percentage points higher than in 2015, and the growth rate of Internet users has increased. The report also shows that 91.8% of Internet users in China access the Internet through Wi-Fi wireless networks, an increase of 8.6 percentage points over June 6, 2010. It has become the preferred way for netizens to access the Internet in fixed locations. Liu & Geng (2021) indicates that the gradual improvement of the network environment and the rapid spread of mobile Internet access have stimulated the demand for mobile Internet applications. Mobile Internet is the product of the integration of mobile and Internet. It combines the advantages of mobile, anytime, anywhere, Internet, and Internet sharing, openness, and interaction. It quickly became popular due to its high portability, privacy and lightness.

WeChat is a free app launched by Tencent on January 21, 2011 to provide instant messaging services for smart terminals. WeChat is a mobile communication software based on smart phones or PC terminals, which can quickly send text, voice, video, pictures, hyperlinks and other messages through the Internet, and supports multi-group chat, update and browse the dynamic functions of the circle of friends. According to Deng (2020), WeChat supports the fast delivery of free (using a small amount of network traffic) voice over the network across communication operators and operating system platforms. Text messages, videos, images and text. At the same time, you can also use shared streaming content and location-based social plugins for content such as Shake, Drift Bottle, Moments, Public Platforms, Voice Notes. This "wait" service plug-in. According to the 2015 edition of WeChat data report released by Penguin Intelligence, WeChat has covered more than 90 percent of China's smartphones by the

first quarter of 2015, with 549 million monthly active users. At the same time, the total number of WeChat public accounts of various brands exceeded 8 million, the number of mobile app connections exceeded 85,000, and the number of WeChat Pay users reached 400 million. Penguin Think Tank released the latest WeChat data report in 2016. More than 90% of WeChat users use it every day. Half of its users spend more than an hour a day on WeChat. Most users have more than 200 friends. 61.4% of users open WeChat moments every day, and nearly 70% of users pay or transfer more than 1,000 yuan per month (Sheng, 2020).

To sum up, WeChat has not only become an application that people rely on highly in social interaction, but also an application with high commercial value. More and more businesses are targeting WeChat, and the development of WeChat is also an important work to do. Whether the interaction of WeChat friends will affect the actual purchase behavior of followers and whether such high expectations and investment of merchants can really achieve their expectations, if this virtual interaction can really affect the purchase intention of followers, then what is the mechanism? Therefore, this study will take WeChat friend interaction as the theme, and use empirical research and other methods to explore whether this interaction really has an impact on the purchase intention of followers, and also explore the principle based on which this virtual interaction affects the purchase intention of followers. At the same time, relevant opinions and improvement measures will be given based on the conclusion.

## **1.2 Questions of the Study**

WeChat, as a mobile social application, has a large number of active users. As the saying goes, where there are people, there is a market. With the rapid rise of WeChat, many people took a fancy to WeChat circle of friends and began to develop WeChat circle of friends into a "small Taobao". Due to the natural SNS attribute of WeChat, and most of the friends in the WeChat circle of friends are acquaintances, this transaction behavior based on acquaintances virtually increases the trust between sellers and buyers and reduces part of the perceived risk. In addition, WeChat's private social attributes have a good protection of privacy. In order to understand the audience's thoughts on WeChat moments and analyze the audience's attitude towards the transaction behavior of WeChat moments, this study conducts research on WeChat moments with the background of WeChat moments. The research issues include the following aspects:

1. What is the correlation between relationship strength and consumer purchase intention?
2. What is the correlation between information quality and consumer purchase intention?
3. What is the correlation between professionalism and consumer purchase

intention?

4. What is the correlation between online shopping experience and consumer purchase intention?

### **1.3 Objectives of the Study**

In response to the three questions raised in this study, the following targeted research objectives are proposed:

1. To explore the impact of relationship strength on consumer purchase intention;
2. To explore the impact of information quality on consumer purchase intention;
3. To explore the impact of professionalism on consumer purchase intention;
4. To explore the impact of online shopping experience on consumer purchase intention.

### **1.4 Scope of the Study**

The subjects of this study were all people who have used WeChat Moments. This study used a combination of random sampling and convenience sampling. The sample for this study was the general population. However, due to time, geographical and cost constraints, it is not easy to conduct a large-scale survey across the country. This study adopted the method of inviting respondents to send questionnaires through online chat tools. According to the statistical report of the China Internet Network Information Center, the proportion of Chinese netizens using communication network applications is as high as 50% (Tencent Technology, 2015). In this study, the questionnaires were published on the Internet. At the same time, the questionnaire invitations were issued in virtual communities such as Tencent QQ and WeChat.

### **1.5 Significance of the Study**

#### **1. Theoretical Significance**

In the Internet and big data era, this study takes WeChat circle as a case study to explore the intricate dynamics between consumer trust and purchase intention. By synthesizing a wealth of previous research, the study employs the theoretical frameworks of strong and weak relationship theories and social embedment as its foundation. It further enriches the analysis by incorporating external variables that are particularly pertinent to the characteristics of WeChat circle. The research constructs a model that elucidates the relationship between trust and purchase intention within the WeChat social sphere. This study's significance is twofold: it advances the theoretical

understanding of social media influence on consumer behavior and provides practical insights for marketers to enhance their strategies on WeChat, thereby fostering an environment that nurtures trust and encourages consumer engagement and purchasing decisions. Through empirical analysis, we can understand the relationship between various variables, and enrich the theoretical research achievements in WeChat moments and purchase intention.

## 2. Practical Significance

This study is not only of practical significance academically, but also of guiding significance in the marketing or promotion of WeChat circle in practice. Through empirical research, this study is helpful for WeChat circle sellers to have a deeper and more comprehensive understanding of the essential reasons for users to buy products in WeChat circle, and to understand which factors will have an impact on users' willingness to buy products in WeChat circle, so as to make a purposeful correction and ultimately improve product sales.

### 1.6 Limitations of the Study

There were some limitations in the implementation of this study, which stemmed mainly from factors such as time, cost, and geographical distance. For these reasons, the questionnaires were distributed using a combination of online and offline methods, while the offline questionnaires were mainly collected in schools, which resulted in a generally high level of education of the sample group, which is a deviation from the structure of the education level of the national Internet user community. This bias may affect the general applicability and representativeness of the study results.

In addition, during the empirical study of WeChat public platform users' purchase intention, many of the respondents had not been exposed to WeChat online customer service, which prevented us from verifying the relationship between WeChat online customer service and users' purchase intention. This limitation had an impact on the assessment of measurement accuracy, and special attention will be paid to this point in future research.

Meanwhile, due to the diversity and complexity of the WeChat user group, it is difficult to adjust the structure of the educational level of the sample group in a short period of time, as it involves a comprehensive adjustment of the whole research design. In future studies, consideration will be given to adopting a wider and more diverse range of sample sources in order to improve the representativeness and accuracy of the findings.

## **Chapter 2 Literature Review**

### **2.1 Introduction**

This chapter mainly summarizes the scholars' research on the related concepts and specific variables involved in this study, which lays the theoretical research foundation for this study. At the same time, the background of "WeChat" involved in this study is analyzed, which lays a foundation for the practical research of this study.

### **2.2 Literature Review**

#### **2.2.1 WeChat Friend Interaction**

In the early days, when the Internet was not yet popularized, the research on interactivity mainly focused on the interaction between users and computer media. Rice & Associates (1984) considered interactivity as the effectiveness of multiple information choices. When users have a large selection of information, there is a lack of choice for interaction and information. Schegloff (1992) believes that interactivity is the flexibility of language change, which is reflected in the exchange of information between the two parties. Rice & Love (1987) defined the degree of interaction and the degree of control from the communication process. It believes that interactivity reflects how quickly a website responds to customers, and whether senders and receivers can interchange roles. Bretz & Schmidbauer (1983) describe interactivity as the ability of media to facilitate interpersonal communication regardless of time and distance. Steure (1992) argues that interactivity is the degree to which consumers implement the content and form of information through media. The higher the degree, the stronger the interaction.

It can be seen from the above that early research on interactivity emphasized the interaction between humans and computer media, reflecting the corresponding communication between computers and users (Liu & Shrum, 2002). With the popularization of the Internet and the development of electronic technology—business, scholars have studied the interaction under the Internet, and the connotation of communication has expanded from the interaction between people and computers to the interaction between people and information. Based on computer network, Hoffman & Novak (1996) divided network interaction into human-computer interaction and human-to-human interaction. Human-computer interaction refers to access to hypertext content. Human interaction is the communication between people through computers. Massey & Levy (1999) divided the network interaction in news into content interaction and human interaction. Cho & Leckneby (1999) divided communications into consumers and machines, consumers and other consumers, and consumers and information. Cho & Leckneby (1999) divided the interaction relationship into three types, namely user-media interaction and user-user information

interaction. Liu & Shrum (2002) believed that interactivity should include three face-to-face contents, namely the interaction and level between communicators and information, communicators and media, and communicators. This definition covers the interaction between information, communicators and communication-media.

As a social software, WeChat also has social functions such as sharing in the circle of friends, liking and commenting in the circle of friends, positioning in the circle of friends, drifting bottle and shaking. At the same time, WeChat also has a variety of functions such as search, payment, entertainment and jumping to third-party applications. Later, WeChat successively launched more convenient and fast new functions such as public accounts, small programs, etc., which not only promoted the diversification of WeChat functions and enhanced competitiveness to expand the user market of communication and social software, but also provided a lot of convenience for WeChat users and met the needs of WeChat users in all aspects. With the continuous enrichment and improvement of new functions such as public accounts and small programs, WeChat has gradually grown into a powerful public service software, creating a broad information service platform for the majority of users. Moments generally refers to a social function on Tencent's WeChat, which was launched when WeChat 4.0 was updated on April 19, 2012. Users can post text and pictures through moments and share articles or music to moments through other software. Users can "comment" or "like" new photos posted by friends, and other users can only see the comments or likes of the same friends. Closed social media (i.e. WeChat) is different from public social media tools (i.e. Twitter and Weibo). User-generated content on public social media is accessible to the public and therefore can be broadcast immediately, just like content in traditional mass media. On closed social media tools, user relationships are often built through real-world interactions. Only when two users become friends on the media can they see each other's posts. Comments on articles are private between the publisher and the reviewer, unless the reader is a mutual friend of both interlocutors. The dissemination and dissemination of information through closed and cohesive social networks can improve the accurate objectives of information dissemination, but at the same time, it also restricts the popularization of communication.

However, if a closed circle of friends message is carefully designed, then the message can be spread further by friends in their own social circle, and then has the potential to reach millions of people due to the snowball effect. People who participate in social media marketing campaigns often post information on social media that they find particularly valuable. Therefore, sharing some products or services on WeChat, a closed social media, plays an important role in the success of social commerce.

The research on WeChat moments has been in an endless stream since the birth of WeChat moments. In general, the research is mainly carried out from the following aspects: the communication effect of WeChat circle of friends, the marketing effect of

WeChat circle of friends, the self-presentation of WeChat circle of friends, WeChat circle of friends and interpersonal relations, the information flow of WeChat circle of friends, WeChat circle of friends and college students' behavior, WeChat circle of friends and social e-commerce, WeChat circle of friends and tourism. Liu (2013) interpreted the culture of WeChat circle of friends from the perspective of social network theory, pointing out that e-commerce enters people's lives through embedding in WeChat circle of friends, forming a strong connection with people in WeChat circle of friends, and people in WeChat circle of friends, as one of their social capital, realize cross-media operation. Yang & Li (2014) studied the marketing phenomenon of WeChat circle of friends and pointed out that sellers in circle of friends are mainly divided into two forms: customer-to-customer and business-to-customer. Sellers should conduct marketing in circle of friends in a reasonable and moderate manner, otherwise it will cause resentment among friends. Sellers' publicity copy should be few but precise, and opinion leaders play an important role in circle of friends. Wei & Wang (2014) studied the "like" culture of WeChat moments and the spread of network emotions, pointing out that the main purpose of "like" is to interact and prove one's own existence. Emotion is the fundamental reason driving the "like" behavior of WeChat friends, and building a "like" circle of friends full of positive emotions may gradually change the "like" culture of WeChat moments.

#### 1) Relationship Strength

Relationship strength refers to the closeness of the connection between friends and WeChat Friend Circle users, including the frequency of interaction, the content of interaction and other aspects, reflecting the intimacy of the relationship between them, the degree of trust and the degree of interaction. It is specifically expressed in the number and nature of friends' likes, comments, retweets and other forms of interaction, as well as the frequency of interaction between them. Friends with high relationship intensity usually pay more attention to and participate in the content of their friend circle, and are also more willing to interact and communicate with their friend circle users, forming a positive social atmosphere. Granovetter (1973) proposed the theory of strong relationship and weak relationship for the first time. For example, family members, good friends and other closely related objects in their personal network belong to strong relationship. For example, occasionally contacted friends, colleagues and other objects that are not closely related are weak relations. Wang & Li (2007) discussed the strength of the relationship between community recommenders and community members with many participants in virtual communities. Through empirical research, they found that the higher the strength of the relationship between the two, the positive impact on the purchase decision. Mittal et al (2008) identified relationship strength as "the bonding potency of the members of a relationship network", and it is now generally accepted that relationship strength refers to the degree of intimacy between members of a social network. According to the empirical analysis of Bing et al. (2016), the strength of the relationship between the sender and the receiver has a significant positive impact on the effect of word-of-mouth



information transmission, and for products, the strength of the relationship also has a significant impact on the praise of the service. Because individual behavior is not only influenced by their own subjective will, but also by others in the social network, the relationship strength of different individuals has different effects on individuals.

Liu (2015) studied the impression management behavior in WeChat circle of friends and pointed out that in strong relationships composed of acquaintances, users' impression management behavior is weak, while in weak relationships, users' impression management behavior is strong. Hou & Li (2015) studied the self-disclosure of college students in WeChat moments and pointed out that college students show more positive images of themselves in WeChat moments and less negative ones. Sun (2015) studied the phenomenon of the first batch of information flow in WeChat moments and pointed out that the first batch of information flow advertisements relied on the advantages of mobile and intelligent, which aroused users' sense of identity and reduced users' aversion to traditional advertisements. Ma (2016) studied the phenomenon of exposure in WeChat moments, pointing out that it is necessary to grasp the scale of exposure, and moderate exposure to life in the moments can convey positive energy and positive attitude toward life; Huang & Han (2016) studied the issues of privacy and legal protection in WeChat moments and pointed out that China's current laws on privacy protection in online social communities are not perfect, and it is necessary for fans to introduce relevant laws to protect everyone's privacy. Zhao (2018) studied the influence of WeChat circle of friends on online public opinion and pointed out that WeChat public opinion can have both positive and negative effects. Therefore, it is very important to guide WeChat public opinion, which should be guided from mainstream media, users, opinion leaders and other aspects. Cui (2019) studied the phenomenon of WeChat moments visible for only three days and pointed out that users have both gains and losses when using this function. This function not only protects users' demand for privacy, but also satisfies users' desire to show themselves on the social platform, but sometimes causes resentment among friends. Sun (2019) studied the problems in the promotion process of WeChat business products in the WeChat moments and pointed out that there were such problems as violent screen swiping, moral kidnapping, stereotypical information and lack of feedback in the promotion process, and it was necessary to appropriately package one's circle of friends. Liu (2019) conducted a study on the phenomenon of punched learning fever in WeChat circle of friends, pointing out that such fragmented learning behavior is beneficial, but we should also be wary of letting it become a form of satisfying our vanity.

## 2) Information Quality

Information quality means that information should be truthful, reliable, valuable and meaningful, while being presented in a rational and objective manner. Users should actively promote the quality of information and convey positive energy and

useful content. Nie (2019) studied the influence of travel sharing behavior in WeChat moments and pointed out that users' information quality and source credibility can have a positive impact through perceived information usefulness and information adoption of tourism destination image and travel intention. Guo & Zhang(2020) studied the influencing factors of travel sharing behavior and pointed out that personal factors, WeChat moments platform, tourist destination satisfaction, product uniqueness, economic incentives and other external factors are all important factors to stimulate tourist sharing behavior. Liao et al. (2021) studied the advertising sharing behavior in WeChat moments and pointed out that self-cognitive efficacy has a significant impact on the advertising sharing behavior, and the perceived advertising quality also affects the advertising sharing behavior, and the trust among members in the authority of the advertising source and the credibility of the media are both important influencing factors for the advertising sharing behavior.

Messages on the WeChat platform are created by users. On this platform, there are a large number of information creators. Due to the differences in individual information literacy, knowledge literacy and creation motivation, the quality of information on this platform is uneven and difficult to control. Exaggerating the efficacy of goods, inconsistent with the actual quality, wrong or even false content information exists in large numbers, which has a large number of negative effects on users' purchase decisions. In order to study the relationship between content e-commerce information quality and user purchase behavior, we must first study the information quality evaluation dimension of content e-commerce platform. Evaluation or evaluation is the process of determining the evaluation object and measuring, judging and estimating its value according to certain standards and using scientific methods. Wang & Strong (1993) first proposed a complete information quality evaluation index system, which divided information quality into 4 dimensions and 17 information quality evaluation indicators. Cao & Wu (2002) argued that information quality includes four dimensions: information content quality, information collection quality, information expression quality and information utility quality, and listed 13 evaluation indicators. For many years, researchers at home and abroad have made a lot of research results on information quality, and many quality evaluation index systems have been established.

### 3) Professionalism

Professionalism usually refers to the ability to have certain professional knowledge and skills in WeChat friend circle interactions, and to be able to make use of various tools and techniques to improve one's social influence and information dissemination ability. Research on the professionalism of information publishers originated from Hovland's persuasive communication theory in the 1950s. Hovland (1954) believed that the personal characteristics of information publishers would have an impact on the receiver's acceptance intention, and the characteristics of information publishers would be reflected in the perception of professional knowledge and

professional ability by word-of-mouth recipients. This is the professionalism of the publisher. The professionalism of the information publisher refers to the ability of the information publishing party to provide accurate information and demonstrate professional behavior so that the receiving party can be aware of it. Furthermore, scholars added some important influencing factors on this basis. Ohanian et al. (2013) developed a semantic difference scale to measure perceived professional knowledge, credibility and attractiveness. Trust refers to the degree of consumers' trust in the intention of the communicator. O'Keefe (2002) believed that a trustworthy publisher should have a strong willingness to tell the truth to the information receiver. Clinton et al. (2008) pointed out that highly professional authors should possess sufficient knowledge to enable readers to make accurate product evaluations, provide reasonable comments on products, and give objective opinions and useful suggestions. Noordegraaf (2020) believed that the professionalism of publishers refers to the ability of publishers of word-of-mouth information to possess relevant professional knowledge in the process of publishing word-of-mouth information perceived by receivers. This study is based on Hovland's understanding of publishers' professionalism. The professionalism of the word of mouth publisher refers to the professional knowledge and professional ability that the word of mouth information publisher can make the word of mouth receiver aware of.

#### 4) Online Shopping Experience

Consumers' online shopping experience refers to the emotional, cognitive and behavioral processes that consumers experience when shopping online. It includes the feeling of using shopping websites, the satisfaction with goods and services, and the feeling of interaction and participation in the shopping process. Guo (2017) studied the website design and user interface, and improves the user experience and satisfaction by improving the layout, colors, fonts and other design elements of the website. The research also includes the usability and navigation of the user interface, as well as the browsing and shopping behavior of users on the website. Sharma & Klein (2020) studied user participation and interaction, that is, they pay attention to the degree of user participation and interaction in the shopping process, such as users' comments, ratings and sharing behaviors on the website, as well as the interaction between users and other users and businesses. Phan et al. (2023) conducted shopping decision-making and satisfaction, discusses the decision-making process and satisfaction of consumers in the shopping process, and analyzes the factors that affect shopping decision-making and satisfaction. The study also studied the follow-up behavior and feedback after shopping, such as the user's intention to buy again and word-of-mouth communication. With the popularity of the mobile Internet, research has begun to pay attention to the mobile shopping experience. These studies discuss the consumer experience when shopping on mobile devices, such as the design and user interface of mobile applications, as well as the mobile payment and logistics experience (Ni et al, 2016). In a word, consumers' online shopping experience is a

complex concept, involving users' evaluation of website design, shopping process, participation and interaction and product satisfaction. The related research discusses the influencing factors and improvement methods of online shopping experience from different angles, which provides theoretical basis and practical guidance for improving consumers' online shopping experience.

To sum up, the current research on WeChat circle of friends is more abundant than that of foreign countries, and the research content is comprehensive, involving the communication effect, marketing effect, self-presentation of WeChat circle of friends, WeChat circle of friends and interpersonal relations, WeChat circle of friends and tourism and other aspects. The research Angle is also relatively diverse, involving communication, economics, psychology and other angles. Among them, the research combined with consumers' purchasing trust mainly focuses on the factors that affect shopping sharing behavior in WeChat moments and the influence of shopping sharing behavior in WeChat moments on other consumers' travel purchasing behavior.

### **2.2.2 Purchase Intention**

Purchase intention refers to the subjective consumption tendency of consumers to choose a certain product or service, and is regarded as an important indicator to predict the purchase behavior of consumers for this product or service. Fishbein & Ajzen (1975) pointed out in his study that the purchase intention is the willingness of consumers to make purchases in the actual consumption process, which affects the final purchase decision. Dodds et al. (1991) believed that purchase intention refers to the subjective probability or possibility that consumers will consider buying a product or service and are willing to pay money for it, reflecting consumers' purchase plans for the product. Fishbein & Manfredo (1992) believed that consumers' purchase intention can predict consumers' final purchase behavior, reflecting consumers' attitude before the final purchase behavior. Onofrei et al. (2022) believed that purchase intention is a kind of psychological advisor, which can help consumers buy products suitable for their own needs. The intention to buy is essentially the tendency of consumer psychology. The intention to buy a certain product means that the product becomes a consumption choice.

Purchase intent is usually the likelihood that a customer will buy something. Intention also shows how hard a person is trying. Intention indicates how much effort someone plans to make, and intention is related to behavior. The customer's intention stems from his or her own attributes of motivation, as well as the desire to use a certain product, service-based In these explanations, it is important to analyze how important the customer's intention process is. Customer intent behavior is the result of evaluating your brand or service. The final stage of the process is a complex decision, including having a specific brand or service that the customer wants, evaluating the brand or service at the point of use, and storing information for future use. Purchase intention is the psychological statement of customers reflecting the purchase plan of a specific

brand. Purchase intention refers to the behavior that customers have the desire to buy or choose a product based on the experience of choosing, using, consuming or even liking a product. Purchase intent can be enhanced by considering several factors, including psychological factors as drivers, derived from the customer's ego such as motivation, perception, knowledge, confidence, and attitude. Furthermore, social factors are the process by which a person's behavior is influenced by family, social status and reference groups, followed by the marketing mix of products, prices, promotions and distribution.

Purchase intention is the process by which a customer will purchase a product, taking into account the many product units (such as the brand) required in a given period of time and the customer's attitude towards the consumption of the product. Purchase intention is composed of customers' attitude towards products, brand trust and brand evaluation. According to Sherman et al. (2001), motivation is the driving force of their inner self that drives them to act. According to Younus et al. (2015), buyers have a series of motivations that motivate them to make a purchase. There are three types of buying motivation: primary buying motivation, selective buying motivation and sponsored buying motivation. The factors that affect customers' purchase intention include: product completeness, price, store atmosphere, product quality and service. The two models most commonly used to explain consumer behavior and willingness are the theory of rational behavior and the theory of planned behavior. The theory of rational behavior states that the intention of an action (the immediate antecedent of an action) is a function of developing the belief that a certain action will lead to a certain outcome.

Fishbein & Ajzen (1975) divide previous behavioral beliefs into behavioral beliefs and normative beliefs. Behavioral beliefs are the potential influences on developmental behavioral attitudes, while normative beliefs affect individuals' subjective norms of developmental behaviors. According to planned behavior theory, behavioral intention can be predicted from attitudes toward behavior, subjective norms and perceived behavioral control, and these intentions and perceived behavioral control can explain actual behavior (Ying-Yen, 2022). In other words, attitude is related to behavioral intention. Attitudes derive from remembered beliefs, guide consumer behavior, and may be influenced by the context in which they are expressed. Attitude is a prerequisite for intention and the degree to which the individual has previously assessed the likely behavior in any shopping situation. Brand-related attitudes are based on the overall evaluation of brand-related stimuli or responses and are a core component between relational communications, including cognitive, emotional, and behavioral intentions. Attitudes are stable and persistent tendencies and are considered the most important predictor of consumer behavior. A positive attitude towards a brand will affect customers' purchase intention (Schivinski & Dabrowski, 2016). Purchase intent is related to anticipating or planning future actions and is the tendency to convert beliefs and attitudes about a product into action.

Perceived behavioral control refers to the ease or complexity of completing the behavior, which is the identification of behavioral control, contradicts the original level of behavioral control, and directly affects the intention to complete the behavior, as well as the actual execution of such behavior (Otchengco et al., 2021). Perceived behavioral control has become an important factor affecting travel intention and purchase intention. With the use of the Internet, there are more and more studies on online purchase intention. Consumers have easy access to online reviews of many products, which are increasingly important in word-of-mouth advertising.

According to Shen & Fan (2016), online product reviews provide consumers with a trusted source of information and become a valuable sales asset. If both companies and consumers can understand the effects of online product reviews, they will have more insight into this unfamiliar but rapidly growing industry when it comes to purchasing behavior. They may use an app's services through recommendations and word of mouth from some users, as well as feedback from app reviews and download ratings, in order to get information about the performance of those apps before purchasing products and services. Electronic word of mouth or online reviews have come to be seen as an aspect of marketing. Advances in Internet technology have provided several suitable platforms for e-word-of-mouth, including blogs, forums, shopping sites, and social media sites (Akar & Nasir, 2015). Social media sites, by empowering users to interact with their current systems, offer a new perspective on e-word of mouth. Through the growth of online social media, electronic word of mouth has become an inevitable and persuasive source of product information.

An earlier study found that online discussion can collectively influence the prevalence and purchase of multiple items. In the context of the hospitality industry, customer assessment helps to make choices based on purchases because it provides consumers with data about goods and services. The importance of electronic word-of-mouth in the catering industry is also extraordinary. Researchers have noticed this current phenomenon of consumer digital behavior and are looking for experiences of consumer behavior in virtual communities. Food service presentation experts recognized the importance of e-word of mouth and began researching ways to strengthen positive e-word of mouth among consumers about their business. In the study of online purchase intention, perceived quality is also an important factor that people pay attention to. With more and more online shopping, online users find online stores a very convenient and easy way to shop. Consider various property decisions before buying. Social media is the fastest network for people to interact with each other, and people come up with various solutions to buy the best products. One of the main structures is perceived quality. The quality of the product is a factor that customers consider before making a purchase decision. Some studies have shown that trust is an integral component in conjunction with perceived quality. Kamalul et al (2018) believed that what online customers post on social media builds trust between future customers. Recommendations in social media become an important source of trust.

Ramesh& Vidhya (2019) stressed that online customers have a sense of trust and buy products through social media platforms, which also creates repeat purchase intentions. As a result, sales of the product have increased through social media platforms.

### **2.3 WeChat Introduction**

"WeChat" is a free application launched by Tencent at the beginning of 2011. Its basic function is to provide instant messaging services for intelligent terminals. Specifically, WeChat APP sends free instant messages, including text messages, voice messages, pictures and videos, through the mobile network with the support of the data traffic of the communication operation company by consuming network traffic. According to statistics, more than 90% of China's mobile phone users are using the WeChat APP, more than 549 million mobile phone users frequently log in to the WeChat APP every month, WeChat users also come from more than 200 countries outside China, for this WeChat software provides more than 20 languages support, since the implementation of WeChat Pay function, WeChat Pay users have reached about 400 million.

The functions of WeChat continue to increase with the software version upgrade, the author downloaded the latest version of WeChat 6.3.9, in addition to the basic communication functions, in the "address book" page there are public number, group chat, add new friends and other functions, in the "discovery" page there are friends circle sharing, sweep, shake, nearby people, drift bottle, shopping, games seven types of function navigation. Click to enter the "Wallet" navigation page in the "I" page, and find that the current Tencent services include transfer, mobile phone top-up, financial communication, Q coin top-up, life payment, city services, credit card repayment, WeChat red envelope, AA collection, Tencent public welfare, a total of ten services, in addition, There are also Didi travel, train tickets, beauty, Jingdong Select, movie tickets, eating, drinking and fun six third-party services. Chen (2014) pointed out in the special study of WeChat e-commerce that WeChat, as a mobile application, is more convenient and faster than computers, and WeChat has a higher user coverage rate.. Zhu (2015) mentioned in her research that WeChat is a platform with close contacts and strong connections, and also pointed out that as a platform for disseminating and sharing resources, WeChat's influence should not be underestimated. Comparing interpersonal communication in general networks, Chen (2020) pointed out that WeChat platform has the characteristics of diversity, with multiple functions and diversified forms of interpersonal communication. WeChat can not only meet people's needs for entertainment and communication, but also provide a platform for self-presentation, attention and recognition, and information reading. When Zhao (2023) studied WeChat marketing, he pointed out that WeChat has the characteristics of immediacy, interaction and unbounded communication, which is conducive to enterprises to use the WeChat platform for WeChat marketing, but the WeChat marketing platform system is not perfect.

Combined with previous studies on the functional characteristics of WeChat, we can conclude that WeChat has many functions, covering all aspects of people's eating, drinking, entertainment, clothing, housing, transportation, social interaction and learning. This study summarizes them as follows: (1). Communication function; (2). Social function; (3). Media communication function; (4). Four business functions. WeChat has the characteristics of high user coverage, convenience, immediacy, interaction, rapid dissemination, borderless, strong relationship and so on. These functional features have formed a unique advantage for the development of WeChat e-commerce.

## 2.4 Conceptual Framework

The main research framework of the study is shown in the following figure:

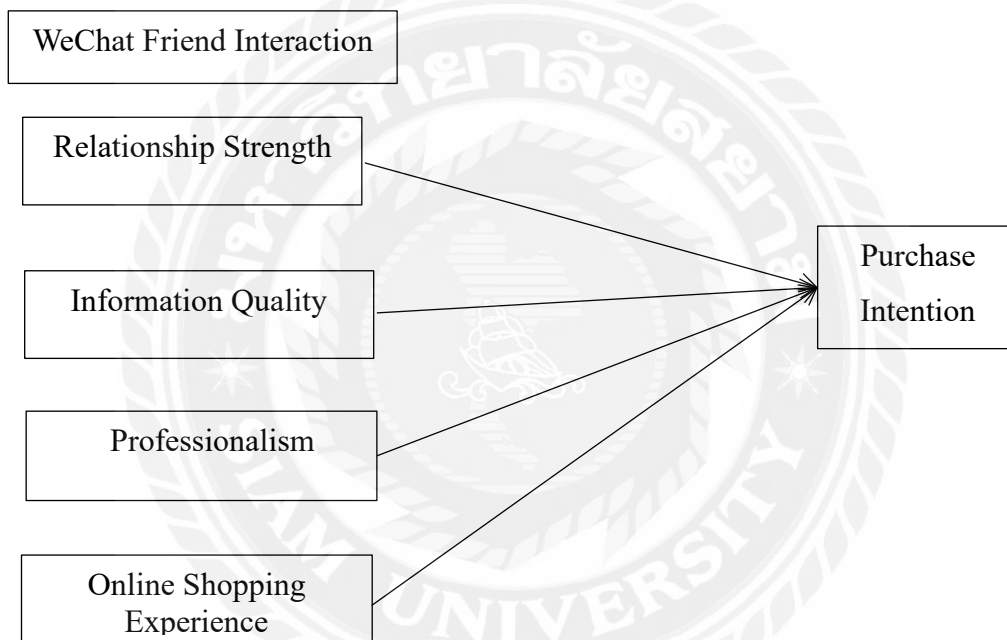


Figure 2.1 Conceptual Framework

## 2.5 Hypothesis

This study analyzes the relationship between WeChat friend interaction and consumers' purchase intention. Therefore, the assumptions between the variables are as follows:

H1: Relationship strength in WeChat friend interaction positively influences consumer purchase intention

H2: Information quality in WeChat friend interaction positively influences



consumer purchase intention

H3: Professionalism in WeChat friend interaction positively influences consumer purchase intention

H4: Online shopping experience in WeChat friend interaction positively influences consumer purchase intention



## Chapter 3 Research Methodology

### 3.1 Research Design

This study adopted the quantitative analysis method, using a questionnaire survey . A structured questionnaire was design according to the proposed research model and hypothesis. It was modified after a pre-test by deleting the items with low discrimination, reliability and validity in the census. The questionnaire survey was conducted in the form of an online questionnaire. Respondents filled out the questionnaire through an internet page and submitted it online.

The five point method is a commonly used evaluation and measurement method used to understand the attitudes, opinions, or perspectives of respondents towards a specific variable. It is usually used in questionnaire survey to allow respondents to evaluate and choose between different options. The five point method consists of a five level evaluation scale, each level representing a specific evaluation or attitude. Usually, each level is represented by a number or label, such as 1, 2, 3, 4, 5 or strongly disagree, disagree, neutral, agree, strongly agree, etc. The respondents are asked to choose one of these options that best suits their perspective or attitude.

On the basis of literature research, this study selected "online shopping experience", "relationship strength", "information quality" and "professionalism" as the factors affecting the purchase intention of WeChat friend interaction, designed the questionnaire, and modified it with the advice of the tutor to improve the initial questionnaire. The 5-point Richter scale was used in the questionnaire. The purpose of setting up the questionnaire is to investigate the consumer purchase intention in WeChat friend interaction, and verify the influence of the relationship strength between consumers and WeChat business, interpersonal trust on WeChat business and product trust on consumers' purchase intention, as shown in Table 3.1 below.

Table 3.1 Design of Measurement Items of Variables

Variables	Questionnaire question items	Reference
Online shopping experience	I often shop online. I am familiar with the process of online shopping. I have been shopping online for a long time. I'm used to shopping online. I know the features of online shopping very well.	Norazah (2004)

Relationship strength	<p>I have known product information publishers in WeChat moments for a long time.</p> <p>I have a very close relationship with the product publishers on WeChat.</p> <p>I often check the WeChat moments of product information publishers.</p> <p>If a product publisher in WeChat moments has a problem, I will try my best to offer him some help.</p>	<p>Brown and Reign (1987); Frenzen and Davis (1990); Bansal and Voyer (2000)</p>
Professionalism	<p>The product information publisher in WeChat moments has relevant knowledge of the product.</p> <p>The commodity information publisher of WeChat moments of friends has rich experience in the field of the commodity.</p> <p>WeChat business has relevant capabilities in the field of this commodity.</p> <p>WeChat business is professional in the field of this commodity.</p>	<p>Netemeyer (1992)</p>
Information quality	<p>The commodity information posted by the publisher on WeChat moments is rich and substantial.</p> <p>The commodity information published by the publisher on WeChat moments is comprehensive and complete.</p> <p>The commodity information published by the publisher on WeChat moments is objective and impartial.</p> <p>The product information published by the publisher on WeChat moments is clearly expressed and easy to understand.</p>	<p>Chatterjee (2001)</p>
Purchase intention	<p>I really like/agree with the content of the WeChat Moments message publisher.</p> <p>I trust the authenticity of the information published by the WeChat Moments publisher.</p> <p>If the publisher posts something I don't like/agree with once in a row, I will not look at his moments.</p> <p>For the content published by the information publisher, I will be interested and try to contact.</p> <p>The products released by the WeChat business are of high quality.</p> <p>The functionality of the products released by the WeChat business is very good.</p> <p>The quality of the products released by the WeChat business is very reliable.</p>	<p>Gefen (2002) Venkatesh and Davis (2002) Gefen (2002)</p>

### **3.2 Population and Sample Size**

In order to obtain more scientific data, this study selected people from different regions, different ages and different work experiences as samples. In this way, this study can obtain diversified user types and ensure the wide applicability of research results. By selecting a sample of different types of users, this study can better understand the influence of WeChat friend interaction on consumer' purchase intention.

According to the purpose of the study, 380 samples were determined in this study. The sample size was calculated using the sample size calculation method in statistics, based on factors such as expected effect size, statistical power and confidence level.

### **3.3 Data Collection**

A questionnaire survey was used as the main data collection method in this study. The procedure of the data collection are as follows:

1. Collection method: In order to collect data, this study designed a structured questionnaire, including WeChat friend interaction (online shopping experience, relationship strength, professionalism, information quality) and purchase intention. The questionnaire was answered using Likert's five-point scale to rate each question, allowing respondents to evaluate and choose between different options. This study issued questionnaires through the network survey platform and invites target users to participate.

2. Collection time: The data collection period was two months, from March 2023 to April 2023. During this period, this researcher actively cooperated with the respondents to determine the appropriate time point for data collection through active communication.

3. Number of questionnaires: A total of 380 responses were distributed during the data collection period. The questionnaires covered users from different regions, different age groups, and different work experiences.

4. Valid copy: In order to ensure the quality and reliability of data, data cleaning and screening were carried out in this study. During the cleaning process, some questionnaires with invalid or missing information were excluded. Finally, 378 valid questionnaires were obtained as the basis of the analysis. These valid questionnaires have consistency and completeness in answering questions, and can represent the characteristics of the research sample.

Through the above data collection methods, time arrangement and the number of questionnaires collected, this study obtained sufficient data basis for research and analysis. Clarifying the effective number of data collection procedure and results is

essential for the reliability and reliability of the research.

### **3.4 Data Analysis**

In analysing the data from the questionnaire on "WeChat friend interaction" (WeChat friend interaction, involves online shopping experience, relationship strength, professionalism, and quality of information) and purchase intention, this study adopted a series of professional tools and followed a systematic analysis process. Specifically, Excel data tables and SPSS tools are commonly used data analysis tools, which can help us to carry out from basic data organisation and descriptive statistical analysis to more in-depth correlation and regression analysis. In the analysis process, data cleaning was carried out first to ensure data quality; then data coding and grouping was carried out to convert textual data into numerical data for statistical analysis; then descriptive analysis was carried out to understand the distribution of each variable; then correlation analysis was carried out to explore the correlation between the dimensions of WeChat friends' interactions and the intention to buy; and finally, regression analysis was carried out to construct a linear regression model to quantify the degree of influence of each factor on purchase intention. Through this systematic analysis process, we can deeply understand the relationship between WeChat friend interaction and purchase intention, which provides powerful data support for enterprises to formulate marketing strategies and optimise user experience.

### **3.5 Reliability and Validity Analysis of the Scale**

#### **3.5.1 Reliability Analysis of the Questionnaire**

After completing the questionnaire, relevant software should be used for reliability analysis to ensure the reliability and stability of the questionnaire. reliability test is to ensure that there is no ambiguity in the expression of the questionnaire, which will not lead to the respondents' misunderstanding. It is necessary to conduct reliability test on the collected sample data. Up to now, there are four methods for reliability test: retest reliability method, duplicate reliability method, half reliability method and a reliability coefficient method. this study chooses the most commonly used Cronbach  $\alpha$  reliability coefficient to measure the reliability of the questionnaire.

In general, the greater the reliability a coefficient, the greater the reliability of the measurement. When the a coefficient is less than 0.65, it is generally considered untrustworthy and the questionnaire needs to be adjusted. When the a coefficient is between 0.65 and 0.70, it is considered to be basically credible, and the reliability and stability of the questionnaire are in an acceptable range. When the a coefficient is between 0.70 and 0.80, it is considered to be more reliable, and the reliability and stability of the questionnaire are good. When the a coefficient is between 0.80 and 0.90, it is considered to be quite credible, and the reliability and stability of the questionnaire

are very good. When the a coefficient is above 0.90, it is considered to be very credible, and the reliability and stability of the questionnaire are very ideal.

Table 3.2 Reliability Test Results of the Overall Questionnaire

Cronbach's Alpha	N of Items
0.919	28

Table 3.2 shows the reliability test results of the overall questionnaire. It can be seen from Table 3.2 above that the Cronbach  $\alpha$  coefficient value is 0.919, higher than 0.90, indicating that the questionnaire in this study has very high reliability and stability. In order to illustrate the reliability and stability of each measurement part of the survey questionnaire, Table 3.3 provides Cronbach  $\alpha$  coefficient of each measurement item respectively, as shown below.

Table 3.3 Reliability Test Results of Each Scale in the Pre-survey

Variables	Online shopping experience	Relationship strength	Professionalism	Information quality	Purchase intention
Cronbach 's Alpha	0.892	0.722	0.918	0.894	0.825
N of Items	5	4	4	4	6

As can be seen from Table 3.3, Cronbach  $\alpha$  coefficient of each measurement part of the pre-survey questionnaire has a minimum value of 0.722, greater than 0.70, indicating that the reliability and stability of each measurement part of the pre-survey questionnaire are within the range of reliability, indicating that the reliability of the pre-survey questionnaire used in this study meets the requirements. It shows that there is no ambiguity in the expression of each item of the questionnaire, and it can be used in the formal survey.

### 3.5.2 Validity Analysis of the Questionnaire

Reliability analysis tests that the questionnaire questions are clear and easy to understand without ambiguity, while validity analysis can test the extent to which the questionnaire survey can reflect the facts. validity can be divided into three types: content-related validity, criterion-related validity and construction-related validity o Content validity can test the applicability of the questionnaire to the research content; calibration validity can test and predict the validity of an individual's behavior in a certain scenario; and constructional validity can test how the results of the

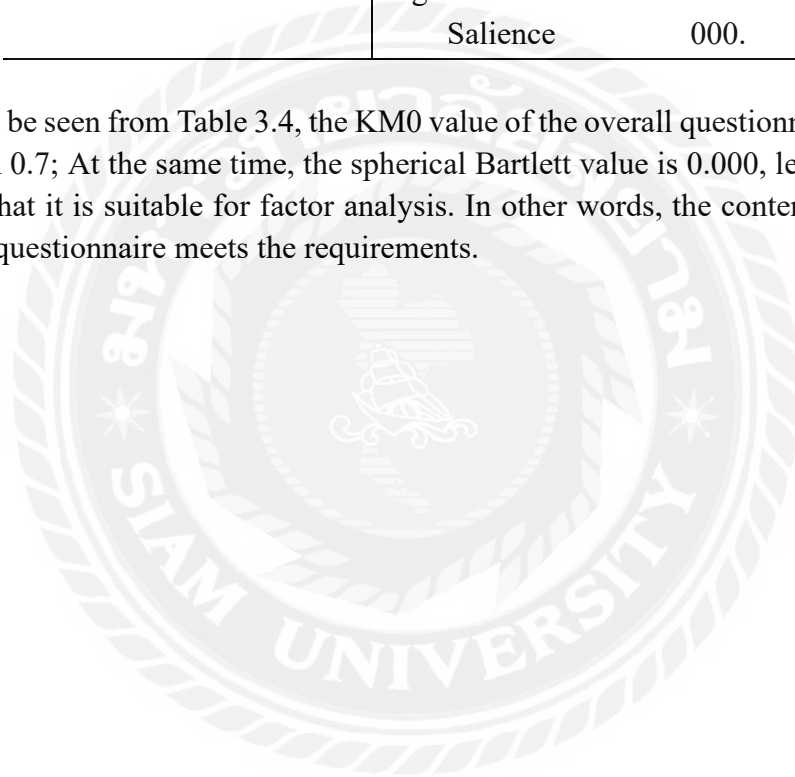
questionnaire explain the research content. this study mainly tests the content validity of the questionnaire.

The commonly used method of validity test is factor analysis. In this study, KMO test statistics and spherical Bartlett value are used to confirm whether the samples can be tested by factor analysis. KMO should not be less than 0.7 and spherical Bartlett value should be less than or equal to 0.01, so as to ensure the reliability and validity of the items.

Table 3.4 Sample Adequacy Test of the Overall Questionnaire

KMO value		895.
Ball Bartlett test	Approximate	2919.822
	Degrees of freedom	406
	Salience	000.

As can be seen from Table 3.4, the KM0 value of the overall questionnaire is 0.895, greater than 0.7; At the same time, the spherical Bartlett value is 0.000, less than 0.01, indicating that it is suitable for factor analysis. In other words, the content validity of the overall questionnaire meets the requirements.



## Chapter 4 Findings

### 4.1 Introduction

This chapter delves into the impact of WeChat friend interaction on purchase intention, based on the analysis of key factors including online shopping experience, relationship strength, professionalism and information quality. By analysing specific survey data on these variables, the aim is to validate the hypotheses previously proposed in order to reveal specific links between the key factors and consumer purchase intention.

### 4.2 Descriptive Statistical Analysis of Sample

This survey was conducted by sending an electronic questionnaire on star website and collecting data by sending dynamic messages in WeChat friend interaction and talking in QQ space. A total of 380 questionnaires were sent out, and after nearly 5 hours of collection, a total of 380 questionnaires were collected, including 2 questionnaires excluded according to the answer time, and 378 valid questionnaires remained, with a recovery rate of 99.5%. In the valid questionnaires, males accounted for 48.5%, females accounted for 51.5%, the male-female ratio was nearly 1:1; 3.28% of respondents are between 18 and 25 years olds, and 52.6% are between 18 and 30 years old. The education level of the respondent ranged from high school to below master's degree or above, among which 40.0% hold bachelor's degrees or above; The respondents whose monthly disposable income is between 3,001 yuan and 5,000 yuan are the largest, accounting for 31.7%, while those whose monthly disposable income is less than 1,000 yuan are the least, accounting for 12.7%. The respondents' occupations were evenly distributed, with students accounting for 14.8%, company employees for 29.6%, enterprises and institutions for 15.9%, self-employed people for 22.2%, and others for 17.5%. The demographics of respondents of the survey is shown in Table 4.1.

Table 4.1 Demographics of Respondents

Demographics	Categories	Frequency	Percentage (%)
Gender	Male	183	48.5
	Female	195	51.5
Age	Under 18 years old	68	17.9
	18 to 25 years old	124	32.8
	26 to 30 years old	75	19.8
	31 to 35 years old	63	16.7
	Over 35 years old	48	12.8
Education level	High school and below	45	11.9
	Secondary technical	80	21.2
	Junior college	102	26.9
	Undergraduate in	80	21.2
	Master's degree or	71	18.8



Monthly disposable income	< 1,000 yuan	48	12.7
	1,001 -3,000 yuan	76	20.2
	3001 - 5000 yuan	120	31.7
	5,001-10,000 yuan	50	13.2
	> 10,000 yuan	84	22.2
Occupation	Student	56	14.8
	Company staff	112	29.6
	Enterprises and public	60	15.9
	Self-employed	84	22.2
	Others	66	17.5

### 4.3 Correlation Analysis

#### 4.3.1 Correlation Analysis of Relationship Strength and Purchase Intention

In this study, 'relationship strength' is assumed to be related to 'purchase intention', and the results of the correlation analysis using SPSS are shown in Table 4.2 below.

Table 4.2 Correlation Analysis of Relationship Strength and Purchase Intention (N=378)

		Purchase Intention
Relationship	Pearson relevance	.040*
Strength	Confidence (two-sided)	0.000

\*\* . The correlation is significant when the confidence level (bilateral) is 0.01.

\* . The correlation is significant when the confidence level (bilateral) is 0.05.

As can be seen from Table 4.2, relationship strength and purchase intention are positively correlated at 0.05 level. Then structural equation model is used to further test whether there is a causal relationship between variables.

#### 4.3.2 Correlation Analysis of Information Quality and Purchase Intention

In this study, 'information quality' is assumed to be related to 'purchase intention', and the results of the correlation analysis using SPSS are shown in Table 4.3 below.

Table 4.3 Correlation Analysis of Information Quality and Purchase Intention (N=378)

		Purchase Intention
Information	Pearson correlation	.016**
Quality	Confidence (two-sided)	000.

\*\* . The correlation is significant when the confidence level (bilateral) is 0.01.

\* . The correlation is significant when the confidence level (bilateral) is 0.05.

As can be seen from Table 4.3, information quality and purchase intention are positively correlated at 0.01 level, and then structural equation model is used to further test whether there is a causal relationship between variables.

### 4.3.3 Correlation Analysis of Professionalism and Purchase Intention

In this study, 'professionalism' is assumed to be related to 'purchase intention', and the results of the correlation analysis using SPSS are shown in Table 4.4 below.

Table 4.4 Correlation Analysis of Professionalism and Purchase Intention (N=378)

		Purchase Intention
Professionalism	Pearson relevance	.013*
	Confidence (two-sided)	.000.

\*\* . The correlation is significant when the confidence level (bilateral) is 0.01.

\* . The correlation is significant when the confidence level (bilateral) is 0.05.

As can be seen from Table 4.4, professionalism and purchase intention are positively correlated at 0.05 level, but whether there is a causal relationship needs to be further tested by structural equation model.

### 4.3.4 Correlation Analysis of Online Shopping Experience and Purchase Intention

In this study, 'online shopping experience' is assumed to be related to 'purchase intention', and the results of the correlation analysis using SPSS are shown in Table 4.5 below.

Table 4.5 Correlation Analysis of Online Shopping Experience and Purchase Intention (N=378)

		Purchase Intention
Online Shopping Experience	Pearson relevance	.013*
	Confidence (two-sided)	.000.

\*\* . The correlation is significant when the confidence level (bilateral) is 0.01.

\* . The correlation is significant when the confidence level (bilateral) is 0.05.

As can be seen from Table 4.5, online shopping experience and purchase intention are positively correlated at 0.05 level, but whether there is a causal relationship needs to be further tested by structural equation model.

## 4.4 Regression Analysis

### 4.4.1 Regression Analysis of the Effect of Relationship Strength on Purchase

## Intention

In order to gain further insight into the influence of the relationship strength dimension in WeChat interaction on consumer purchase intention, this study employs regression analysis to investigate this relationship. The specific findings are presented in Table 4.6.

Table 4.6 Regression Analysis of the Effect of Relationship Strength on Purchase Intention(N=378)

	Non-standardized		Standardized	t	p	R <sup>2</sup>	AdjustingR <sup>2</sup>	F
	coefficient	coefficient	Beta					
	B	Standard Error	Beta					
(Constant)	.671	.052	-	4.234	.000			
Relationship Strength	.744	.058	.745	11.944	.000	.534	.564	284.564

As demonstrated in Table 4.6, the B-value of the regression analysis between relationship strength and consumer purchase intention is 0.744, with a P-value of 0, which is less than 0.01 when consumer purchase intention is the dependent variable. Therefore, it can be concluded that relationship strength has a positive impact on consumer purchase intention.

### 4.4.2 Regression Analysis of the Effect of Information Quality on Purchase Intention

In order to gain further insight into the influence of the information quality dimension in WeChat interaction on consumer purchase intention, this study employs regression analysis to investigate this relationship. The specific findings are presented in Table 4.7.

Table 4.7 Regression Analysis of the Effect of Information Quality on Purchase Intention(N=378)

	Non-standardized		Standardized	t	p	R <sup>2</sup>	AdjustingR <sup>2</sup>	F
	coefficient	coefficient	Beta					
	B	Standard Error	Beta					
(Constant)	.621	.043	-	4.212	.000			
Information Quality	.724	.041	.725	11.766	.000	.521	.526	284.321

As demonstrated in Table 4.7, the B-value of the regression analysis between information quality and consumer purchase intention is 0.724, with a P-value of 0, which is less than 0.01 when consumer purchase intention is the dependent variable.

Therefore, it can be concluded that information quality has a positive impact on consumer purchase intention.

#### 4.4.3 Regression Analysis of the Effect of Professionalism on Purchase Intention

In order to gain further insight into the influence of the professionalism dimension in WeChat interaction on consumer purchase intention, this study employs regression analysis to investigate this relationship. The specific findings are presented in Table 4.8.

Table 4.8 Regression Analysis of the Effect of Professionalism on Purchase Intention(N=378)

	Non-standardized		Standardized		t	p	R <sup>2</sup>	AdjustingR <sup>2</sup>	F
	coefficient	Standard Error	coefficient	Beta					
(Constant)	.524	.041	-		3.212	.000	.412	.465	274.512
Professionalism	.631	.032	.651		10.784	.000			

As demonstrated in Table 4.8, the B-value of the regression analysis between professionalism and consumer purchase intention is 0.631, with a P-value of 0, which is less than 0.01 when consumer purchase intention is the dependent variable. Therefore, it can be concluded that professionalism has a positive impact on consumer purchase intention.

#### 4.4.4 Regression Analysis of the Effect of Online Shopping Experience on Purchase Intention

In order to gain further insight into the influence of the online shopping experience in WeChat interaction on consumer purchase intention, this study employs regression analysis to investigate this relationship. The specific findings are presented in Table 4.9.

Table 4.9 Regression Analysis of the Effect of Online Shopping Experience on Purchase Intention(N=378)

	Non-standardized		Standardized		t	p	R <sup>2</sup>	AdjustingR <sup>2</sup>	F
	coefficient	Standard Error	coefficient	Beta					
(Constant)	.561	.031	-		3.102	.000			
Online Shopping Experience	.534	.029	.651		10.512	.000	.421	.501	241.512

As demonstrated in Table 4.9, the B-value of the regression analysis between online shopping experience and consumer purchase intention is 0.534, with a P-value of 0, which is less than 0.01 when consumer purchase intention is the dependent variable. Therefore, it can be concluded that online shopping experience has a positive impact on consumer purchase intention.



## **Chapter 5 Conclusion and Recommendation**

### **5.1 Introduction**

This chapter mainly analyzes the analysis results, and explains whether they support the research hypothesis. At the same time, the improvement measures and future improvement direction of WeChat marketing are analyzed accordingly.

### **5.2 Conclusion**

This study took WeChat as its subject of investigation, and employed the method of empirical analysis to examine the relationship between WeChat friend interaction and consumer purchase intention. As illustrated in the preceding section, the WeChat friend interaction can be classified into four principal dimensions: relationship strength, information quality, professionalism and online shopping experience. The preceding analysis demonstrates that each of these dimensions exerts a positive influence on consumer purchase intention. The findings of this study lead to the following conclusions:

#### **5.2.1 Relationship Strength in WeChat Friend Interaction Positively Influences Consumer Purchase Intention**

The findings presented in Tables 4.2 and 4.6 reveal a clear positive correlation between the strength of relationships in WeChat interactions and consumer purchase intention. In the contemporary digital era, social media has become an integral aspect of people's daily lives. As one of the most popular social platforms in China, WeChat's interactions with friends are becoming an increasingly important factor in consumers' decision-making processes regarding purchases. Firstly, interactions with friends of high relationship strength can enhance consumer trust in brands. When consumers observe product information or recommendations disseminated by their acquaintances, they are inclined to perceive the information as more authentic and reliable, thereby increasing their trust in the product. Secondly, positive reviews and recommendations from close acquaintances can function as a form of social proof, influencing consumers' purchasing decisions. Individuals are inclined to be influenced by those in their immediate social circle, particularly those with whom they share similar interests and values. Furthermore, interactions between close friends can facilitate access to more detailed information about the product and its usage, enabling consumers to gain a more comprehensive understanding of the product, and thus make more informed purchase decisions.

In conclusion, the strength of interactions between WeChat friends has a positive effect on consumers' intention to purchase. This impact is primarily achieved through the enhancement of trust, the provision of social proof, and the increase in information transparency. In order to capitalise on this phenomenon, companies and brands may

wish to encourage consumers to share their usage experiences and product reviews on social platforms such as WeChat. This will result in the creation of brand communities and an enhancement of interaction and communication between users. In order to exert influence over a greater number of consumers, companies collaborate with opinion leaders within the industry, who then disseminate recommendations and share content on their own social media channels. It is essential to ensure that the content shared is both engaging and valuable in order to facilitate a more comprehensive understanding of the product features and benefits among consumers. In order to increase product exposure and the spread of word-of-mouth, enterprises encourage users to share product information through the provision of incentives such as coupons and point rewards. Furthermore, enterprises may conduct periodic analyses of user interaction data on social platforms to ascertain consumer needs and preferences, thereby enabling the timely adjustment of marketing strategies. Furthermore, companies can maintain a favourable brand image and enhance consumer trust through positive social interactions and the provision of high-quality customer service.

### **5.2.2. Information Quality in WeChat Friend Interaction Positively Influences Consumer Purchase Intention**

The findings in Table 4.3 and Table 4.7, show that information quality in WeChat interactions has a positive impact on consumer purchase intention. In WeChat, a huge social network, the speed and scope of information dissemination is enormous. The quality of information consumers receive on WeChat is directly related to their purchase intention. High-quality information not only provides accurate product descriptions and usage experiences, but also builds consumers' trust in the brand. This sense of trust is an important factor influencing consumers' purchase decisions. Specifically, the quality of information can be expressed through accuracy, comprehensiveness, timeliness and interactivity. Together, these factors can significantly enhance consumer awareness of the product and purchase intention. For example, when consumers see high-quality product information shared by their friends on WeChat, they are more likely to become interested in those products and ultimately make a purchase decision.

The quality of information in WeChat interactions has been found to have a significant positive impact on consumers' purchase intention. In order to more effectively capitalise on this phenomenon, companies and brands may wish to consider the following strategies: 1) Enhance the precision of the information provided: It is imperative to ensure the veracity of the product information presented to prevent any potential misdirection of consumers. This may be achieved through the use of detailed product descriptions, clear images and videos, and other such methods to enhance the accuracy of the information. 2) the comprehensiveness of the information should be increased. It is recommended that comprehensive product information be provided,

including details on usage, precautions, user reviews, and other relevant data, to assist consumers in forming a comprehensive understanding of the product. 3) It is also advised that the information be kept current. It is essential to ensure that product information is updated in a timely manner, reflecting the latest developments of the product. This will increase the timeliness and attractiveness of the information. 4) Enhance the interactivity of information: It is recommended that consumers be encouraged to participate in interactions, such as the submission of comments and questions, in order to enhance the interactivity and credibility of the information. This may be accomplished by establishing subject areas and facilitating interactive activities. 5) It would be beneficial to utilise the distinctive features of the WeChat platform. It would be advisable to utilise the functions of WeChat's Friend Circle and Public Number in order to disseminate high-quality information and thereby attract the attention and participation of a greater number of consumers. 6) The establishment of a trust mechanism is essential. The provision of high-quality information and quality services serves to establish consumer trust in the brand, which in turn enhances their purchasing intention.

### **5.2.3. Professionalism in WeChat Friend Interaction Positively Influences Consumer Purchase Intention**

The findings presented in Tables 4.4 and 4.8 reveal that the demonstration of professionalism in WeChat interactions has a favourable influence on consumer purchase intention. The dissemination of information on the social platform WeChat, which is characterised by a certain degree of formality, has a significant positive impact on consumers' purchase intention. The concept of professionalism is not merely reflected in the depth and breadth of the information content provided, but also in the manner and impact of its dissemination. Professional information can facilitate more comprehensive and precise product knowledge acquisition, thereby assisting consumers in more effectively comprehending the product's features and advantages. To illustrate, when consumers observe comprehensive analyses and appraisals of a product by experts on WeChat, they are more inclined to cultivate a sense of trust in those products and subsequently make a purchasing decision.

Furthermore, the dissemination of professional information facilitates the establishment of consumer trust in brands. On WeChat, consumers are more likely to place trust in recommendations from individuals with professional knowledge and experience. This sense of trust is an important factor in influencing consumer purchasing decisions. Furthermore, professional information can also stimulate consumers' desire to purchase. When consumers perceive a product or service as highly professional and reliable, they are more likely to develop a willingness to purchase.

The demonstration of professionalism in WeChat interactions has been found to have a positive impact on consumers' purchase intentions. In order to more effectively



leverage this phenomenon, it is imperative for companies to ensure that the information disseminated is of the highest professional caliber and accuracy, in order to preclude any potential for consumer misdirection. The professionalism of the information can be enhanced by providing detailed product analyses and professional usage suggestions. Concurrently, enterprises collaborate with industry experts to enhance the credibility of the information by incorporating their recommendations and evaluations. The opinions of professionals are frequently more persuasive and can directly influence consumers' purchasing decisions. Furthermore, companies may wish to encourage consumer participation in discussions and queries, offering professional responses and counsel. Such interaction can serve to enhance both the interactivity of the information in question and the consumer's trust in the brand. It is also possible for enterprises to utilise WeChat's various functionalities, including circles of friends and public numbers, to disseminate professional information and thereby attract a greater number of consumers to pay attention to and engage with the brand. The dissemination of professional information will serve to enhance the popularity and influence of the brand.

#### **5.2.4. Online Shopping Experience in WeChat Friend Interaction Positively Influences Consumer Purchase Intention**

The findings presented in Tables 4.5 and 4.9 reveal that the online shopping experience facilitated by WeChat interactions exerts a favourable influence on consumers' purchase intentions. As a multifunctional social platform, WeChat's interactive features are closely associated with the online shopping experience, which has a considerable positive effect on consumers' intention to purchase. The online shopping experience encompasses the entirety of the process, from initial product browsing and customer service consultation, through to ordering, payment, logistics, delivery and subsequent after-sales service. On WeChat, consumers can obtain a more personalised and convenient service experience through immediate interaction with merchants, which directly affects their purchase decisions. Firstly, the instant messaging functionality of the WeChat platform enables consumers to rapidly obtain product information and respond to queries, thereby facilitating efficient communication and enhancing consumer satisfaction and trust. Secondly, the convenience of WeChat payment provides consumers with a one-click payment experience, thereby simplifying the shopping process and lowering the purchase threshold. Furthermore, the sharing functionality of WeChat's social circles and public groups facilitates the dissemination of consumer experiences and product evaluations, thereby exerting a social proof effect that stimulates the purchasing interest of other consumers.

The online shopping experience in WeChat interactions has an important positive effect on consumers' purchase intention. In order to take full advantage of this, enterprises and merchants can ensure that customer service teams can provide fast and

professional responses to answer consumers' questions and enhance the shopping experience; and make use of convenient tools such as WeChat Pay to simplify the payment steps, reduce consumers' waiting time, and improve shopping efficiency. Enterprises provide personalised product recommendations by analysing consumers' shopping habits and preferences, increasing the relevance and satisfaction of shopping; they also ensure the timeliness and accuracy of logistics and distribution, provide real-time logistics tracking information, and enhance consumers' sense of control over the shopping process. In addition, merchants can provide convenient return and exchange services and after-sales consultation to solve problems that consumers may encounter after shopping and enhance overall consumer satisfaction; by setting up a sharing reward mechanism, consumers are encouraged to share their shopping experience on WeChat's circle of friends and public number, and to use the influence of social networks to expand brand awareness. Of course, enterprises or merchants can also collect consumers' feedback and suggestions through the WeChat platform, and continuously optimise the shopping process and service quality to meet consumers' needs.

### **5.3 Recommendation**

**Optimize the online shopping experience:** The online shopping experience is an important factor influencing users' willingness to buy. To enhance the user experience, e-commerce platforms and individual sellers are advised to optimise their online shops. This includes ensuring that the website interface is user-friendly, navigation is intuitive, and the payment process is secure and fast. In addition, providing detailed product information, high-quality images and videos, and user reviews can increase transparency and reduce uncertainty when making a purchase. Through these measures, user satisfaction can be improved, thus increasing the likelihood of purchase.

**Strengthen relationship strength:** Relationship strength plays a crucial role in transactions between WeChat friends. Merchants and individual sellers are advised to strengthen their relationships with users by providing personalised services, regular interactions and building trust. For example, by sending customised product recommendations, responding to user feedback and participating in community activities, users' loyalty to a brand or individual can be deepened. Strengthening this relationship can promote word-of-mouth and increase users' willingness to buy.

**Promote professionalism:** Professionalism is key to building user trust. Merchants and individual sellers are advised to demonstrate their expertise and experience in specific areas. This can be done by sharing industry news, offering professional advice or hosting online seminars. Demonstrating professionalism not only increases users' confidence in the recommended products, but also creates an image of an expert in users' minds, which in turn increases willingness to buy.

Ensure the quality of information: the quality of information directly affects the user's purchase decision. Merchants and individual sellers on WeChat are advised to ensure that the information they provide is accurate, timely and relevant. This includes updating product descriptions, maintaining high-quality image galleries and collecting user feedback. High-quality information can help users make more informed purchasing decisions and reduce post-purchase regrets, thereby increasing overall user satisfaction and loyalty.



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# Appendix

## Questionnaire survey

Dear Sir/Madam!

With the rapid development of social media, WeChat, one of the most popular social platforms in China, has not only greatly enriched our communication methods, but also profoundly influenced our consumption habits. The purpose of this survey is to study how WeChat's friend interaction affects consumers' purchase intention. Through your honest feedback, we hope to understand how social interactions shape our shopping decision-making process in the digital age. Each of your responses will be of great value to our research and help us better understand the relationship between social media and consumer behaviour. All information in this survey will be kept strictly confidential and used for academic research only. We sincerely thank you for your support and participation!

### I.I. Basic information

1. Your gender:  Male  Female.
2. Your age:  under 18 years old  18-25 years old  26-30 years old  
 31-35years old  Over 35 years old
3. Your Educational background:  
 High school and below  Secondary technical school  
 Junior college  Undergraduate in college  
 Master's degree or above  Master degree or above
4. Your monthly disposable income:  
 <1,000 yuan  1,001 -3,000 yuan  3001 - 5000 yuan  
 5,001-10,000 yuan.  >10,000 yuan
5. Your Occupation:  
 Student  Company staff  Enterprises and public institutions  
 Self-employed  Others

### II. The Survey Scale

This survey adopts Likert five-point scoring method, please answer according to your actual situation, among them, 1 means "strongly disagree" and 5 means "strongly agree".thank you!

Question	options				
	1	2	3	4	5
I often shop online.					

I am familiar with the process of online shopping.					
I have been shopping online for a long time.					
I'm used to shopping online.					
I have known product information publishers in WeChat moments for a long time.					
I have a very close relationship with the product publishers on WeChat.					
I often check the WeChat moments of product information publishers.					
The product information publisher in WeChat moments has relevant knowledge of the product.					
The commodity information publisher of WeChat moments of friends has rich experience in the field of the commodity.					
WeChat business has relevant capabilities in the field of this commodity.					
The commodity information posted by the publisher on WeChat moments is rich and substantial.					
The commodity information published by the publisher on WeChat moments is comprehensive and complete.					
The commodity information published by the publisher on WeChat moments is objective and impartial.					
The product information published by the publisher on WeChat moments is clearly expressed and easy to understand.					
I really like/agree with the content of the WeChat Moments message publisher.					
I trust the authenticity of the information published by the WeChat Moments publisher.					
If the publisher posts something I don't like/agree with once in a row, I will not look at his moments.					
For the content published by the information publisher, I will be interested and try to contact.					
The products released by the WeChat business are of high quality.					
The functionality of the products released by the WeChat business is very good.					
The quality of the products released by the WeChat business is very reliable.					