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CHAPTER 1

INTRODUCTION

In this chapter, I will introduce the background, significance, research objectives of the study research. Also within this chapter, the methodology has been summarized and the format of this paper has been outlined.

1.1 Background and Significance of the study

Social media are online applications, platforms and other media sources which aim to facilitate interaction, collaboration and the sharing of content (Alexander R., & Michael K., 2007). Social media takes a variety of forms, including weblogs, social blogs, microblogging, wikis, podcasts, pictures, video, rating and social bookmarking. As the use of social media increases exponentially, not only existing social network users, but also a variety of enterprises are seeking to use them as a tool for communication.

According to Kim A. J., and Ko E. (2010), social media can have a dramatic impact on a brand's reputation. One-third of survey participants posted opinions

about products and brands on the brand's blog, and 36% thought more positively about companies that have a blog. A recent study by DEI Worldwide (2008) provides the following statistics: 70% of consumers have visited social media sites to get information; 49% of these consumers have made a purchase decision based on the information they found through the social media sites; 60% said they were likely to use social media sites to pass along information to others online; and 45% of those who searched for information via social media sites engaged in word-of-mouth. The report states that companies not engaging in social media as part of their online marketing strategy are missing out on an opportunity to reach consumers and to expand sales. Thus, fashion enterprises and brands now need to factor in the influence of social media. Unlike individual users in SNS, these entities actively make use of the media for advertising and marketing. While commercial messages and interactions with consumers with media, events, entertainment, product information services through social media, it is possible to perform marketing activities with much less effort and cost than before. Therefore, social media has become an extremely important marketing tool.

As an essential part of social media, micro blogging has become an indispensable channel of promotion and marketing to the enterprises in China. In recent years compared to other social networking service, the fact that the number of users of

micro blogging services have rapidly increase cannot be ignored. According to the latest statistics, the number of SINA Weibo users has increased to nearly 400 million. Compared to other means of promotional channels, such as television advertising, newspapers, SINA Weibo is more competitive, more convenient, and lower-cost (Wuzhao W., 2011).

If enterprises wish to establish better reputations in China, it is vital to let more consumer groups have an opportunity to understand the company's products. SINA Weibo, which has a huge potential consumer group, is absolutely essential (Wuzhao W., 2011). The use of SINA Weibo can affect customer purchase intention. Moreover, according to the reported data of the report of SINA Corporation in 2012, SINA Weibo users pay extra attention to the fashion information. Therefore, it is significant to understand how the service quality of homepage of ecommerce enterprise in Weibo affects individual users' fashion product purchase intention in China.

The goal of this research is to discover which service quality of homepage of fashion ecommerce enterprise in Weibo affect customer satisfaction, and to discover which feature plays a more important role in impacting customer satisfaction. Moreover, to find out how customer satisfaction affects fashion

product purchase intention. .

My hope is that this research will be helpful for fashion companies seeking to establish more suitable, more efficient marketing strategy on SINA Weibo.

1.2 Research Objectives

The objectives of this study are to propose a model to explain the connection between the service qualities of homepage of fashion Ecommerce enterprises in SINA Weibo, the typical SNS in China, and the consumers' fashion product purchase intention. In SNS, since there is no physical contact, service in SNS is different from traditional service. The quality of features of SNS reflects service quality of SNS (Lee M. J., 2011). In this study, three features of the SNS, usability, interaction and informativeness, would be verified. Specifically, this study aims: 1) to test the effect of usability of the homepage of fashion ecommerce enterprise on the SINA Weibo individual users' customer satisfaction, 2) to test how interaction affects the SINA Weibo individual users' satisfaction, 3) to test the effect of informativeness on the SINA Weibo individual users' satisfaction; 4) to test the effect of individual users' customer satisfaction on fashion products purchase intention.

1.3 Methodology

In this research, the study of literature review has been undertaken to provide a theoretical background on the research, and begins to answer questions raised during the research process. A questionnaire was developed and a survey conducted to evaluate the research hypotheses. A reliability analysis was also used to reveal the significance of questionnaire of the five variables, usability (ease of use), interaction, informativeness, customer satisfaction and fashion product purchase intention. In addition, regression analysis was used to verify hypotheses.

1.4 Outline of the research

This research is comprised of six chapters; every chapter is outlined as below.

Chapter one provides a broad insight into the SNS in China, and highlights the importance of Weibo. And, also the research objectives and significance of this study are mentioned.

In chapter two, the theoretical foundation of service quality of usability, interaction and informativeness of SNS, customer satisfaction and fashion products purchase

intention are reviewed. This literature review contributes in the creation of the research model and four hypotheses.

In chapter three, the development of hypothesis and model of this research is discussed.

In the chapter four, the method used to collect the data is described; the data analysis method and the research method to test the hypotheses are mentioned.

Chapter five presents the survey's results and analyses of the research problem and hypotheses.

The final chapter of the research indicates the limitations of the research and gives some suggestions for further development.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the literature relevant to the present study is reviewed. First, the conception of SINA Weibo and Fashion E-commercial Enterprises Status in Weibo are mentioned. Furthermore studies of SNS service quality and SINA Weibo features quality are reviewed. Moreover, the terms of Fashion Ecommerce Enterprise, interaction, information, usability, customer satisfaction, and purchase intention were identified and explained in this chapter.

2.1 The Conceptions of SNS and SINA Weibo

SNS is an abbreviation for “social networking site.” Danah M. B, and Nicole B. E. (2007) define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site; for example, microblogging is a branch of SNS.

Microblogging differs from a traditional blog in that the content is typically more limited in both actual and aggregate file size. Microblogging “allow users to exchange small elements of content such as short sentences, individual images, or video links.” These small messages are sometimes called microposts.

Each country has its representative social networking site(s) (SNS) with a wide range of users. The U.S. has Twitter, MySpace and FaceBook; Japan has Mixi; and South Korea has Cyworld. Recently in China, SINA Weibo has become very popular. SINA Weibo is a broadcast medium based on the form of blogging; it is frequently known as microblogging.

SINA Weibo basically operates in a mode not that different from Twitter. As an online social networking site, Twitter provides a service which allows users to send and read text-based messages of up to 140 characters, known as “tweets.” SINA Weibo functions and settings are roughly the same as Twitter. The basic glossaries of SINA Weibo are presented in detail as table 2-1:

Basic Glossary of SINA Weibo Terms (table 2-1)

The Terms	Description
关注 (Follow)	If you want to read someone's messages, you can follow her/him. After following someone, every message he/she posts will be shown in your Weibo.
发布 (the same as Tweet)	Text-based messages of up to 140 characters.
赞 (Evaluation)	A function for evaluating other user's posted message by clicking  , which means "good".
收藏 (save)	A function for saving the content of others Weibo.
@username	A function for tweeting the message to someone specifically.
转发 (Forward)	A function for forwarding others tweets, which will be recorded in your own microblogging simultaneously.
评论 (Comments)	A function for making comments on other user's tweets.
私信 (Private Message)	A function for tweeting with someone privately.
粉丝 (Follower)	Someone who follows you

2.2 Concept of Fashion Ecommerce Enterprise

Along with the popularity of computers in 21century, the rapid development of e-commerce is now a universal, irresistible phenomenon. In china, many enterprises conduct off-line business, and do e-commerce business simultaneously (Wuzhao, W., 2011).

Laudon, K.C., & Traver, C. G. (2003) referred e-commerce to the business of digitally enabled commercial transaction between and among enterprises and individuals. In this research, E-commerce enterprises are companies which only conducts online business and do not possess off-line stores. Since this research is intended to verify how the quality of service of the homepage of fashion E-Commerce Enterprise in Weibo influences on customer satisfaction, it is necessary to explain what the Fashion E-commerce Enterprises actually are. In this research, Fashion E-commerce Enterprise is defined as a company that only retails fashion-related products online.

2.3 The Growth Process of SINA Weibo

SINA Weibo was created in August 2009. The service rapidly gained popularity in

China, soon after the launching, and amassed over 360 million Chinese registered users by March 2012. The male to female ratio is nearly equal; users are mainly in their 20s (Company Report of SINA enterprise in March 2012 as in table 2-2). According to report of SINA enterprise, only 13.8% of netizens (net citizen) in China were using SINA Weibo by December 2010; the utilization rate has increased by almost three times, up to 48.7%.

Report of SINA enterprise (Table2- 2¹)

Ages	Population ratio	Users number
10s and below 10	37%	133.2 million
20~30	55%	198 million
30~40	6%	21.6 million
Above40	2%	7.2 million
Total	100%	360million

Based on the table 2-2, in China, the age of most individual SINA Weibo users is under 30-years old. Teen and preteen users account for about 37% and users

¹. Date source: the survey about the commercialization potential of SINA Weibo by SINA corporate in 2012

between 20 and 30 years about 55%. Therefore, the under 30 demographic is selected as the study participants.

2.4 Fashion E-commerce Enterprises Status in SINA Weibo

Many enterprises have their own homepage in SINA Weibo, hoping to employ the service of homepage in SINA Weibo to improve their reputation, and to increase market share. However not all homepages of enterprises have a large number of followers.

According to a SINA enterprise report from March 2012, of the top five enterprises on Weibo (number of followers), three were fashion ecommerce enterprises. 美丽说, 蘑菇街, 爱物 ranked second, fourth and fifth respectively. The ranking has changed to first, second, and third by March 2013(Table2-3)². And the sum of monthly consumption from SINA Weibo was 800 billion CNY (the survey of SINA, 2012)³, equivalent to 54% of total retail sales for products in China (STATS, 2012)⁴. Therefore, it is fair to say that SINA Weibo users can be considered a huge consumer group, and that a good Weibo strategy will bring unlimited profits for the enterprises. Furthermore, as shown in table 2-3, Fashion E-commerce enterprises are more popular than other enterprises, and thus the ability to understand fashion

e-commerce enterprises' Weibo strategy is very useful to fashion ecommerce firms who just start their homepages in Weibo, or want to do Weibo strategy better.

²**Enterprises follower quantity top 5 (table 2-3)**

Enterprises	Areas	Follower
UC Browser	Beijing	2,112,495
美丽说 (Fashion ecommerce enterprise)	Beijing	4,598,165
arcraft (game)	Shanghai	2,625,295
蘑菇街 (Fashion ecommerce enterprise)	Zhejiang	3,784,269
爱物 HERS (Fashion ecommerce enterprise)	Beijing	3,060,594

2.5 Service quality

³ Date source: the survey about the commercialization potential of SINA Weibo by SINA corporate in 2012

⁴ Data sources: National Bureau of Statistics of China (www.stats.gov.cn)

Service is a vital aspect of retail, both online and in off-line enterprises. As service is, in of itself, a highly complicated topic, this research will restrict the definition of service to that which occurs in the virtual (online) world. Service in virtual site is different from traditional service, which has actual contact, the service quality in Weibo reflect in the feature quality of SNS. Therefore, in this research terms like “service quality” should be understood to mean the feature quality of the homepage of the enterprise in SINA Weibo. Grönroos (1978) proposes that service quality is the customers perceived level of service, as well as the perceived outcome. Garvin (1984) indicated service quality affect the subjective satisfaction of the customer. Therefore in this research, service quality is defined by a post-service comparison regarding how the service met or differed from the customer’s expectations. And in 1988, A. Parasuraman, Valarie A. Z., and Leonard L. B., defined service quality is defined as “a global judgment, or attitude, relating to the superiority of the service,” and many researchers in the service quality literature assent with the definition (Oliver, R.L., 1993; Ruth N. B., & James H. D., 1991; Cronin and Taylor, 1992). Service quality, as the important factor, positively affect business performance. The good perceived service quality increase customer satisfaction, as well as affecting purchase intention was described (Hay, J. M., 1999).

In SINA Weibo, the service provide by the homepage of fashion e-commerce enterprise just is virtual service without any physical contacts. Perceived customer dissatisfaction through SINA Weibo will result in a negative impact on E-commerce enterprises. For this reason, service quality, even perceived, can play a pivotal role in a firm's SNS strategy.

2.6 Previous Studies Regarding SNS Features

While there is certainly no shortage of research performed on the features and service feature quality of SNSs, each takes its own perspective. However, though careful examination of previous research, a general pattern appears. SNS is a service supporting the concept of the social relationship offline, which can be taken to an online space constituting an interpersonal network through sharing and exchange. Until now a lot of searchers studied features of SNS (table 2-4). Smith (2007) provides attributes of SNS, including presence, relationships, and conversation of these features, which are jointly proposed by many scholars. The interaction feature proved to be an important variable in studies after 2007. In these studies, many features including ease of use, interaction, information, conversation and entertainment are main components. According to SINA Weibo's 2013

enterprise report, individual SINA Weibo users pay avid attention to the homepage layouts of enterprise users; individual users want enterprises' homepage to be distinguished from each other. More than 80% of individual SINA Weibo users like enterprises that communicate more with individual users, and they believe enterprise users who answer questions more frequently and quickly is more worth following. Wuzhao, W. (2012) mentioned that if enterprise users want to attract customers more effectively, content of both quantity and quality is essential. Therefore based on SINA Enterprise report in 2013 and Bail, Law and Wuzhao W. (2008)'s research's conceptual model of website quality, customer satisfaction and purchase intentions., at this study, a new model was developed; the three SNS features most frequently mentioned are focused on: ease of use, interaction and information.

Previous researches of SNS Feature (table 2-4)

Researcher	Features of SNS
Smith, 2007	Identity, presence, relationships, conversation, sharing, groups and reputation
Dube, 2007	User-based, Interactive Community-driven, Relationships, Emotion over content
Ashida & Sato, A., 2005	Social network attribute of system constitution: Size, Density, Homogeneity Social

	network interaction: Social Exchange, Frequency of Contact, Emotional Closeness, Complexity of Relationships, Durability of Relationships
Linda V. & Efraim, T., 2009	Relationships, Ease of Use
Alan M., & Massimiliano M. ,et,al , 2007	Sharing Interest, Interactive, Links
Katrin W., & Eva S., & Ulrike C., 2009	Interest, Communication, Relationships
Kaveri S., et.al, 2008	Interconnection, Communication
KT economic research center, 2010 (http://www.digieco.co.kr/)	Participation, open, conversation, communication, connection

2.6.1 Usability (ease of use)

According to ISO (The International Organization for Standardization) 9241, IT system usability involves the effectiveness, efficiency and satisfaction with which specified users achieve specified goals in particular environments. For J. Nielsen (1994), website usability involves the ease with which the user can learn to manage the system and memorize the basic functions, the efficiency of design of the site, the degree of error avoidance and the general satisfaction of the user. More recently,

it has been suggested that website usability “is a quality attribute that assesses how easy user interfaces are to use” (J. Nielsen, 2003). According to Doll and Tuzadeh (1988), ease of use is a particularly important factor affecting customer satisfaction. Simpler technology, providing ease of use on the web site of question, allows consumers to easily join, and ultimately shows more active use intention. Based on this view, Pratibha A. D. and Richard P. B. (2002), Hans van der Heijden. (2004) describe that if system users think the system he/she uses is too complicated to use, the satisfaction will ultimately be affected. These definitions show the coincidence between the concept of “ease of use” and usability. However, many ecommerce researches use the term usability more frequently, so “ease of use” will not be used in this paper.

2.6.2 Interaction

Interaction is defined in the new Shorter Oxford English Dictionary 2002 edition as having two meanings: “(a) Interactivity, an activity that involves interaction: (b) the property of being interactive.” In this research, interaction is defined as activity that involves interaction in the field of SNS. Rafaeli (1988: 11) defined interaction exclusively with regard to the activity of communication exchanges as “an expression of the extent that, in a given series of communication exchanges, any

third (or later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions” (Rafaeli, 1988: 11).

Lovelock (2001) indicated service interaction means all contact activities between service supplier and customer. More interaction with consumers will make these consumers feel more valued by the enterprises, which could increase customer satisfaction. Bitner, M. J. (1990) stated interaction is the most important aspect between service suppliers and customers, and also examined interaction with customer do affect performance. In addition, Evans (1963) pointed the interaction activities’ importance between service provider and customer. Moreover the service provided by enterprise not only represents the enterprise's image, but also affects customer satisfaction as an enterprise value provider (Crosby et al., 1990).

In this research the service providers are the homepage of Fashion E-commerce Enterprise in SINA Weibo, and the customers are SINA Weibo’s individual users. Interaction refers to contact activities between the homepage of Fashion E-commerce Enterprises in SINA Weibo and individual SINA Weibo users.

2.6.3 Informativeness

Informativeness, is the result of a connection formed by SNS platforms that provide consumers information (Chaffey et al., 2000; Ellsworth & Ellsworth, 1997; Mohammed et al., 2001). Customer satisfaction, as well as the frequency with which consumer's visit a web page is the direct result of not only the amount of information, but also the value of the information, the accuracy of the information and the speed and frequency with which the information is updated (Yoon, 2002). For informativeness, SINA Weibo individual users do not just require quantity, but also diversity of information and style. In this research, the information provided by the homepage of fashion ecommerce enterprise in SINA Weibo, includes fashion products information, fashion event information, and other fashion information.

2.7 Customer satisfaction

Szymanski and Hise (2000) studied the determinants of customer satisfaction in e-retail. E-satisfaction, defined as consumer liking and contentment in e-retail, was influenced by consumer perceptions of online convenience, merchandising, site design, and financial security. Time and browsing ease, such as staying at home when shopping and browsing by category or online store, were likely to be associated with convenience in Internet shopping. Merchandising, including

product offerings and product information available online, can lead to higher levels of e-satisfaction.

2.8 Fashion product purchase intention

Purchase intention is a combination of consumers' interest in and possibility of buying a product. As a result of many studies, it strongly relates to attitude and preference toward a brand or a product so that measuring purchase intention assumes consumers' future behavior based on their attitudes (Kim & Johnson, 2010; Kim & Ko, 2010b; Kim & Lee, 2009; Lloyd & Luk, 2010). Purchase intention is an attitudinal variable for measuring customers' future contributions to a brand, whereas customer equity is a behavioral variable accounting for actual purchasing record.

Purchase intention represents “what we think we will buy” (Wuzhao W., 2011). A special type of purchase intention is repurchase intentions, which reflect whether we anticipate buying the same product or brand again. “Shopping intentions indicate where we plan on making our product purchases” (Blackwell, Miniard, & Engel, 2001, p 283). Fashion product purchase intention in this paper means what we think we will buy fashion product.

Minjung, L. (2011) indicated that the informativeness service quality of social networks greatly affect individual Korean users' customer satisfaction, but there was not an inevitable connection among interaction service quality, usability service quality and customer satisfaction. Sohuan, L. (2012) stated that interaction service in SNS can not affect customer satisfaction.

This research focuses on Chinese individual SNS users, SINA Weibo users, though Korean and Chinese are all Asian, there should be many similar consciousness and behaviors, there also are many differences. This research would find the difference of attitude regarding fashion ecommerce enterprise in SNS.

CHAPTER 3

CONCEPTUAL FRAMEWORK

This chapter is devoted to construct the research model and summarizes that the relationships between the feature quality of the homepage of Fashion ecommerce enterprise in SINA Weibo and individual user's fashion products purchase intention. Based on the impact of website quality on customer satisfaction conceptual model (Billy B., Rob L., Ivan W., 2008) and the literature of SNS features previous researches, a new model of quality of features of the homepage of fashion ecommerce enterprise in SINA Weibo, individual users' customers satisfaction and fashion products purchase intention is proposed.

In addition, the development of hypotheses is mentioned.

3.1 Research Model and Hypotheses Development

This research will verify how the service quality of the homepage of fashion Ecommerce Enterprises in SINA Weibo affects the individual consumers' fashion product purchase intention.

In Billy B., Rob L., Ivan W. (2008)'s research, a conceptual model of website quality, customer satisfaction and purchase intentions was developed, and the literature of SNS features in previous research (table 2-4, page 24) showed what the three SNS features most frequently mentioned are: ease of use, interaction and information.

Based on the conceptual model regarding to impact of website quality on customer satisfaction conceptual model (Billy B., Rob L., Ivan W. 2008) and the literature of SNS features in previous researches (table 3), there would be only three features be considered.

In this study, the features of the homepage of fashion ecommerce enterprise in SINA Weibo, independent variables, are classified as usability, interaction, informativeness; this research would to examine the difference of how the quality of these features affect customer satisfaction, and further affect fashion product purchase intention. (Fig.1.)

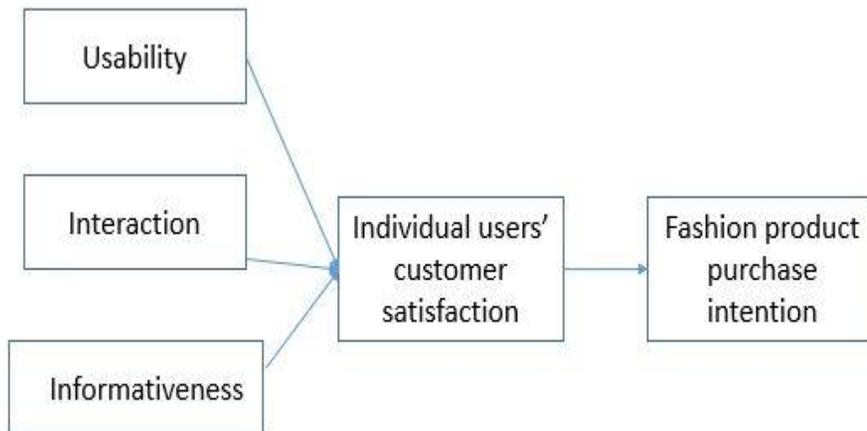


Fig 1. A conceptual model of features quality , customers satisfaction and fashion products purchase intention

3.2 Hypotheses Development

Customer satisfaction and service quality are two separate constructs (Billy B., Rob L., Ivan W., 2008). Oliver, R.L. (1993) claimed that service quality is the antecedent of satisfaction; so that customer satisfaction is affected by the service quality, feature quality in SNS.

3.2.1 Usability quality and customer satisfaction

On the web, usability reflects the perceived ease of navigating the site or making purchases through the Internet. For Nielsen (Nielsen, J., 1994), website usability involves the ease with which the user can learn to manage the system and memorize the basic functions, the efficiency of design of the site, the degree of error avoidance and the general satisfaction of the user.

To enterprise users in SINA Weibo, the option exists of changing the homepage interface settings by adding or deleting some functions. Spiller and Loshe (1998) pointed to the influence of website design on the degree of internet consumer satisfaction. Therefore, most of the enterprise users change their homepage interface to make them distinctive compared to others. Because most enterprise users change their homepages frequently in Weibo, the usability of the changed homepage of fashion ecommerce enterprise became very important factor to affect individual users' satisfaction. Overly complicated interface settings could make it difficult for individual users to obtain needed information, which leads to a low usage of ecommerce from SINA Weibo. Therefore, it is fair to say the ease of using the changed homepage and the ease of getting information from the new homepage interface can greatly affect customer satisfaction.

Therefore, this study proposes:

H1: Easier to use the homepage of Fashion Ecommerce Enterprise in SINA Weibo will result in better customer satisfaction.

3.2.2 Interaction quality and individual SINA Weibo user customer satisfaction

Lovelock (2001) indicated service interaction means all contact activities between service supplier and customer. Moreover the interaction service provided by enterprise not only represents the enterprise's image, but also affects customer satisfaction (Crosby et al., 1990). In addition, Zeithaml, V. A. & Bitner, M. J. (1990) stated interaction is the most important thing between service suppliers and customers, and also examined interaction with customer do affect business result of enterprise.

Therefore, this study proposes:

H2: Higher quality interaction with individual users from the homepage of Fashion Ecommerce Enterprise in SINA Weibo will result in better customer satisfaction.

3.2.3 Informativeness quality and individual SINA Weibo user

customer satisfaction

Sufficient products information and accurate products information is able to increase the degree of satisfaction. Based on previous studies, higher web site quality take a positive effect on customer satisfaction (Liu et al,1997; Liu and Arment, 2000; McKinney et al, 2002).

In SINA Weibo, customer satisfaction, lead to the frequency of visiting a web page.The satisfaction is affected not only by the amount of information, but also the value of the information, the accuracy of the information, and the speed and frequency with which the information is updated (Yoon, 2002).

Therefore, this study proposes:

H3: Higher quality informativeness provided by the homepage of Fashion Ecommerce Enterprise in SINA Weibo to customers will result in better customer satisfaction.

3.2.4 Individual SINA Weibo user customer satisfaction and fashion products purchase intention

Customer satisfaction can be defined as ‘customers’ evaluation of a product or service with regard to their needs and expectations’ (Oliver, 1980)

There are much researches proved the viewpoint that customer satisfaction affects purchase intention (Spreng, 1995; Tax, 1998). In 2005, Lee and Lin tested customer satisfaction also affects purchase intention on line. Jeong (2003) did a survey of 1743 online shoppers and hotel customers, he certified that customers’ satisfaction turns out to be an important factor of online behavioral intentions.

Therefore, this study proposes:

H4: Higher customer satisfaction of individual SINA Weibo users to the homepage of Fashion Ecommerce Enterprise will positively affect customer’s fashion product intention.

CHAPTER 4

RESEARCH METHODS

In this chapter, discussions of research design, sample selection, and data collection procedures are presented, and the questionnaire items that measure each construct of the proposed model are discussed. Finally, data analysis methods and procedures to test the proposed model and hypotheses are provided.

4.1 Research Methods and Procedure

This section describes variables employed in this study, and how the questionnaire was used to prove the hypotheses. Additionally, to organize the questionnaire, three fashion ecommerce enterprises were selected, and measurements of all variables were constructed based on previous studies

4.1.1 Constructing the questionnaire

In this research, three independent variables: usability, interaction and informativeness, as well as two dependent variables: customer satisfaction and

fashion product purchase intention, are discussed. These variables can be defined as follows (table 4-1):

Variables definition in this study (table 4-1).

	Variable	Definition in this research
Independent Variables	Usability	A quality attribute that assesses how easy user interfaces are to use
	Interaction	Contact activities between the homepage of fashion ecommerce enterprises in SINA Weibo and individual SINA Weibo users
	Informativeness	what provided by the homepage of fashion ecommerce enterprise in SINA Weibo, includes fashion products information, fashion event information and other fashion information
Dependent Variables	Customer satisfaction	Consumer liking and contentment in homepage of fashion ecommerce enterprise in SINA Weibo.
	Fashion product	What we think we will buy fashion

	purchase intention	product from the fashion ecommerce enterprise.
--	--------------------	--

The questionnaire developed for this study is composed of six different sections, usability, interaction, informativeness, customer satisfaction, fashion product purchase intention and respondents' information.

In order to avoid respondent outside the scope of our survey, there are two primary questions, 'do you use SINA WEIBO?' and 'do you follow the weibo of fashion ecommerce enterprise?', to stop those individuals from continuing. In order to more clearly understand the perception about the homepages of fashion ecommerce enterprises for the respondents, there are three multiple choice questions:

1. How long have you been following the homepages of the fashion ecommerce enterprises in Weibo?
2. How often do you browse homepages of ecommerce fashion enterprises on SINA Weibo per day?'
3. How long do you browse each page each time while on Weibo?

For the independent variables, seven-point Likert scale were employed to discern usability, interaction and informativeness. Respondents were allowed responses ranging from ‘strongly disagree’ (1) to ‘strong agree (7). Usability part has three questions, interaction part has 4 questions and informativeness part has 3 questions.

In the customer satisfaction section, three seven-point Likert scales were employed to reveal the level of customer satisfaction for the relevant homepage of a ecommerce fashion enterprise.

Product purchase intention indicates consumers’ willingness to buy available fashion products. In this sense, the part of fashion product purchase intention included three 7-point Likert scales questions to measure whether or not those respondents whether want to purchase.

The respondent information section included general information about the respondent, such as gender, age, marriage status, education and job. All items were measured using multiple-choice questions.

All questionnaire items were formed based on previous studies (table 4-2).

Independent and dependent variable sections were formed as follows (table 4-2):

Questionnaire structure (Table 4-2)

Independent variable	Item	Related research
Usability	<p>The homepage of fashion ecommerce enterprise in SINA Weibo is simple to use, even when using it for the first time.</p> <p>It is easy to find the information I need from the Homepage of fashion ecommerce enterprises in SINA Weibo.</p> <p>The structure and contents of homepage of fashion ecommerce enterprise in SINA Weibo are easy to understand.</p>	Dabholkar & Bagozzi 2002 Heijden 2004
Interaction	<p>The Response speed of the homepage of fashion ecommerce enterprise in SINA Weibo is quick.</p> <p>I think when the homepage of fashion ecommerce enterprise in SINA Weibo communicates with individual users, it is always friendly.</p> <p>The homepage of fashion ecommerce enterprise in SINA Weibo always answered me exactly.</p> <p>The homepage of fashion ecommerce enterprise in SINA Weibo always give me answers what I want.</p>	Holland & Baker 2001 McMillan & Hwang 2002

<p>Informative ness</p>	<p>I think the homepage of fashion ecommerce enterprise in SINA Weibo upload information with high frequency.</p> <p>I think the homepage of fashion ecommerce enterprise in SINA Weibo always provide a variety of information.</p> <p>I think the homepage of fashion ecommerce enterprise in SINA Weibo always provide very popular, fashionable trends information.</p> <p>I think the homepage of fashion ecommerce enterprise in SINA Weibo always provide the latest trends information.</p>	<p>Minjeong 2011</p>
<p>Dependent variable</p>	<p>Item</p>	<p>Related research</p>
<p>Customer satisfaction</p>	<p>The experience that I have had with the homepage of fashion ecommerce enterprise in SINA Weibo has been satisfactory.</p> <p>I think that I made the correct decision to follow the homepage of fashion ecommerce enterprise in SINA Weibo.</p> <p>In general, I am satisfied with the service I have received from the homepage of fashion ecommerce enterprise in SINA Weibo.</p>	<p>Ruth N. B and James H. D 1991 Zeithaml & Bitner 1996 PZB 1988</p>
<p>Purchase intention</p>	<p>I would like to buy the fashion products after browsing the homepage of fashion ecommerce enterprise in SINA Weibo.</p>	<p>Minjeong 2011</p>

	<p>I want to buy fashion products after watching the fashion information provided by the homepage of fashion ecommerce enterprise in SINA Weibo.</p> <p>This homepage always remind my desire to buy fashion products.</p>	
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4.1.2 Ecommerce enterprise selection

According to a 2013 SINA Weibo enterprise report, in the arena of ecommerce fashion enterprises, the most popular were Mogu Jie (蘑菇街), Aiwu Wang (爱物网) and Meili Shuo (美丽说), all of which have a large amount of followers. From the chart below (table 4-3) we can see that all three of these fashion companies have developed very rapidly, despite being established for such a short time. The table 4-3 shows that ecommerce is the trend nowadays and therefore this study is very necessary. Due to the reasons above, only these three enterprises were cited for respondent to answer in this research's survey.

Brand details (table 4-3)

Brand name	Brand concept	Target customer	Established time	The Number of SINA Weibo followers
Meili Shuo	To find the most beautiful yourself!	18—40 years old female	November, 2009	6,346,009
Aiwu Wang	The most practical, freshest, most real shopping guide	Urban office lady	April 28, 2008	6,378,223
Mogu Jie	Technology and fashionableness	10-60 years old female	February 14, 2011	6,425,538

³Data sourced from official websites

4.2 Data Collection

³ Data sourced from official websites (<http://www.meilishuo.com>; www.hers.com; www.moqujie.com) in June 1, 2014

The questionnaires were distributed via an online survey site “SO JUMP”⁴. This community consists of both male and female members, total 260 million members aged 10 to 60. The survey was done from the 12th of May to the 26th of May in 2014 via the website. To prevent unconscious ‘clicking’ to answer questions, and thus ensure reliability, respondents were also required to answer questions, such as simple math or geography, to verify conscious response. In the event a respondent was found to be cheating, the particular response would be deleted.

There were 541 individual SINA Weibo users that participated in the online survey, of that 535 (about 99%) were within the scope of our study – e.g. followers of ecommerce fashion enterprises which I listed, Mogu Jie, Aiwu Wang, Meili Shuo.

4.3 Data analysis method

Frequency analysis, reliability analysis, regression analysis were used to analysis the collected data using SPSS 19.0.

Frequency analysis was conducted to identify the awareness of usability, interaction, informativeness, customer satisfaction and fashion product purchase

⁴ “SO JUMP” (<http://www.sojump.com>)

intention.

Furthermore, reliability analysis to measure the significance of this research method. In addition, regression analysis was conducted to support the hypotheses.

CHAPTER 5

RESULTS AND DISCUSSION

The purpose of this chapter is to report the findings from statistical analysis of the collected data and to interpret and discuss these findings. The demographic information of the sample is described first, followed by frequency analysis and the reliability and validity of the measures are reported. Furthermore, hypotheses were tested by regression analysis and ANOVA. Finally, a discussion of findings concludes this chapter.

5.1 Sample information

This section described the respondent's personal characteristics and the degree of concern regarding the homepage of fashion e-commerce enterprises.

5.1.1 Respondent characteristics

Gender, age, marriage status, education level and job were included in demographic characteristics, and the results of the sample characteristics are shown

below (table 5-1).

Looking at the gender distribution of survey respondents, 44.11% were men while 55.89% were women.

Most survey participants were aged from 26 to 30 years old (43.36%), followed by the age group above 30 years old, at 35.89%. Then, age from 19 to 25 years was 20.19% and below 18 years old was only 0.56%.

The majority of respondents was married and had children (53.46%). A total of 32.9% were single and the remaining 13.64% were married with no child.

The education level of survey respondents indicated that college graduates were the most common respondents (79.07%). Post-secondary diploma counted for about 10.84%, 8.41% respondents had a graduate degree, and only 1.68% had high school certificate.

Most respondents were company's employees (91.4%), followed by the students (6.17%). People who were self-employed accounted for 1.68% and both full time homemakers and unemployed individuals accounted for 0.37%.

Respondent information details (table 5-1)

Respondent Information		Respondent number	Rate %
Gender:	Male	236	44.11
	Female	299	55.89
Age	Below 18	3	0.56
	19 to25	108	20.19
	26 to30	232	43.36
	Above 30	192	35.89
Marriage Status	Single	176	32.9
	Married with no child	73	13.64
	Married with child	286	53.46
Highest education	High school certificate	9	1.68
	Post-secondary diploma	58	10.84
	Undergraduate degree	423	79.07
	Graduate degree	45	8.41
Present employment status (and occupation)	Self-employed	9	1.68
	Employed	489	91.4
	Full-time homemaker	2	0.37
	Student	33	6.17
	Unemployed	2	0.37

5.1.2 The degree of concern about the homepage of fashion

ecommerce enterprises in SINA Weibo

Consistent with what the SINA Weibo enterprise report (2013) stated that the most popular fashion ecommerce enterprises were Aiwu Wang (爱物网), Meili Shuo (美丽说), and Mogu Jie (蘑菇街), in my survey, most respondents chose homepage of fashion ecommerce enterprise in SINA Weibo they most frequently visit were Aiwu Wang (爱物网), Meili Shuo (美丽说), and Mogu Jie (蘑菇街). 49.63% respondent most frequently visit Mogu Jie, followed by Meili Shuo (31.46%), and Aiwu Wang has 14.79%. Only 4.12% chose others.

Most respondents have been following the homepages of ecommerce fashion enterprises for over 12 months (52.34%). 28.97% have been following 6 to 12 months, then 16.07% respondent chose 2 to 6 months. Only 2.62% have been following the homepage 1 month.

54.77% respondents browse the company's homepage 2 or 3 times per day, followed by once a day (23.18%). 13.27% respondent browse the homepages of fashion ecommerce enterprise 4 to 5 times per day. More than 5 times was the least represented group (8.79%).

49.35% respondents browse the homepages of fashion 20 to 30 minutes one time, followed by 10 to 20 minutes (15.51%). People who browse 5 to 10 minutes were 12.15%, below 5 minutes were 11.96% and the least represented group was over 30 minutes (11.03%).

Detailed results of the survey were as follows (table 5-2)

Information		Number of Respondent	Rate %
Homepage of fashion Ecommerce enterprise most frequently visit	爱物网	79	14.79
	美丽说	168	31.46
	蘑菇街	265	49.63
	Others	22	4.12
How long have you been following the SINA Weibo homepage of fashion ecommerce enterprise?	1 month	14	2.62
	2~6months	86	16.07
	6~12 months	155	28.97
	over 12months	280	52.34
How often do you browse homepages of fashion ecommerce	Once	124	23.18
	2-3times	293	54.77
	4-5times	71	13.27

enterprise in SINA Weibo a day?	More than 5times	47	8.79
How long do you browsing SINA Weibo homepage of fashion ecommerce one time?	Below 5mints	64	11.96
	5-10 mints	65	12.15
	10-20	83	15.51
	20-30mints	264	49.35
	Over 30mints	59	11.03

5.2 Frequency Analysis

This section indicates the results of respondents' answers using frequency analysis and it provides a basic understanding of the statistics.

At the beginning of the questionnaire, a respondents were verified to be users of SINA Weibo. All respondent chose 'yes'. The survey aims to analyze the impact of the quality of service of homepage of ecommerce fashion enterprise in SINA Weibo on individual users' satisfaction, and to verify that the individual users' satisfaction affect fashion products purchase intention. For this reason, the respondent should be someone who follows homepages of the companies in question. There were 535 people (99%) who follow these homepages. The results

of our survey indicate that social media for fashion enterprises is very popular in China; thus it is necessary to study the topic (table 5-3).

Survey results (Table 5-3)

Item	Answer	Frequency (Number)	Rate (%)
Do you use SINA Weibo?	Yes	541	100
	No	0	0
Do you follow the homepage of fashion ecommerce enterprise in SINA Weibo?	Yes	535	99
	No	6	1

As shown below (table 5-4), in usability questionnaire part, question 1⁵, more than half of all respondents (50.09%) chose ‘very highly agree’, 27.29% chose 5 point, ‘very agree’, and 15.14% chose strongly ‘strongly highly agree’ (7 point). The average score of question1 was 5.7; question 2⁶ result showed 43.55% respondent chose 6 point while 26.61% was 5 point, 24.3% was 7 point, and average score

⁵ The homepage of my chosen fashion ecommerce enterprise in SINA Weibo is simple to use, even when I used it for the first time.

⁶ It is easy to find the information I need from its homepage.

was 5.83; Question 3⁷ results indicated most respondent (52.15%) chose 6 points too, average score was 5.91. The usability section's average score was 5.81.

In the section outlining interaction, questions 4⁸, 5⁹, 6¹⁰, 7¹¹ indicated there were 35.89% (question 4), 35.89% (question 5), 41.12% (question6), 37.2% (question 7) chose 6 point while average scores respectively were 5.28, 5.75, 5.5, 5.44. The whole interaction questionnaire section averaged a score was 5.49.

Respondents were asked about the connection between informativeness and frequency of visits in questions 8¹², 9¹³, 10¹⁴, 11¹⁵. The results indicated 45.61% (question 8), 41.12% (question9), 43.93% (question10), 42.99% (question 11) respondents chose 'very highly agree', and these average scores respectively were 5.76, 5.81, 5.8, 5.75. The informativeness section of the questionnaire received an average score was 5.78.

⁷ The structure and contents of its homepage are easy to understand.

⁸ The response speed of the homepage of my chosen fashion ecommerce enterprise in SINA Weibo is quick.

⁹ I found that when the homepage of this enterprise communicates with individual users, it is always friendly.

¹⁰ The homepage of this enterprise in SINA Weibo always answered my questions exactly.

¹¹ The homepage of this enterprise in SINA Weibo always give me answers what I want.

¹² I think the homepage of my chosen fashion ecommerce enterprise in SINA Weibo upload information with high frequency.

¹³ I think the homepage of this enterprise always provide a variety of information.

¹⁴ I think the homepage of this enterprise always provide very popular fashion trends information.

¹⁵ I think the homepage of this enterprise always provide the latest trends information.

Customer satisfaction is defined as the consumer liking and contentment in e-retail. In the questionnaire, question 12¹⁶, 13¹⁷, 14¹⁸ were used to check respondent' customer satisfaction of the homepage of their chosen ecommerce fashion. In the questionnaire section, 49.83% (question 12), 41.87% (question 13), 49.53% (question 14) respondents 'very highly agree' while the whole average score was 5.78. The score indicated most respondents were satisfied with the homepage of their chosen enterprise.

Product purchase intention is defined as consumers' willingness to buy fashion products. In questions 15¹⁹, 16²⁰ and 17²¹, respondents 'very highly agree' (6 point) which was the highest were 42.8% (question 15), 40.19% (question 16), 40.19% (question 17) , and then also many respondent chose 'highly agree'(5 point); 28.6% in question 15, 29.91% in question 16, 26.73% in question 17), and 'strongly highly agree' (7 point); 15.89% in question 15, 19.63% in question 16, 22.06% in question 17).

¹⁶ My experience with the homepage of my chosen fashion ecommerce enterprise in SINA Weibo are satisfactory.

¹⁷ I think that I made the correct decision to follow the homepage of this enterprise in SINA Weibo.

¹⁸ In general, I am satisfied with the service I have received from the homepage of this enterprise.

¹⁹ I would like to buy the fashion products from my chosen fashion ecommerce enterprise after browsing its homepage in SINA Weibo.

²⁰ I want to buy fashion products after watching the fashion information provided by homepage of this enterprise in SINA Weibo.

²¹ This homepage always remind my desire to buy fashion products.

Survey results (Table 5-4)

Item	1(strongly highly disagree)	2(very highly disagree)	3(highly disagree)	4(medium)	5(highly agree)	6 (very highly agree)	7(strongly Highly agree)	Average Score
Usability								5.81
1	1(0.19%)	4(0.75%)	7(1.31%)	28(5.23%)	146(27.29 %)	268(50.09 %)	81(15.14%)	5.7
2	2(0.37%)	2(0.37%)	3(0.56%)	28(5.23%)	137(25.61 %)	233(43.55 %)	130(24.3%)	5.83
3	1(0.19%)	2(0.37%)	1(0.19%)	21(3.93%)	110(20.56 %)	279(52.15 %)	121(22.62 %)	5.91
Interaction								5.49
4	0(0%)	12(2.24 %)	14(2.62%)	103(19.25 %)	151(28.22 %)	192(35.89 %)	63(11.78%)	5.28
5	0(0%)	1(0.19%)	10(1.87%)	40(7.48%)	142(26.54 %)	220(41.12 %)	122(22.8%)	5.75
6	1(0.19%)	5(0.93%)	12(2.24%)	76(14.21%)	149(27.85 %)	199(37.2%)	93(17.38%)	5.5
7	0(0%)	5(0.93%)	17(3.18%)	78(14.58%)	148(27.66 %)	213(39.81 %)	74(13.83%)	5.44
Informativ eness								5.78
8	2(0.37%)	4(0.75%)	4(0.75%)	26(4.86%)	146(27.29 %)	244(45.61 %)	109(20.37 %)	5.76
9	2(0.37%)	1(0.19%)	3(0.56%)	32(5.98%)	146(27.29 %)	220(41.12 %)	131(24.49 %)	5.81

10	2(0.37%)	1(0.19%)	5(0.93%)	42(7.85%)	122(22.8%)	235(43.93%)	128(23.93%)	5.8
11	2(0.37%)	0(0%)	4(0.75%)	37(6.92%)	150(28.04%)	230(42.99%)	112(20.93%)	5.75
Customer satisfaction								5.78
12	1(0.19%)	2(0.37%)	5(0.93%)	31(5.79%)	129(24.11%)	265(49.53%)	102(19.07%)	5.78
13	1(0.19%)	1(0.19%)	6(1.12%)	29(5.42%)	143(26.73%)	224(41.87%)	131(24.49%)	5.82
14	0(0%)	1(0.19%)	5(0.93%)	34(6.36%)	139(25.98%)	265(49.53%)	91(17.01%)	5.75
Fashion product purchase intention								5.66
15	0(0%)	3(0.56%)	5(0.93%)	60(11.21%)	153(28.6%)	229(42.8%)	85(15.89%)	5.6
16	0(0%)	2(0.37%)	4(0.75%)	49(9.16%)	160(29.91%)	215(40.19%)	105(19.63%)	5.68
17	0(0%)	5(0.93%)	7(1.31%)	47(8.79%)	143(26.73%)	215(40.19%)	118(22.06%)	5.7

5.3 Reliability and Correlation Analysis

All numbers were analysed for measurement reliability and validity following the

guidelines offered by Anderson and Gerbing (1988) and Joreskog and Sorbom (1989). This study tested the reliability by using the common "Cronbach's α " coefficient test method. Previous studies recommended a reliability of over .9 for a highly confirmatory approach, .7 to .8 for the confirmatory approach and .6 for the exploratory approach (Hair et al. 1998; Zhang.2002). The full survey involves 28 questions. By SPSS, the reliability of the questionnaire obtained as shown in the table below. Reliability was found to be 0.776 (>.7), 0.859 (>.8), 0.827 (>.8), meaning the whole questionnaire has a good structure, and the survey data's reliability is high (table 5-5).

Reliability Statistics (table 5-5)

Dimensions	Cronbach's Alpha	N of Items
Usability	0.776	3
Interaction	0.859	4
Informativeness	0.827	4
Customer satisfaction	0.814	3
Purchase intention	0.875	3

Correlation Analysis (Table 5-6)

		usability	interaction	informativeness
Customer	Pearson	.678**	.689**	.769**

satisfaction	Correlation	.000	.000	.000
	Sig. (2-tailed)			
	N	535	535	535

Through the above results, usability's Pearson correlation is .678; interaction's Pearson correlation is .689; and informativeness' is .769 ($P < 0.05$) (table 5-6) and thus displayed a correlation between customer satisfaction and usability, interaction, informativeness.

5.4 Hypothesis Supporting

5.4.1 The usability, interaction, information effect on customer satisfaction

In order to analyse the relationship between the homepage's usability, interaction, informativeness quality of ecommerce fashion enterprise and customer satisfaction, 'regression analysis' was used as a technique. In this study, hypotheses 1, 2 and 3 were tested using regression analysis.

In this study, to find the impact of usability, interaction and informativeness on

customer satisfaction, a regression analysis was employed. Customer satisfaction is the dependent variable, and usability is the independent variable. The following regression model was established:

Model:

$$1. \quad y = \alpha_0 + \alpha x + \varepsilon$$

Where y represents customer satisfaction, x represents usability, interaction and informativeness. α_0 is constant, ε is residuals.

a) **The impact of usability on customer satisfaction**

Regression analysis for H1 (table 5-7)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.710	.193		8.855	.000

Usability	.701	.033	.678	21.266	.000
R ² = 0.459, F =452.235, P= .000					
Note: p<0.05					
a. Dependent Variable: customer satisfaction					

The above tables(table 5-7) show that R² = 0.459, F =452.235, P<0.05 , and usability's B is.701, T is 21.266, and P<0.05, So we can say there is a statistically significant relationship between usability and customer satisfaction.

A regression model, where customer satisfaction is the dependent variable, and usability the independent variable, can be represented as follows:

$$\text{Customer satisfaction}=1.710+0.701*\text{usability}$$

The equation highlighted that usability positively influences the customer satisfaction. That is, the higher the usability the higher the customer satisfaction.

b) The impact of interaction quality on customer satisfaction

Regression analysis for H2 (table 5-8)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.490	.152		16.382	.000
	interaction	.600	.027	.689	21.947	.000
R ² = 0.475, F =481.692, P= .000						
Note: P<0.05						
a. Dependent Variable: customer satisfaction						

The above tables (table 5-8) show that $R^2 = 0.475$, $F =481.692$, $P<0.05$, and interaction's B is .600, T is 21.947, and $P<0.05$, So we can say there is a statistically significant relationship with customer satisfaction.

A regression model, where Customer satisfaction is the dependent variable, and interaction the independent variable, was formed as follows :

$$\text{Customer satisfaction} = 2.490 + 0.600 * \text{interaction}$$

The equation explained that interaction quality positively influences customer satisfaction. That is, higher interaction transforms into higher customer satisfaction.

c) The impact of informativeness quality on customer satisfaction

Regression analysis for H3 (table 5-9)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.335	.162		8.260	.000
	informativeness	.769	.028	.769	27.749	.000
R ² = 0.591, F =770.023, P= .000						
Note: P<0.05						
a. Dependent Variable: customer satisfaction						

The above tables (table 5-9) show that R² = 0. 591, F =770.023, P<0.05, and thus informativeness' B is .769, T is 27.749, and P<0.05, So we can say there is a statistically significant relationship between informativeness and customer satisfaction.

A regression model, where customer satisfaction is the dependent variable, and informativeness the independent variable, was made:

$$\text{Customer satisfaction} = 1.335 + 0.769 * \text{informativeness}$$

The equation showed that informativeness positively influences customer satisfaction. Thus, higher informativeness brings higher customer satisfaction.

d) Multi regression analysis

Regression analysis (table 5-10)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.655	.163		4.032	.000
	usability	.202	.038	.195	5.303	.000
	interaction	.213	.032	.245	6.729	.000
	informativeness	.482	.036	.482	13.546	.000
R ² =.671,F= 360.742, P= .000						
Note: P<0.05						
a. Dependent Variable: customer satisfaction						

The above tables (table 5-10) show that $R^2 = 0.671$, $F = 360.742$, $P < 0.05$, and thus usability's B is .202, T is 5.303, and $P < 0.05$. So we can say there is a statistically significant relationship between usability and customer satisfaction; Interaction's B is .213, T is 6.729. There is a statistically significant relationship between interaction and customer satisfaction; informativeness' B is .483, T is 13.546. There is a statistically significant relationship between infomativeness and customer satisfaction.

A regression model, what customer satisfaction is dependent variable, with usability, interaction and informativeness are independent variable, was created:

$$\text{Customer satisfaction} = 0.655 + 0.202 * \text{usability} + 0.213 * \text{interaction} + 0.$$

482* informativeness

The equation showed that usability, interaction and informativeness positively influences customer satisfaction. Thus, higher quality usability brings higher customer satisfaction; higher quality interaction brings higher customer satisfaction; higher quality informativeness brings higher customer satisfaction.

5.4.2 The customer satisfaction effect on fashion product purchase intention

Regression analysis for H4 (table 5-11)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.785	.209		8.558	.000
	customer satisfaction	.670	.036	.630	18.741	.000
R ² = 0.396, F =351.213, P= .000						
Note: P<0.05						
a. Dependent Variable: fashion product purchase intention						

The above tables (table 5-11) show that R² = 0. 396, F =351. 213, P<0.05, and customer satisfaction' B is. 670, T is 18.741, and P<0.05, So we can say that customer satisfaction affects fashion purchase intention.

A regression model, what fashion purchase intention is dependent variable, with the customer satisfaction is independent variable, was created:

Fashion product purchase intention

$$=1.785+0.670* \text{Customer satisfaction}$$

The equation illustrated that customer satisfaction positively influences fashion product purchase intention, and that customer satisfaction increases fashion product purchase intention.

5.5 Discussion

The following results obtained based on regression analysis of SPSS.

According to table 5-7 to 5-11, the following result can be got.

Hypothesis	Supported or not
H1	Supported
H2	Supported
H3	Supported
H4	Supported

According to table 5-7, $R^2 = 0.459$, $F = 452.235$, $P < 0.05$, and usability's B is .701, T is 21.266, and $P < 0.05$,

H1: An easier to use the homepage of Ecommerce Fashion Enterprise in SINA Weibo will result in better customer satisfaction. H1 was supported

according to table 5-8, $R^2 = 0.475$, $F = 481.692$, $P < 0.05$, and interaction's B is .600, T is 21.947, and $P < 0.05$,

H2: More high quality interaction with individual SINA Weibo users from the homepage of Fashion Ecommerce Enterprise in SINA Weibo will result in better customer satisfaction. H2 was supported.

According to 5-9, $R^2 = 0.591$, $F = 770.023$, $P < 0.05$, and thus informativeness' B is .769, T is 27.749, and $P < 0.05$

H3: Higher quality informativeness provided by the homepage of Fashion Ecommerce Enterprise in SINA Weibo to customers will result in better customer satisfaction. H3 was supported.

According to table 5-11, $R^2 = 0.396$, $F = 351.213$, $P < 0.05$, and customer satisfaction' B is .670, T is 18.741, and $P < 0.05$

H4: Higher customer satisfaction of individual SINA Weibo users to the homepage of Fashion Ecommerce Enterprise will positively affect customer's fashion product intention.

CHAPTER 6

CONCLUSION AND IMPLICATION

The purpose of this chapter is to summarize the study that was discussed in Chapters one through five, and report the implications of the research's findings. The objectives of the study, relevant literature review and development of research methods, are summarized in the follow section. Research results of the present study are then discussed. Finally, discussion of the study's limitations and recommendations for future studies conclude this chapter.

6.1 Summary of Introduction and Research objectives

Since the 1980s, China's reform and economic opening, China's economy has rapidly developed. In 2013, China's GDP ranked second in the world. With China's booming economic development, it has become the world's largest consumer market that no enterprise can ignore. With the development of the Internet, the consumer market today is no longer confined to the physical traditional market and thus the online market is becoming increasingly important. Therefore marketing online is becoming more and more important.

Microblogging must be mentioned while discussing online marketing, and in this study, microblogging marketing refers to marketing on Weibo. In order to achieve enterprises' organizational goals, marketing on Weibo guide to consume the needs of goods and services provided by the homepage of enterprises by forecasting customer demand. Traditional marketing's dependent 4p concept (price, product, promotion, and place), but Weibo marketing model is more dependent on the "4C marketing" concept: content, context, connection, community. Microblogging marketing means that in a particular 'context', published a large number of relevant, informative 'content', users established the depth of 'connection' and the formation of the corresponding public 'community' by their favorite things (people or brands) . (Wenzhao, W, 2011)

Since microblogs post information without going through cumbersome administrative examination and approval, marketing on microblogs can save a lot of time and cost. Moreover, since a considerable number of people use microblogging, the outcome of marketing campaigns can be remarkable. Wenzhao W (2011) wrote in his book, 'even some overseas ecommerce enterprises claim that microblogging brings consumers to their shop even more than search engines (like google)'. In 2010, internationally renowned brand , Pepsi announced

surprising and exciting news: In 2011, Pepsi will significantly reduce advertising budget in newspaper and on television, while increasing Pepsi advertising budget on microblogging social media. It is undoubtedly a positive role model to the whole industry (Wenzhao, W, 2011).

In China, due to government constraints, Facebook, Twitter and other Western mainstream microblogging media is not available. In 2009, SINA, an internet firm, founded a new Chinese microblogging website, SINA Weibo, combining characteristics from both Facebook and Twitter. It satisfies the desire of the Chinese people on the microblogging social media, and therefore SINA Weibo has been the rapid growth in the short term. To date, the number of SINA Weibo users has exceeded 600 million, and therefore ecommerce firms have been quick to expand their presence. In order to do effectively employ marketing strategies on SINA Weibo, it is important to study the relationship between the quality of service on the homepage and product purchase intention.

This study aims: 1) to test the effect of the usability variable in SINA Weibo individual users' customer satisfaction; 2) to test how the interaction variable affects SINA Weibo's individual users' customer satisfaction; 3) to test the effect of informativeness variable on the SINA Weibo individual users' customer

satisfaction; 4) to test the effect of individual users' customer satisfaction on fashion products purchase intention.

6.2 Summary of Literature Review

In this study, chapter two performed a literature review of the previous studies of service quality, SNS feature. This thesis chose three sns feature, usability, interaction, informativeness, to test how these SNS features' quality affect customer satisfaction, further affect SINA Weibo individual users' fashion product purchase intention.

Service in virtual site is different from traditional service, which has actual contact, the service quality in Weibo reflect in the feature quality of SNS. Therefore, in this research terms like "service quality" should be understood to mean the feature quality of the homepage of the enterprise in SINA Weibo. Grönroos (1978) proposes that service quality is the customers perceived level of service, as well as the perceived outcome. Garvin (1984) indicated service quality affect the subjective satisfaction of the customer.

Although this research is designed to test the impact of service quality on customer

satisfaction, because of the special nature of the SNS, that SNS service is not actually in contact physically with the user, so the SNS service quality becomes the quality of SNS feature in this study, and thus the research became to study the SNS feature quality' impact on customer satisfaction, and furthermore to find out how customer satisfaction affect the fashion products purchase intentions.

According to Doll and Tuzadeh (1988), usability is a particularly important factor affecting customer satisfaction. Simpler technology, providing usability on the web site of question, allows consumers to easily join, and ultimately shows more active use intention.

Lovelock (2001) indicated service interaction means all contact activities between service supplier and customer. More interaction with consumers will make these consumers feel more valued by the enterprises, which could increase customer satisfaction.

Informativeness, is the result of a connection formed by SNS platforms that provide consumers information (Chaffey et al., 2000; Ellsworth & Ellsworth, 1997; Mohammed et al., 2001). For informativeness, SINA Weibo individual users do not just require quantity, but also diversity of information and style. In this research,

the information provided by the homepage of fashion ecommerce enterprise in SINA Weibo, includes fashion products information, fashion event information, and other fashion information.

6.3 Summary of Research Results and Conclusion

A survey conducted to test the hypotheses, questionnaire was made based on previous study. A total of 541 people answered the questionnaire, in which the effective respondents following the homepage of fashion ecommerce enterprises were 535 (99%). 26 to 30 years old (43.36%) had the largest rate. Through reliability analysis proved that this questionnaire is reasonable and reliable.

In order to verify the hypothesis in this study, a regression analysis were used by using SPSS.

All hypothesis has been supported.

Three independent variables all positively affect customer satisfaction, in which informativeness has shown to have the greatest impact.

Compared with Korean SNS, individual users who do not care about usability

service quality and interaction service quality of SNS fashion ecommerce enterprise, Chinese individual SINA Weibo users do mind the usability and interaction service quality, the usability service quality and interaction service quality affect directly on customer satisfaction. In other words, better usability service quality and interaction service quality can all positively affect customer satisfaction, furthermore it can affect individual users' fashion product purchase intention. Therefore when fashion ecommerce enterprises operate the homepage in SINA Weibo, they not only need to pay attention to uploading information, but also to the speed in which they interact. Furthermore, fashion ecommerce enterprise need to differentiate SINA Weibo homepages from other ecommerce enterprises, simultaneously the fashion ecommerce enterprise should provide a clear lay out homepage making sure that individual SINA Weibo users can get the information they want quickly.

6.4 Limitations and Recommendations for Future Studies

Although the final result is consistent with the study previously expected, but there still are some limitations.

First, this study was completed with a survey of 541 people, and received good

survey results. However, China has a population of over 1.4 billion people, and SINA's latest quarterly report (2014.3) noted that there are more than 600 million Weibo users. Since the base is too large, compared to base population, the survey's respondent in this study appears to be too scarce.

Second, although the study obtained data confirm the hypothesis, the three fashion ecommerce enterprises' target are female, and nearly half (44.11%) of the respondent were male, the resulting data was not fully representative the female choice. In future studies, if the survey is completely made for women, I believe that the resulting data will be more effective supported hypotheses proposed in this study.

Third, the paper chose only the usability, interaction, informativeness service quality to measure their impact on customer satisfaction. Because customer satisfaction is not just affected by these three independent variables, future studies may consider adding more variables, to find out how these variables affect customer satisfaction, and how to affect the fashion product purchase intentions.

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Seoul National University

Department of Clothing and Textiles

Questionnaire Survey on '10s and 20s Chinese purchase intention toward fashion ecommerce products in Weibo'

This survey aims to investigate weibo individual users' purchase intention toward fashion ecommerce products in weibo. All questions are based on behaving in weibo. Please provide the most suitable answer(s) for each question. **All data collected will be kept strictly confidential and will only be used for academic research purposes.**

Do you use SINA WEIBO?

① Yes ② No (stop please stop answering the following questions)

Do you follow the weibo of fashion ecommerce enterprise?

(* fashion ecommerce enterprise :fashion enterprises providing fashion information and selling fashion products by internet. E.g. 爱物网, 美丽说, 蘑菇

街)

- ① Yes ② No (stop please stop answering the following questions)

How long have you been following the weibo of fashion ecommerce enterprise?

- ① 1 month
- ② 2~6months
- ③ 6~12 months
- ④ over 12months

How long do you browsing Weibos of fashion ecommerce enterprise every day?

- ① Below 1 hour
- ② 1-2 hours
- ③ 3-4 hours
- ④ More than 4 hours

Part A: Usability

Please rate your agreement on the following statements using 1 (strongly disagree) to 7 (strongly agree).

	Strongly	Strongly	
	disagree	Neutral	agree

1. This weibo of fashion ecommerce enterprises is simple to use, even when using it for the first time. 1. 2. 3. 4. 5. 6. 7

2. It is easy to find the information I need from these weibo of fashion ecommerce enterprises. 1. 2. 3. 4. 5. 6. 7

3. The structure and contents of weibo of fashion ecommerce enterprises are easy to understand. 1. 2. 3. 4. 5. 6. 7

Part B: Interaction

(*In this thesis, interaction is defined as activity that involves interaction in the field of SNS.)

Please rate your agreement on the following statements using 1 (strongly disagree) to 7 (strongly agree).

	Strongly disagree	Neutral	Strongly agree
--	-------------------	---------	----------------

- 4. The Response speed of weibo of fashion ecommerce enterprises is quick.

1. 2. 3. 4. 5. 6.7

- 5. I think when the fashion ecommerce enterprises communicate with individual users, they are always friendly. (In weibo)

1. 2. 3. 4. 5. 6. 7

- 6. The Weibo of fashion ecommerce enterprises always answered me exactly.

1. 2. 3. 4. 5. 6. 7

- 7. The Weibo of fashion ecommerce enterprises always give me answers what I want.

1. 2. 3. 4. 5. 6. 7

Part C: Information

(*the information includes fashion product information. Fashion trend, event information...)

Please rate your agreement on the following statements using 1 (strongly disagree) to 7 (strongly agree).

	Strongly disagree	Neutral	Strongly agree
--	-------------------	---------	----------------

8. I think the weibo of fashion ecommerce enterprises upload information with high frequency. 1. 2. 3. 4. 5. 6. 7

9. I think the weibos of fashion ecommerce enterprises always provide a variety of information. 1. 2. 3. 4. 5. 6. 7

10. I think the weibos of fashion ecommerce enterprises always provide very popular, fashionable trends information. 1. 2. 3. 4. 5. 6. 7

11. I think the weibos of fashion ecommerce enterprises always provide the latest trends information. 1. 2. 3. 4. 5. 6. 7

Part D: Customer satisfaction

	Strongly disagree	Neutral	Strongly agree
--	-------------------	---------	----------------

12. The experience that I have had with weibo of fashion ecommerce enterprise has been satisfactory. 1. 2. 3. 4. 5. 6. 7

13. I think that I made the correct decision to follow weibo of fashion ecommerce enterprises. 1. 2. 3. 4. 5. 6. 7

14. In general, I am satisfied with the service I have received from the weibo of fashion ecommerce enterprises. 1. 2. 3. 4. 5. 6. 7

Part E: Purchase intention

	Strongly disagree	Neutral	Strongly agree
--	-------------------	---------	----------------

15. I would like to buy the fashion products after seeing the WEIBO of fashion ecommerce enterprise. 1. 2. 3. 4. 5. 6. 7

16. I would like to buy the fashion products after browsing the weibo of fashion ecommerce enterprise. 1. 2. 3. 4. 5. 6. 7

17. I want to buy fashion products after watching the fashion information provided by the fashion ecommerce enterprise weibo. 1. 2. 3. 4. 5. 6. 7

Part F. Respondent Information

1. Gender:

Male Female

2. Age:

below 18

19 to 25

26 to 30

3. Marriage Status:

Single

Married with no child

Married with child

4. Highest education:

High school certificate

Post-secondary diploma

Undergraduate degree

Graduate degree

5. Present employment status (and occupation):

- Self-employed
- Employed
- Full-time homemaker
- Student
- Unemployed

****This is the end of the survey**Thank you very much for your support and participation****



首尔国立大学

人类生态学院

纺织，营销和时装设计系

对中国人的‘新浪微博上电子商务公司的时尚产品的购买意愿’
的问卷调查

这项调查旨在通过分析时尚电子商务企业的微博主页的服务质量对微博个人用户的满意度的影响，来验证新浪微博个人用户满意度是否影响微博个人用户的时尚电子商务产品购买意愿。对于每一个问题，请您提供最合适的回答。收集的所有数据都将被严格保密，并只用于学术研究用途。

您是否使用新浪微博？

① 是 ② 否(请停止回答下列问题)

您是否关注时尚电子商务企业的新浪微博主页？

(* 时尚电子商务企业：提供时尚信息，并通过互联网销售时尚产品的服装

企业。例如. 爱物网, 美丽说, 蘑菇街)

① 是 ② 否 (请停止回答下列问题)

您关注时尚电子商务企业的新浪微博主页有多久了?

- ① 1 月
- ② 2~6月
- ③ 6~12月
- ④ over 12月

您一天内浏览时尚电子商务企业的微博主页几次?

- ① 1次
- ② 2-3 次
- ③ 4-5 次
- ④ 多于 5 次

您每次浏览时尚电子商务企业的微博主页多长时间?

- ① 低于10分钟
- ② 20-30 分钟
- ③ 30 分钟-1 小时
- ④ 多于 1 小时

哪个时尚电子商务企业的微博主页是您最经常浏览的呢?

- ① 爱物网

② 美丽说

③ 蘑菇街

④ 其它-----请写出

**以下提问请以上题中的回答，您最经常去的时尚电子商务企业的微博主页，
为基准进行问答。**

请您使用 1 (强烈不同意) 到7 (强烈同意)对以下陈述做出评价，

**Part A: 可用性（由于新浪微博的公司用户可以更改他们主页的页面结构，因
此对公司用户更改后的主页可用性进行评价）**

	强烈	强烈
	不同意	中立 同意

1. 时尚电子商务企业的新浪微博的主页简单易用，即使是第一次使用它。

1. 2. 3. 4. 5. 6. 7

2. 从这些时尚电子商务企业的新浪微博主页上很容易找到我需要的信息

1. 2. 3. 4. 5. 6. 7

3. 时尚电子商务企业新浪微博主页的结构和内容是很容易理解和习得。

1. 2. 3. 4. 5. 6. 7

Part B:相互作用性

强烈 强烈
不同意 中立 同意

4. 时尚电子商务企业新浪微博主页的回复速度很快。 1. 2. 3. 4. 5. 6. 7

5. 当尚电子商务企业新浪微博与个人用户沟通时，总是友好的。

1. 2. 3. 4. 5. 6. 7

6. 时尚电子商务企业的新浪微博总是很准确地回答我。

1. 2. 3. 4. 5. 6. 7

7. 时尚电子商务企业在新浪微博主页总是给出我想要的答案。

1. 2. 3. 4. 5. 6. 7

Part C: 信息性

(*此处信息包括尚产品信息，时尚潮流趋势，活动信息)

强烈 强烈
不同意 中立 同意

8. 我觉得时尚电子商务企业的新浪微博主页更新信息的频率高。

1. 2. 3. 4. 5. 6. 7

9. 我觉得时尚电子商务企业的新浪微博主页总是提供多样的信息。

1. 2. 3. 4. 5. 6. 7

10. 我觉得时尚电子商务企业的新浪微博主页总是提供非常时尚的流行趋势信息。 1. 2. 3. 4. 5. 6. 7

11. 我觉得时尚电子商务企业在新浪微博主页始终提供最新的潮流资讯。 1. 2. 3. 4. 5. 6. 7

Part D: 顾客满意度

	强烈	强烈
	不同意	中立 同意

12. 时尚电子商务企业的新浪微博主页是令我满意的。 1. 2. 3. 4. 5. 6. 7

13. 我觉得我关注时尚电子商务企业的新浪微博主页是正确的决定。 1. 2. 3. 4. 5. 6. 7

14. 总的来说，我很满意我从时尚电子商务企业主页的新浪微博接受到的服务。 1. 2. 3. 4. 5. 6. 7

Part E: 购买意向

	强烈	强烈
	不同意	中立 同意

15. 在浏览时尚电子商务企业主页的新浪微博后, 我想买时尚产品。

1. 2. 3. 4. 5. 6. 7

16. 看过时尚电子商务企业的新浪微博主页提供的时尚信息后, 我想购买的时尚产品。

1. 2. 3. 4. 5. 6. 7

Part F. 应答者信息

1. 性别:

男 女

2. 年纪:

低于 18岁

19 到 25岁

26 到 30岁

大于 30岁

3. 婚姻状态:

未婚

结婚无子女

结婚有子女

4. 最高学历:

高中

专科

本科

硕士

5. 目前的就业状况

个体户

在职

全职家庭主妇

学生

失业

****调查结束**非常感谢您的支持和参与****

국문 초록

현대사회에서 대중 매체에 대한 사용자의 욕구가 지속적으로 상승하고 있다. 이러한 이유로 중국에서는, SINA 회사에서 Weibo 라는 SNS(Social network service)를 개설하였다. 이 SINA Weibo 사용자가 급격히 증가함에 따라 각 기업에서는 SINA Weibo 상에 회사 홈페이지를 만들어 마케팅 홍보에 적극적으로 사용하고 있다. 그 결과로, 기존의 홍보 수단인 TV 광고, 뉴스, 라디오와 같은 고가의 매체홍보에 비해서 신매체인 SINA Weibo 의 홍보 효과는 저가이며, 장소에 제한이 없고, 쉽게 사람의 관심을 유도할 수 있다. 따라서, SINA weibo 상에 전자상거래 홈페이지가 개인 사용자들의 고객만족도에 미치는 영향에 대한 연구가 필요하다. 그리하여, 본 연구의 목적은 Weibo 상에 개설된 전자상거래 홈페이지의 서비스품질이 어떻게 고객만족도에 영향을 주는지 파악하고, 이 때의 고객만족도가 소비자의 패션 제품 구매의도에 어떻게 영향 미치는지를 알아보려고 한다.

이 연구는 설문조사를 통해서 Weibo 상에 전자상거래 홈페이지의 “사용용이성”, ”상호작용성”, ”정보성”에 대한 평가를 조사하였고, 고객만족도와 패션제품 구매의도의 상관관계를 구명하였다. 자료수집은

인터넷 설문조사를 통해서 수행하였고, 총 535 개의 샘플을 수집하였다.

분석결과에 따르면, 사용자는 홈페이지로부터 얻는 시각적인 편안함에서 고객만족도에 긍정적인 영향을 주는것으로 분석되었다. 그리고 Weibo 상에서 사용자들과 더 많은 교류를 할 수록 전자상거래회사에 대한 고객만족도가 더 높게 나타났었다. 또한, 전자상거래회사가 SINA Weibo 홈페이지에서 고품질의 정보제공을 하면 고객들의 만족도가 높아지는 연구 결과를 얻었다. 결과적으로 높은 고객만족도는 개인사용자들의 패션제품 구매의도에 긍정적인 영향을 주는것을 확인하였다.

한국 SNS 사용자랑 비교할 때, 정보의 서비스 품질도 고객만족도에 영향을 주지만, 한국 SNS 사용자들은 상호작용성하고 사용용이성을 중시하지 않는다는 선행결과가 있었다. 그와는 반대로, 중국 SNS 개인사용자들이 패션 상거래 기업의 SNS 홈페이지의 상호작용성과 사용용이성을 굉장히 중요시 하며, 패션 전자상거래 회사들이 중국 SINA Weibo 에서 마케팅 홍보를 할때, 다양한 고품질의 정보를 자주 올리는 것도 중요하지만, 사용자들의 고객 만족도를 향상시키기 위해서는 사용자들과의 활발한 교류가 필요하며, 홈페이지의 시각적인 디자인을 통해 얻는 사용용이성을 만족시키는 것이 필요할

것으로 보인다.