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The influence of social media marketing on impulse buying intention : the case of Wechat

MIM Thesis

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Abstract

Master Student's name	Yuhang Lei
Master Thesis Title	The influence of social media marketing on impulse buying intent :the case of Wechat
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Description of the goal, tasks and main results	<p>The goal of this research is to explore the generation mechanism of Chinese consumers' impulse purchase intention under the social media marketing environment. On the basis of the existing theoretical framework, this study selected 7 variables to establish an SEM model to explain the generation process of Chinese consumers' impulse buying intention.</p> <p>The research objectives are :</p> <ul style="list-style-type: none"> To identify key factors of social media marketing that stimulate consumers to make impulsive purchase intention in Wechat. To identify consumer emotional factors that stimulate social media marketing in Wechat, and verify whether these factors affect generation of impulse purchase intentions To identify the personal characteristic factors in Wechat that have an impact on consumers' impulse purchase intentions. To explain the generation process of Chinese consumers' impulse buying intention under the social media marketing environment. <p>The research results show that the entertainment, interaction and information richness of the social media marketing environment, as well as the prevention focus of Chinese social media users, will affect the pleasure and arousal of Chinese consumers, thereby affecting the generation of impulsive purchase intentions.</p>

Keywords	Impulse purchase intentions, entertainment, interaction, information richness, pleasure, arousal, Chinese social media marketing
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1.Introduction

1.1. Background and motivation

With the development of Web2.0 and mobile Internet technologies, social media has become more and more powerful, and information is becoming more and more abundant, so it has developed into the main channel for consumers to obtain information. The traditional marketing methods of enterprises cannot meet enterprise development needs under the new situation, and it is difficult for enterprises to occupy a favorable position in fierce market competition. Especially since 2020, due to the global outbreak of COVID-19, people have to limit their travel range and avoid exposure to scenes with high crowd density. These restrictive factors make companies more dependent on internet communications, including, social media marketing. Therefore, the close integration of social media marketing and e-commerce is still an essential task for many B2C and B2B companies. In addition, some traditional industries (agriculture, manufacturing) have also focused on the "Internet +" model in recent years, hoping to use social media marketing to give products a greater degree of exposure and stimulate consumers' willingness to buy (Du, 2016).

The combination of social media marketing and e-commerce provides consumers with a new shopping environment and influences consumers' decision-making methods. It also provides a new experimental environment for the study of consumer behavior. Consumers' impulse buying intention is a research hot point (Xiong & Jing, 2010). Impulse buying is common in consumer buying activities, and some products sold through impulse buying even account for 80% of total sales (Abrahams, 1997), and the sales performance of new products is often achieved through impulse buying as well(Sfiligoj, 1996). Consumers in a complex, virtual network environment are more prone to impulse buying (Kacen & Lee, 2002). However. as there is no physical

interaction in the transaction process under the network environment, this makes the research of consumer behavior rather complicated (Mukherjee & Nath 2007). Moreover, there is very little research on these two factors in China, so the formation mechanism of impulsive purchase intention in the social media marketing environment is still under discussion.

This study takes the characteristics of social media marketing and the impulsivity trait of consumers as independent variables and explores the influencing factors that affect impulsive purchase intention. This research uses the structural equation model as a tool and Wechat users as the research objects to study the impact between social media marketing and impulse buying intentions in the Chinese market.

1.2. Research gap

The strong attributes of acquaintances society (Fei, 2008) of Chinese social media users and general reliance on the internal trading system of social media platforms may cause some conclusions from foreign research to be unsuitable for Chinese consumers. This has also been confirmed in recent years: Bain(2017) believes that China is leading the trend in all aspects of impulsive consumption. "Almost half of the Chinese consumers purchase goods that exceed their ability to pay, and about 40% are excessive shoppers who make impulsive purchases more than once a week. Chinese consumers are more prominent in all aspects of impulse buying than consumers in other regions." (Bain, 2017). However, the research of Chinese researchers on the impulsive purchase intention of consumers in their home country and even the marketing research is not very in-depth. "We understand the behavior of American consumers better than that of Chinese consumers." (Yue, 2005, P. 2). Research on Chinese social media marketing as an external variable in consumer research is even rarer.

With the rapid development of the market economy, the consumption level of the Chinese people has increased significantly. The rapid development of Internet

technology has made social media a popular marketing channel in China. Therefore, Chinese researchers began to turn their attention to the domestic market. At present, many Chinese scholars have conducted research on social media marketing and consumers' purchase intention, but they have not made the distinction between impulse purchase intentions. Researchers such as Dodds believe that purchase intention refers to the subjective probability or possibility of consumers buying a certain product; Mullet believes that consumers' attitudes towards a certain product or brand, coupled with the effects of external factors, constitute consumers' purchase intentions. Purchase intentions can be regarded as consumers' subjective tendency to choose a particular product, and it has been proven to be used as a predictive consumption. An important indicator of behavior. at the same time, Rook's definition of impulse purchase intention is a sudden, powerful, persistent willingness to purchase a certain product immediately. Consumers' impulsive buying intentions have been confirmed to be positively correlated with impulsive buying behaviors. Consumers' impulsivity traits and self-control will also have an impact (Xiong &Jing, 2010). Impulsive purchase intentions often arise suddenly and need to be satisfied immediately. Therefore, there is a clear difference between purchase intention and impulse purchase intention. Because purchase desire is not defined in terms of intensity and time limit, impulse purchase intention is a special purchase intention. However, most Chinese researchers only focus on purchase intention but not impulse purchase intention. Some researchers did not distinguish between them during the research so that they used the wrong scale when studying impulse purchase intention. This research will focus on research on impulse buying intentions to supplement the shortage of social media marketing research.

In addition, not many Chinese researchers have studied the relationship between Chinese social media marketing and impulse buying intentions. They tend to focus on social e-commerce in the Chinese market rather than social media marketing itself, so when looking for influencing factors, they will use marketing elements and network quality as external stimuli. These have little to do with the characteristics of social media itself. Social e-commerce is defined as a business model that uses social media

platforms to promote sales through communication and interaction between consumers and enterprises (Qin , 2015). Social e-commerce is the use of social media to carry out trading activities(Weaver et al., 2011). It can be composed of social media and e-commerce environment (Ge, 2018). However, the operation and maintenance of the social media environment and the e-commerce environment are two different tasks, so deeper research is needed. This research will focus on the research of the social media marketing environment without considering the elements of the e-commerce environment and use Wechat as a research case to fill the research shortage, given that Wechat is the most representative social media in China.

1.3. Research questions

Based on previous related research, we found that most scholars have studied the relationship between social media stimulus, consumer perception, impulsive buying characteristics, and impulsive buying intention. Therefore, this study will explore the three characteristics of social media marketing without considering the e-commerce environment: entertainment, information, and interaction. In order to ensure the fit of the final model with Chinese consumers, we also added the consumer impulsivity trait as an independent variable, in view of the fact that in the past, researchers mostly used impulse buying tendency as a measure of impulse buying characteristics. This study will use the prevention focus in the regulatory focus theory in further explore the self-control ability of Chinese consumers in the face of stimuli. Regulatory focus theory is more suitable for identifying genuine impulse purchasers than impulse buying propensity (Jing & Xiong, 2010). In addition, this study will use emotion as a direct inducement to fill in the gaps in related fields by consumer perception that is not studied by most scholars. In fact, social media in the Chinese market can be divided into forum communities, blogs, podcasts, and communication software. This study will use Wechat, an instant messaging software, as the research object because it

has the largest and most complex user group, and Wechat is very representative in social e-commerce. because of its powerful built-in payment functions

The research goal of this paper is to explore how the characteristics of social media marketing in the Chinese market stimulate consumers to produce impulsive purchase intentions.

In order to achieve this research goal, we listed the following research questions and decided to use quantitative analysis to test them.

Research questions:

1. How the features of Wechat marketing stimulate Chinese consumers' impulsive purchase intentions?
2. How consumer emotions caused by Wechat marketing affect the generation of impulsive purchase intentions?

Thus, the goal of the research is to develop the model of social media marketing influence on the consumer impulsive purchase intention.

The research objectives are thus as follows:

1. To identify key factors of the social media marketing that stimulate consumers to make impulsive purchase intention on Wechat.
2. To identify consumer emotional factors that stimulate social media marketing in Wechat, and verify whether these factors affect the generation of impulse purchase intentions.
3. To identify the personal characteristic factors of Wechat users that have an impact on consumers' impulse purchase intentions.

The paper structure:

This paper contains of six parts. The first part is an introduction. This part contains the background and relevance of the research, research motivation, research gap, research goals, and problems. The second part is to explain the theoretical support of the research and define the variables in the model. The third part is an overview of social media marketing and an overview of Wechat marketing. The fourth part is the formation of the conceptual framework and the hypothesis and describes the experimental design and the collection of the questionnaire. The fifth part is the

data analysis and hypothesis verification. The last part is the conclusion, contribution, limitations, and further development of this article.

2.Related theories and research on impulse buying intention and social media marketing

2.1. *Definition and classification of impulse purchase*

Since the DuPont Institute conducted research on consumer buying habits and first proposed that consumer behavior may be impulsive, impulsive buying has been a hot topic in consumer behavior research. Researchers on impulse buying initially followed the DuPont Institute's definition, equating impulse buying with unplanned buying. Katona and Muller (1955) compared unplanned goods as impulsive purchases in consumption by comparing the information of consumers entering the store and filling in the planned purchase of goods with the goods actually bought when they left the store. In subsequent research, scholars believe that it is inaccurate to directly define impulsive purchases as unplanned purchases. Because this definition only defines whether it is impulsive purchases by comparing consumers' pre-purchase plans and post-purchase results. In fact, impulse purchases The judgment of purchase should occur when consumers shop, not before and after. Rook (1987) defines impulse buying as a strong, determined and sudden desire to buy generated by external stimuli when browsing in a store. Impulse buying It was pointed out that it happened while browsing the product. In subsequent studies, researchers gradually improved the definition of impulse buying and tended to describe it as an emotional experience. Bayley and Nancarrow (1998) found that the fundamental reason why consumers are unwilling to reduce or avoid impulsive buying behavior is that the satisfaction and joy brought by this shopping experience prompt them to pre-process all buying behaviors in advance so as to achieve The purpose of enhancing self-expression and social connection. Bas (2001) proposed that impulsive buying must contain two cores, one is lack of planning and mature consideration, and the other is that consumers must have a strong and irrepressible emotional response. Zhang Min and Zhang Zhe (2015) believe that impulsive buying is unplanned and

unthinking buying behavior, and it is usually accompanied by strong psychological conflicts.

After summarizing the previous research, this article believes that the characteristics of impulse buying can be summarized as:

1. Lack of foresight

Impulse purchases are purchases without a plan, and unplanned purchases are not necessarily impulse purchases. It is not accurate to equate the two concepts. Some scholars have pointed out that it is difficult to define the absence of a plan because consumers must have no plan before making a plan. To avoid this controversy, we use the term "lack of foresight" instead of "unplanned." If consumers make careful comparisons and choices, then their unplanned buying behavior cannot be called impulse buying.

2. External and internal stimuli

Stern believes that the basis for understanding consumer impulse buying behavior is that consumers are exposed to certain stimulus factors. Hirschman (1985) proposed that consumers' spontaneous desires may also be a stimulus factor. The research direction of researchers on the division of stimulus factors has also shifted over time, which will be explained later.

3. Rapid decision-making

Impulse buying is a kind of "on-the-spot" decision-making. The time interval from generating impulse to making the decision to implementing the purchase is very short.

4. Mood swings.

Impulse buyers have a strong and immediate desire to buy a certain product, which is often accompanied by strong mood swings.

In view of the continuous supplement and improvement of the definition of impulse buying, researchers have adopted different bases for the classification of impulse buying. Understanding and determining the classification of impulse buying has a theory-oriented effect on the design of subsequent research, so it is necessary to conduct a full literature review and explanation here. Stern (1962) divides impulse buying into pure impulse buying, reminder impulse buying, suggestion impulse

buying, and planned impulse buying. The premise of this division is that impulse buying is defined as unplanned and stimulated by the outside world. Compared with the previous definition of impulsive purchases as completely equivalent to unplanned purchases, Stern's division method focuses more on the segmentation of purchase scenarios.

1. Pure impulse buying is the most recognizable impulse buying; it may be consumers purchase unplanned products or services out of curiosity or avoidance. Although this narrow conceptual definition is lacking in revealing consumers' impulse buying intentions, pure impulse buying is often understood as "purchasing goods that are not in the shopping list." Purity Impulse buying may only account for a small part of impulse buying because housewives generally tend to develop the habit of making budgets, deciding where and when to buy, and planning ahead.

2. Reminder impulse buying, which occurs when the buyer sees a product and remembers that the stock at home is exhausted or very low, or recalls an advertisement or other information about the product and an early purchase decision. The key factor is to remember the experience or knowledge of the early product, and these memories inspire impulse buying.

3. Suggestion impulse buying occurs when the buyer sees the product for the first time and has the desire to need it, although he did not know the product before. It is different from Reminder impulse buying in that consumers do not have previous knowledge of the product that can be used for decision-making. It differs from pure impulse buying in that heuristic impulse buying can be completely rational or functional, while pure impulse buying is motivated by emotional appeals.

4. Planned impulse purchases. When buyers enter the store, they have some specific purchase plans in their minds, but they still hope and intend to purchase other products. These purchases rely on price concessions, lotteries, and so on. In fact, intentional unplanned purchases may be an integral part of the high efficiency of contemporary purchases. This is commented as a smart and rational way to buy.

Stern's classification is based on the types and ways in which consumers are exposed to external stimuli in the consumer environment. Pure impulse buying stems

from consumers' own curiosity and other psychology, so consumers have a weak perception of external stimuli. The difference between reminder impulse buying and suggestion impulse buying is whether the external stimulus is understood by consumers and whether it is a new experience. Different from the first three types of consumers, the consumers who have planned impulse buying behaviors actively expose themselves to external stimuli in a planned way. It can be seen that this is a classification method based on external stimulus processing methods.

In subsequent studies, scholars shifted more attention from the environment to the individual consumers themselves. Bayley and Nancarrow (1998) divided impulse buying into four types according to the consumer needs satisfied by the buying behavior:

1. Accelerator impulse buying (self-verification), which refers to stockpiling pre-purchase for perceived future needs, to prove that customers are good housekeepers or savvy consumers.

2. Compensating impulsive buying (self-compensation), Its purpose is to reward work done, improve mood, and satisfy self-esteem, Or to compensate for differences in self-image.

3. Breakthrough impulse buying (self-redefinition), sudden purchase inspired by desire or subconscious conflict.

4. Blind impulse buying (pathological) refers to compulsive buying; consumers (patients) indulge in repeated shopping. The behavior cannot extricate itself. It is worth noting that compulsive buying is a kind of pathological behavior, so it is mostly the behavior of medical and psychological research. In the field of consumer behavior, the focus of research is general impulse buying, which is a buying behavior that lacks control rather than buying addiction(Zhang, 2019). and less compulsive buying is involved. Therefore, a distinction needs to be made in the subsequent scale selection.

2.2. Mechanism of impulse buying

Impulse buying is very complicated, and the existing consumer behavior decision-making models cannot fully explain it because the purchase decision model

is a model that describes rational choice and cannot fully explain impulse purchase behavior. In addition, planned behavior theory and rational behavior theory (Fishben & Ajzen) cannot be used to describe the mechanism of impulse buying behavior. Impulse buying is often a low-cognition spontaneous buying behavior, which is not in line with the high-involvement buying behavior model. However, in the impulse buying process, there are often strong emotional reactions that will have an important impact on subsequent behaviors, which is inconsistent with heuristic or low-involvement buying behaviors (Silvera & Lavack, 2008). Therefore, the model of influencing factors of impulse buying still needs to be continuously developed. Dholakia (2000) identified the three most important factors of impulsive buying behavior in the model, namely marketing stimulus, impulsive traits, and situational factors. In addition, he pointed out that previous research has focused more on the guiding role of hedonism on impulsive purchases, lack of research on user perception, and research on resistance mechanisms such as self-control (Rojina & Violeta. 2012). The model focuses on the influence of impulse buying tendency on impulse buying desire and introduces the personality characteristic of the self-control factor.

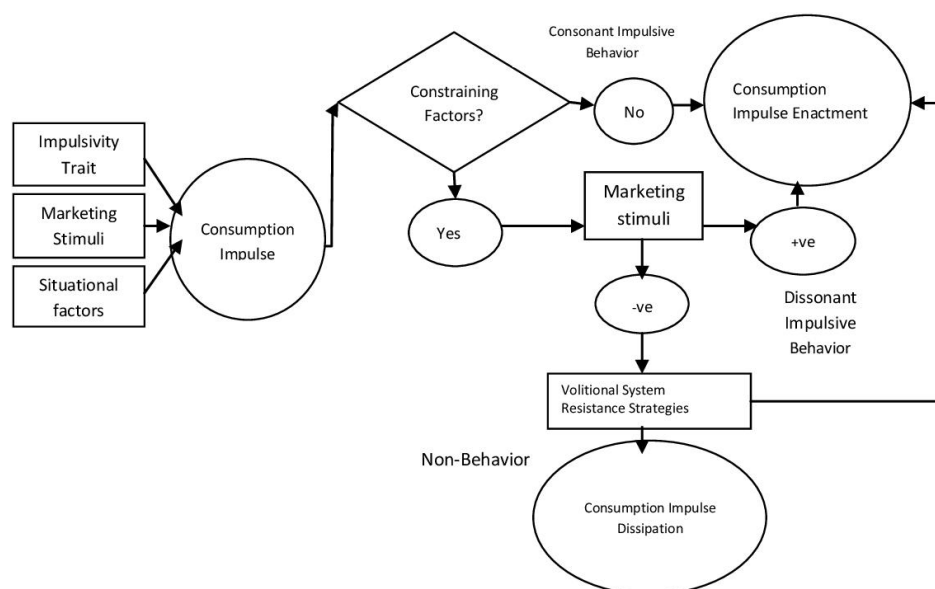


Figure 1. The Integrated Model of Consumption Impulse Formation and Enactment(Dholakia,2000)

In general, stimulus factors can be divided into two aspects: direct inducements and situational factors, but the research does not distinguish between the two in operation because the research on impulse buying is based on specific situations. The direct causes are mainly marketing incentives (Internet and physical stores) and the product itself. With the advancement of science and technology, Internet marketing has been given more and more functions and continues to provide researchers with topics. Jin, Wu & Che (2018) confirmed that the classification of goods on the website, as well as the processing of pictures and text, will affect the eye movement effects of impulsive consumers, which in turn affects impulsive buying decisions. In addition, the four dimensions of packaging semantic design: aesthetic design, functional design, symbolic design, and market competition design can positively affect customer satisfaction and then promote the generation of impulse purchase intentions (Wang & Cai, 2020). The professionalism of KOL in product live broadcast promotion and the consistency with the product will also affect consumers' impulsive purchase desire (Wang, 2018).

The research on the impulse purchase intention caused by the product itself has always been of the greatest concern to market managers. Cox and Curhan (1972) found that impulsive products have higher shelf flexibility than bulk products. Bellenger (1978) found through a large-scale investigation that jewelry, women's shoes, curtains, drapery, baked goods, snacks, and women's wear, Books, and stationery have a high level of an impulse purchase, and the position of the shelf has a causal effect on sales. After Bellenger's research, researchers' interest in large-scale investigations of impulse buying rates has gradually diminished. One of the reasons for this is that the focus of research has shifted to the study of consumer behavior.

Situational factors mainly include time, money, shopping atmosphere, and the emotional state of consumers at that time. (Simpson, Griekvicius, & Rothman, 2012) found that there is a correlation between partner shopping and impulse buying. In addition, subjective and objective time pressure will also affect the possibility of impulsive purchase intention (Liu, 2019).

Based on Dholakia's model, Xionsuhong (2010) further developed the model. He believes that the two consumer personality traits, regulatory focus, and self-construction, should also be added to the model. Adjustment orientation is divided into long-term adjustment and short-term adjustment. Because it is used as a description of consumer impulsivity trait in the model, it has defaulted to long-term adjustment. Self-construction refers to the individual's beliefs about self and others, that is, to what extent an individual considers himself to be related or separated from others (Markus & Kitayama, 1991). This self-construction consciousness is often determined by social culture. Consumers in a culture of ideology are more likely to have impulse purchase intentions than consumers in a culture of collectivism (Kaceen & Lee, 2002). This reflects that consumers with strong independent self-construction are more prone to impulse purchase intentions (Zhang & Shrum, 2008).

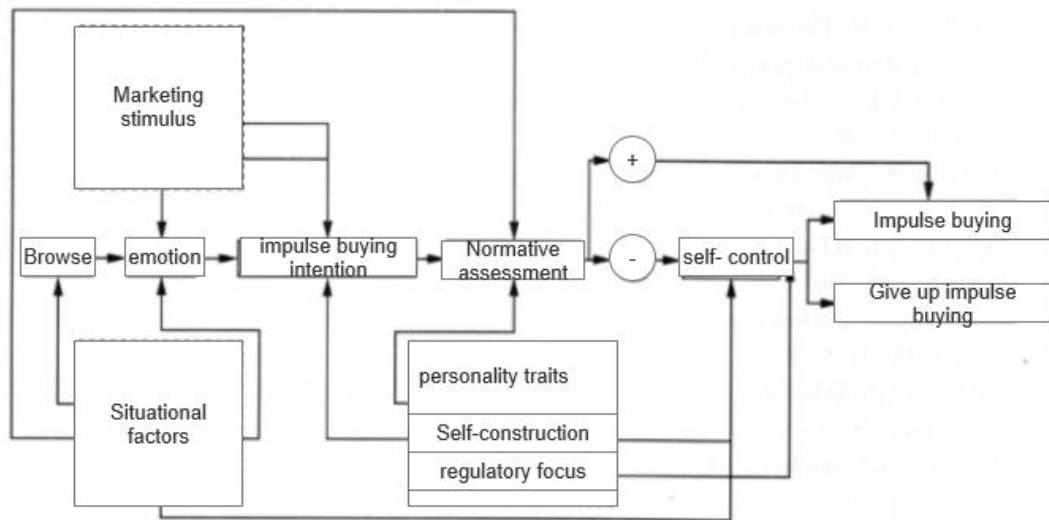


Figure 2. The Integrated Model of Consumption Impulse Formation and Enactment(Xiong,2010)

Based on the gradual formation of the impulse buying framework, researchers found that it is very difficult to study the formation mechanism of impulse buying at the same time, so they tend to study the partial relationships in the framework. Some researchers discuss the generation mechanism of impulse buying behavior, while the other part studies the generation mechanism of impulse buying intention. The definition of impulse buying intention has been continuously improved with the development of research. Beatty and Ferrell (1998) pointed out that impulsive

purchase intention is a consumer's tendency to purchase in the process of close contact with products or services. Rook (1987) believes that impulsive purchase intention is the degree of the impulse to buy a product or service immediately, driven by a sudden and strong inner desire. This definition emphasizes the suddenness of impulsive purchase intention compared with the intensity of ordinary purchase intention. Therefore, the formation of impulse purchase intention, that is, the time from the consumer seeing the product (or service) to the purchase decision is usually relatively short (Weun, 1988).

2.3. *PAD theory*

Starting in the 1990s, scholars have expounded the mechanism of consumers' impulse buying behavior from the perspective of emotional response and gradually focused their views on consumers' psychological responses. Rook and Hock pointed out that the emotional reaction that consumers experience during the purchase process is the essence of the impulsive purchase behavior of consumers. They believe that impulsive buying behavior should include the following five elements: 1) Sudden desire to buy; 2) Strong psychological imbalance; 3) Psychological contradictions and struggles; 4) Cognitive ability and evaluation ability; 5) Ignoring price without considering Consequences of impulse buying. This is the core of impulse buying based on the emotional theory proposed by Rook et al. Explain impulse buying behavior from emotional theory. This behavior is a performance of perceptual overcoming rationality and the result of emotional response (Li, 2008).

Consumers' emotions have been verified as one of the factors of impulse purchase intention. Khalifa and Shen (2007) verified that the emotional changes brought about by the system design to users will affect the generation of impulsive purchase intentions. Adelaar (2003) believes that consumers' emotional responses mediate the effect of media format on their impulse buying intent. There are many definitions of emotions, and there are disputes about the true nature of emotions, but most scholars agree that emotions are the process by which emotions occur. Bagozzi (1999) believes that emotion is an autonomous mental state. This mental state comes

from the cognition of events or thoughts. There are phenomenal expressions. Emotions are completed by psychological processes, often with some physical manifestations, and The specific behavior that may lead to affirmation or response to this emotion is mainly determined by the characteristics of the emotion itself and its meaning to the owner. It can be seen that emotion is a temporary and strong emotional response state and behavioral explanation of an individual to all current stimuli.

Scholars' measurements of human complex emotions can be divided into two paths. Scholars such as Osgoode believe that complex emotions are superimposed on basic emotions. Basic emotions generate secondary emotions and tertiary emotions through superposition. Each layer and emotion are more complex than the previous level (Joseph, 2000). Another part of scholars tried to build a multi-dimensional model to decompose complex emotions. The most representative one is the PAD theory proposed by Mehrabian and Russell in 1974. In PAD theory, the three dimensions for measuring complex emotions are pleasure, arousal and dominance. The points determined by the three continuous axes are accepted by the academic community. Among them, pleasure corresponds to the degree of emotional pleasure, which is divided into positive and negative. Arousal refers to the intensity of emotion, representing different intensity levels and different activation levels of the same type of emotion. Dominance refers to an individual's degree of control over a situation or others and is related to the network and social status.

In consumer research, some researchers use PAD theory to classify emotions, and Oliver and others directly divide emotions into positive emotions and negative emotions. The interpretation of positive emotions is that when consumers see a product, they can cause impulse buying behavior to cater to their positive emotions; negative emotions mean that consumers impulse to buy something in order to adjust their negative emotions. Both positive and negative emotions may have a positive impact on impulse buying (Chen, 2014). Researchers have been controversy about the application of PAD theory in the study of impulse purchase intention. The most prominent content of the debate lies in the application of two dimensions or three dimensions. The main dimensions of the two-dimensional emotion include pleasure

and arousal; the three-dimensional emotion mainly refers to the emotional dimensions including pleasure, arousal and control. Russel and Pratt (1980) believe that the dimension of dominance should be deleted from the model because the dimension of dominance is often insignificant in the process of data analysis and has no effect on consumer behavior at all. (Gu & Yan. 2004) further pointed out that pleasure and arousal, The two orthogonal dimensions are enough to represent people's emotional response to the general environment. Therefore, this research uses two dimensions of emotional pleasure and arousal to study the impact of emotions on consumers' impulsive willingness.

2.4. *Regulatory focus theory*

The impulsive characteristics of consumers in the framework of irrational buying, as internal stimulus factors for consumers, are considered to have an impact in all aspects. Researchers believe that the characteristics of impulsive consumption have a direct or indirect impact on the generation of impulsive buying intentions and may also play a moderating role (Chan, 2018). Many studies have verified the impulsive buying trend as a stimulus factor, impulsive buying Consumers with strong propensity are more likely to have positive emotions and make optimistic evaluations of purchase results, so they are more likely to implement more impulsive purchases (Lin, 2005). However, there are relatively few researches on consumers' self-control personality. Higgins (1997) proposed the regulatory focus theory, which holds that individuals will strive to change or control their own thoughts and reactions in order to achieve specific goals.

Compared with impulse buying trends, research on regulatory focus is more suitable for identifying real impulse purchasers (Jing, 2010) because impulse buying trends can only reflect the results of consumers' desire to buy after the struggle for self-control. Based on regulatory focus, the research Only those with strong desires can really be found. This theory believes that there are differences in self-regulation systems in experience, including promotion focus and prevention focus, and these systems will have different processing methods. Self-directed behavior. Regulating

people's orientation is the reality of progress and achievements, which is the greatest effort to pursue positive results: people with orientation tend to be safe and national defense forces and try to avoid negative effects on the basis of pursuing their own improvement. Promoting adjustment orientation and defensive adjustment orientation achieve expectations in different ways, close to the former, while the latter is evasion. Sengupta (2007) pointed out that consumers with stronger promotion focus tend to have higher impulsive qualities. Xiong (2009) found that when studying personality traits on consumers' impulsive purchases, they found that promotion focus has an effect on consumers' impulsive purchase desire and self-control at the same time, but has no direct effect on impulsive purchase behaviors. This research will focus on prevention focus to fill the shortage of related research.

2.5. Characteristics of social media marketing

Social Media refers to websites and technologies that allow people to write, share, evaluate, discuss, and communicate with each other. After years of development, Chinese social media has shown diversified categories. There are mainly forum communities, social networking sites, blogs, Wechat, and other types. In fact, there is no precise and authoritative concept regarding the definition of social media. Kaplan and Haenlein (2010) define social media as a set of applications that allow the creation and exchange of user-generated content based on the ideas and technologies of Web 2.0.

The purpose of social media marketing is to use these social media so that companies can listen to users, promote their products, and influence customers in a subtle way. Compared with other online marketing such as search engines and e-mails, the trust-based communication mechanism of social media marketing and the high active participation of users can influence the consumption decisions of users and provide a large number of brands to be spread and amplified. Opportunity. Social media users are highly sticky and stable, with clear positioning, which can provide brands with more segmented target groups. The social media marketing market is still

expanding. It is no longer a place for friends to share but has become a brand-new business competition model.

Chinese researchers tend to define the relationship between the characteristics of social media marketing and purchase intention, so they will summarize the various characteristics of social media in the Chinese market. Qiu (2011) summarized the characteristics of social media as high involvement, strong sociality, and emergence. Zhou (2020) proposed the two characteristics of information transparency and freedom. In fact, given the classification of different types of social media, researchers' generalizations of characteristics will definitely be different. Wang (2009) classified social media into six types according to the basic functions of social media, the motivation of users, and the nature of operating the website:

1. Creation and publication type, mainly composed of forums and blogs
2. Resource sharing type, users can realize the sharing and dissemination of resources by uploading digital content.
3. The convergence of hotspots is created to facilitate media consumers to discover the latest hot topics, information, and digital content.
4. Collaborative editing type, where users jointly complete content production, such as Wikipedia.
5. Social service type, the main function provided is to maintain and expand the network of interpersonal relationships and maintain the contact between friends.
6. Online game type, users often establish virtual network virtual communities.

Due to the continuous iteration of social media functions and the love of super apps by Chinese social media users. Many social media software belong to multiple types at the same time and have complex characteristics. The Wechat researched in this paper is one of the representatives.

Based on previous scholars' analysis of the characteristics of Wechat marketing, this study summarized the common issues in the characteristics and obtained three characteristics:

1. Entertainment
2. Information

3. Interaction

2.5.1. Entertainment

Postman (1985) takes "media as metaphor" and "media as epistemology" as the theoretical basis for his elaboration of "entertainment to death society." He believes that media can define the real world with a subtle but powerful suggestive power. Different media have different tendencies, which will ultimately shape the characteristics of the whole culture. However, in the age of Web 2.0, human beings are mainly addicted to entertainment through the Internet but not television anymore. Jack Ma once said: 10 years later, our biggest worry is health and happiness. Humans are increasingly hard to please, and spend a lot of time each day looking for ways to please themselves in order to get rid of loneliness. In order to meet this potential demand, entertainment marketing comes into being. Entertainment marketing is defined as: The marketing methods are used to establish an emotional connection between products and customers with the help of entertainment elements, so as to achieve the purpose of selling products, establish customers loyalty. Lin Zhenxu (2007) defines "interesting" as the degree to which a website provides visitors with sensory enjoyment. Pine & Gilmore (1999) have supported that entertainment will give users a happy and unforgettable experience, which will affect user's attitudes and future purchases intentions. The entertaining design of the website is more likely to arouse the users' interest and curiosity; users, users focus on the shopping process and the produce immersion experience(Hausman,2009). Mummalaneni (2005) conducted research on the entertainment elements in the online transaction environment and found that these elements can make online shoppers emotionally happy and motivated, and further affect online shoppers' satisfaction, loyalty, stay time, and purchased products number. Entertainment not only affects the purchase intention of consumption but also affects consumer behavior by influencing consumers' psychology. In view of this, we have assumed that the entertainment of Wechat will positively affect consumers' emotions.

2.5.2. Information

Lin Zhenxu (2007) defines information richness as the degree to which a website provides product-related information, non-product-related information, netizens' experience, opinions, and evaluation reports. Lin Xuyao (2012) divides the reasons for the abundance of social media information into four dimensions: 1. There are many sources of information, and the distribution is scattered. 2. The transmission path presents an irregular network distribution, and there are many information nodes. 3. Fragmentation of information content makes it difficult to control the content and direction of information. 4. Users dominate the content and direction of information dissemination.

Generally speaking, groups with a strong thirst for knowledge are more likely to be stimulated with positive emotions through the abundance of information on the website (Deng,2010). Kim & Lennon's (2000) research on American TV shoppers pointed out that the more information a store can provide, the lower the consumer's cognitive risk. Therefore, we assume that the abundance of Wechat information will also affect the emotions of Chinese consumers.

2.5.3. Interaction

Many researchers believe that people feel lonely when they use social media. This is because of the "depersonalization" of online social networking(Feng T, 2019). Every person behind the screen is a living person, but they can't fully express their characteristics online. So, social media marketers want to increase the goodwill of consumers through social interactions. In recent years, gamified Wechat marketing methods based on social interaction have matured. The most common way is to invite friends to participate in an activity to earn rewards. Besides that, there are many HTML5 mini-games where users' scores are ranked on an open list, activities of giving red envelopes based on traditional Chinese gift-giving habits. Marketers hope that these interactive activities will increase consumer activity and change stereotypes about business. The spread of pan-entertainment in social media has also met the expression and participation needs of more consumers to some extent(Song,2017). Ge

(2018) divided the interactivity of social media into human-computer interaction, interpersonal interaction, and product interaction in his research. Given that the focus of this research is on the characteristics of Wechat as a social media rather than an e-commerce environment, only interpersonal interaction is discussed. The interpersonal interaction of social media allows consumers to learn more and creates a medium for communicating with others, which meets the needs of consumers for social interaction to a certain extent, so as to stimulate positive emotions(Deng,2010).

3. Industry overview

3.1. Social media marketing

Social media is a tool and platform for people to share opinions, insights, experiences, and opinions with each other. The information it spreads has become important content for people to browse the Internet. The emergence of social media relies on the development of WEB2.0, which is an era of co-creation. Social media has its own unique advantages. It can provide consumers with a way to express their demands. Compared with traditional media, social media is highly transparent, interactive, and sociable(Qiu L, 2011). Moreover, social media has a large user base due to its diversified content and widespread scope (Lu Z, 2020). This makes many industries start to think about marketing reform opportunities. Compared with the traditional marketing model, social media marketing has a low threshold, fast transmission speed, strong interactivity, and low cost (Dan L,2020). As a result, it is easier for merchants to use viral marketing. Viral marketing is an effective way to attract a high response rate. In this marketing environment, consumers will spread information without the input of the source. This kind of fission marketing effect is stimulating more and more traditional industries.

According to the Social Media Examiner's 2020 Social Media Marketing Report, 94 percent of marketers use Facebook. In second place was Instagram(76%), up 3% compared to 2019.(figure 1)

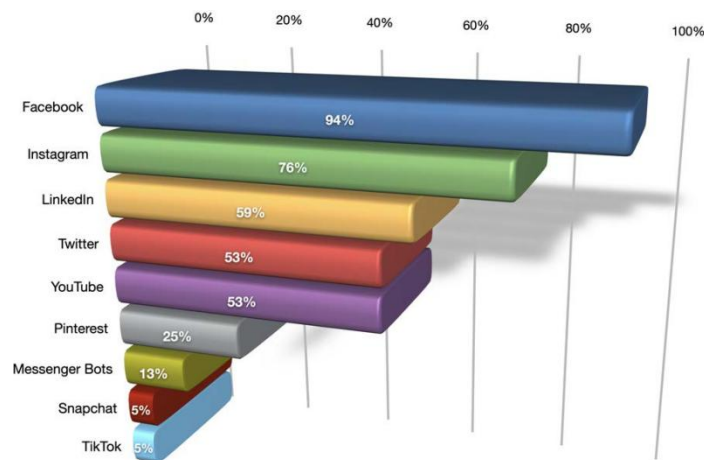


Figure3. Commonly used social media platforms(social media marketing report,2020)

The researchers asked marketers to indicate which platforms they used most often for video marketing. YouTube is the video channel used by 55% of marketers, followed by Facebook native video (49%). Usage of Instagram Stories rose sharply to 46 percent from 22 percent in 2019.(figure 2)

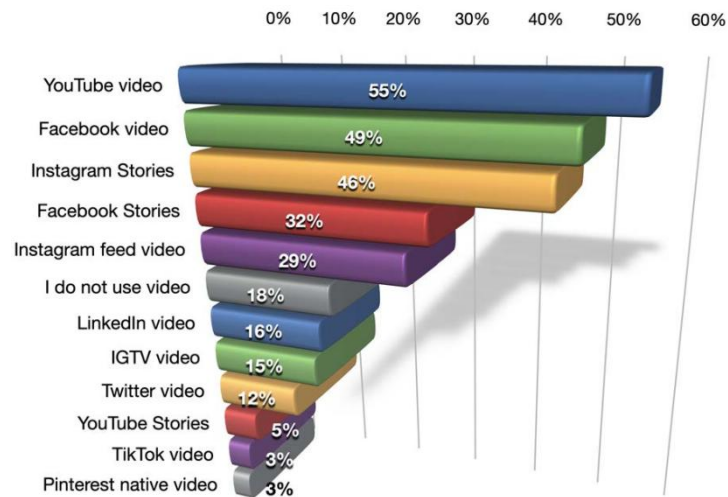


Figure4.Video channels used by marketers(social media marketing report,2020)

When asked if they would use Live video for marketing, 54% of marketers said they would not. In addition, 38% of marketers use Facebook Live.(figure 3)

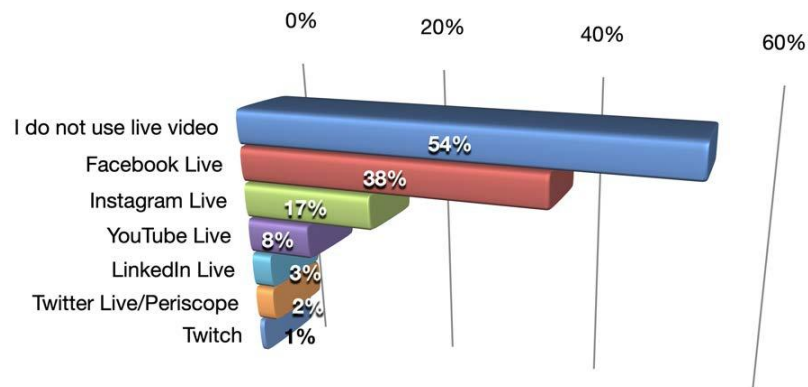


Figure5.Live Video Use(social media marketing report,2020)

According to the data, Facebook is still the most tried out marketing platform for marketers around the world, although it is losing share. Increasingly, marketers are showing interest in Instagram. In terms of video channels, even though Tiktok has become a hot topic in recent years but has been ignored by most marketers, they are still more enthusiastic about using YouTube, and this enthusiasm is growing.

It is worth noting that the analysis of Wechat was not taken into account in this study because the respondents in this study came from all over the world, while Wechat's main market was in China, where marketers' lack of understanding of the social media, that became a major barrier to entry. The Managing Director of Greater China at Digital Jungle, an Asia - Pacific Digital agency, said although China's market is very attractive, it is difficult to access for foreign marketers because China has no Facebook, Instagram, or Twitter. China only has Wechat.(Diana D and Paul B,2016). In fact, Wechat has a large and complex user base. Although it is a huge challenge for marketers, the user base of Wechat can provide a very good research sample for consumer research. Therefore, the object of this study is the users of Wechat.

3.2. *Background of Wechat*

Wechat is a free app launched by Tencent in 2011 that provides instant messaging services for smart terminals. Wechat supports fast delivery of free voice messages, videos, pictures, and text across carriers and the operating system, as well as the function to share content using streaming media and a variety of social plugins(Guanxiong W,2014).

Wechat and QQ, the same parent company, dominate the instant messaging market in China. In the first quarter of 2020, for example, Wechat had 765 million daily active accounts.(figure 4) Within five years of its launch, Wechat voice calls had almost completely replaced calls and text messages. The payment function of Wechat is the most important electronic payment method of Chinese consumers. According to a survey of Rakuten Insight, about 95.5% of electronic payment users indicated that they use Wechat for payment (Yihan M,2020). Wechat also issued a currency fund financial products because of its large fund pool. In addition to providing services for ordinary users, Wechat provides a public account platform for merchants. Users can manage the fan groups of public accounts and communicate in real-time. At the same time, users can also use advanced functions-edit mode and development mode to

automatically reply to user information. In addition, Wechat also provides part of the advanced interface and the open question answering system.

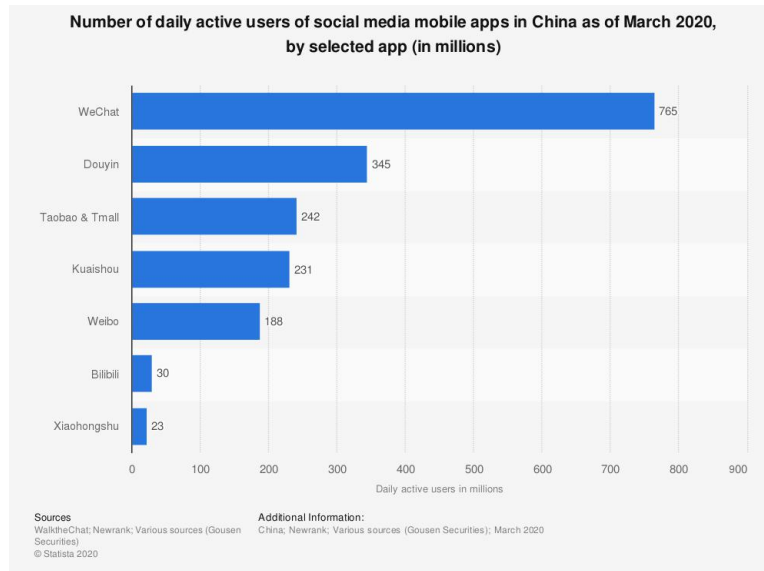


Figure 6. DAU of social media in the first quarter of 2020 (statista.com, 2020)

Wechat users have a wide range of age coverage. According to the report of data.imedia.cn, 33.5 percent of users are under 24 years old, 25 percent 25-30 years old, 19.1 percent over 41 years old, and 22.4 percent 31-40 years old. It can be seen that there are a few more young users under the age of 30 who are described as highly dependent on online shopping. According to the "2020 New Youth and New Domestic Goods Consumption Trend Report" released by Beijing Normal University in China, the online shopping penetration rate of Generation Z is extremely high, and the frequency is astonishing. 63.9% of Generation Z use e-commerce platforms every day, and 10% place orders every day. They may not have as much purchasing power as adults, but they are used to deficit spending and the sharing economy. (Youde Z, 2017). And the elderly are becoming the meteoric rise of online shopping "new forces," people in the process of accepting the new technology is limited by physiological and psychological and cognitive behavioral sensitivity is low, the influence of its information judgment ability and the ability to accept new technology is far lower than the young, they are highly susceptible to marketing campaigns.

According to the China Internet Network Information Center (CNNIC) survey report shows that the elderly online shopping transaction amount and the number of people each year has been more than 200% growth rate(Liu H,2018). Wechat integrates huge user resources and commercial resources. Relying on social functions, it moved offline transactions of various vertical markets to online and provided technical support for community management, marketing publicity, and payment; now Wechat has become a representative of social media in China.

4 . Hypotheses formulation and empirical study design

The content of this research is to explore the impact of social media marketing on impulsive purchase intention, which involves the verification of causality in which multiple variables exist at the same time, which is relatively complicated. Therefore, the structural equation model is used for quantitative analysis, and hypothesis testing is used to determine whether the impact is real and how it is affected.

4.1. *Conceptional framework and hypothesis*

Scholars have tried to put forward various theoretical analyses to explain the factors affecting consumers' online purchase intentions. The research theories on online purchase intention currently mainly include rational behavior theory, planned behavior theory, technology acceptance model, and SOR environmental psychology model. The application condition of the first two models is that consumers are rational, so they are not suitable for this topic. Therefore, most researchers use the TAM model or the SOR model when studying impulsive purchase intentions.

Davis & Bagozzi et (1989) proposed a technology acceptance model. The technology acceptance model uses perceived usefulness and perceived ease of use to explain and infer the attitudes of users, believing that attitudes affect behavioral intentions and behavioral intentions affect actual behaviors. Perceived usefulness and perceived ease of use are mainly affected by external variables. The key goal of the technology acceptance model is to find these external variables. Perceived ease of use refers to how easy the user perceives to use technology, and perceived usefulness refers to the help the user perceives by using a certain technology to complete the work. Therefore, the technology acceptance model provides a theoretical basis for the study of seeking external variables to explain and predict usage attitudes and purchase intentions.

The most widely used research model is the SOR model, and Woodworth is recognized as proposing the stimulus-organism-response (SOR). Because impulsive purchase intention is defined as sudden, on-the-spot desire, using the SOR model is the most suitable for this study. Chan (2016) summarized the use of the SOR model in

a literature review on impulse buying research. Stimulus factors are divided into external stimuli and internal stimuli. The classification of external stimuli is also similar to the conclusions of our previous literature review, except that the category of impulse products is missing. For internal stimuli, they are summarized as impulsive consumer characteristics. It includes personality traits such as impulse buying traits, self-construction, self-inconsistency, shopping hedonics, fashion involvement, and some demographic variables. The impulse buying organization is defined as the internal evaluation link after consumers are stimulated. Chan divides the organization into cognitive reaction and affective reaction. This process is the consumer's information processing process, which is essential to the body's reaction.

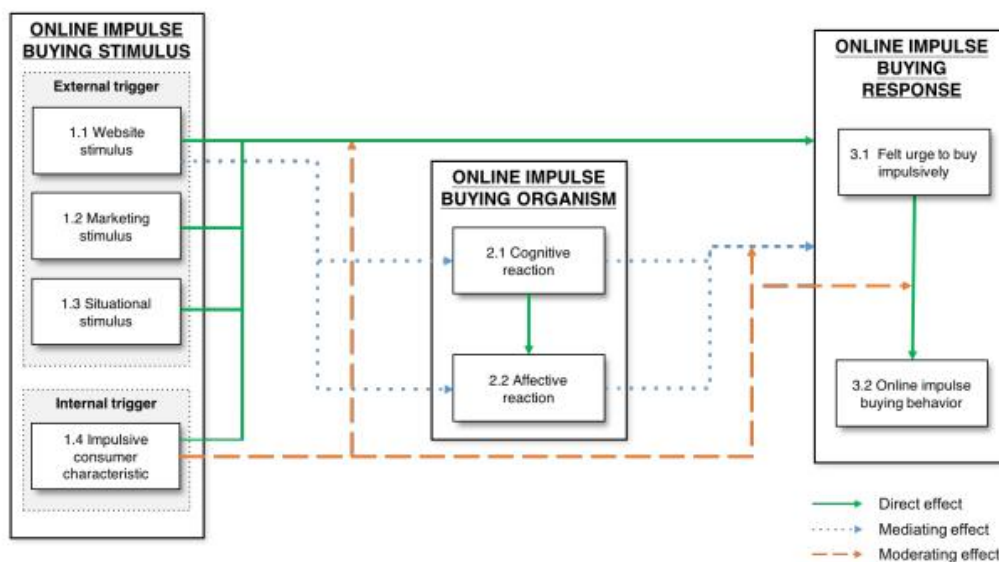


Figure 7. A conceptual framework of online impulse buying research (Chan, 2016)

Based on the previous literature review, consumers' emotions (pleasure, arousal) may affect impulse purchase intention. Compared with perception, people will have an immediate emotional response to the environment. Scholars in different fields agree that emotion is the first level of people's response to the environment, and emotions usually guide the subsequent relationship with the environment (Ittelson, 1973), and emotions do not. There is no obvious reference, so the measurement of emotion will be more precise. Therefore, this article chooses emotion (pleasure, arousal) as Organism.

The entertainment, information richness, and interactivity of social media will all affect the consumer experience and cause emotions. Therefore, this study uses these three dimensions as external stimulus factors. Consumers with the feature of prevention focus are more sensitive to negative results and often show weak motivation in shopping. This defensive trait will also affect consumers' emotions. Therefore, the prevention focus is used as an internal stimulus. The conceptual framework is shown as follows.

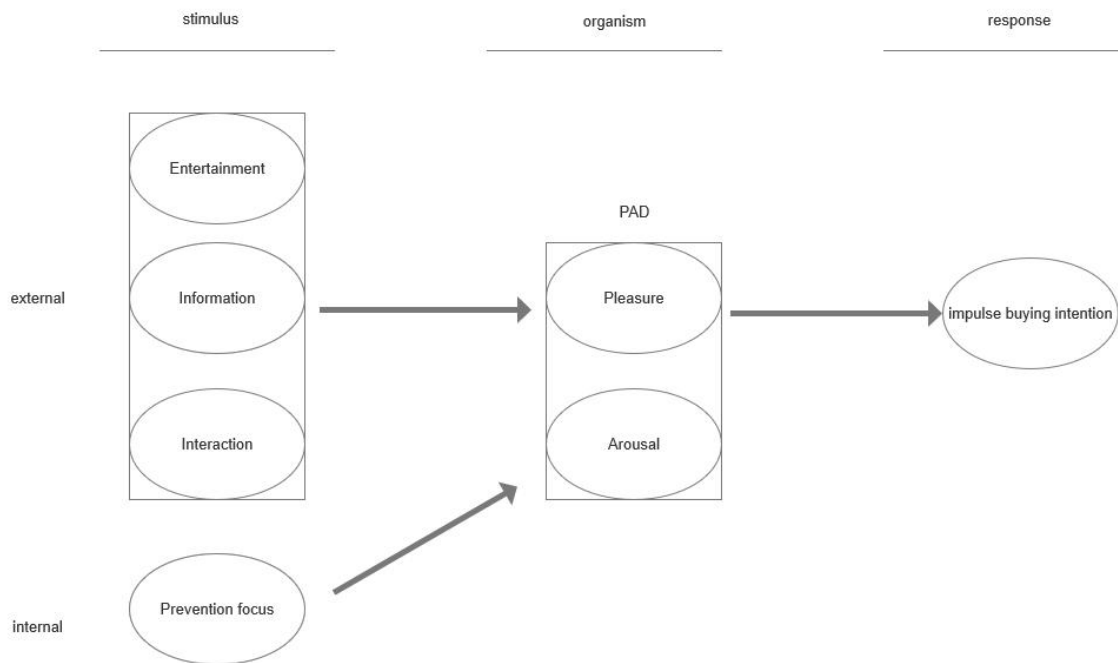


Figure 8 *Conceptual framework of this paper*

Based on previous literature analysis, when consumers are exposed to entertainment factors, they may stay and browse longer in the shopping environment, which increases the possibility of consumers generating impulse purchase intentions and triggering impulse purchase behaviors during the browsing process. And this interest in online shopping activities will make it easier for consumers to feel satisfied during the purchase process (Chen, 2014). Therefore, the hypotheses proposed in this study are:

H1: The entertainment of Wechat marketing has a significant positive effect on consumer's pleasure

H2: The entertainment of Wechat marketing has a significant positive

effect on consumer's arousal

The performance of social interaction in purchasing behavior is mainly the interaction between consumers, including word-of-mouth communication among consumers, common use of a certain commodity by consumers, and communication and interaction between consumers who use the same kind of commodity (Wang, 2017). In the process of interaction, consumers will deepen the impression of the positive advantages of the product, ignore the shortcomings of the product, and stimulate the positive emotions of the consumer. Therefore, the hypotheses proposed in this study are:

H3: The interaction of Wechat marketing has a significant positive effect on consumer's pleasure

H4: The interaction of Wechat marketing has a significant positive effect on consumer's arousal

Chen Lijuan's (2006) research shows that the richness of information in the Internet environment and the quality of information, service quality, and system quality can affect the sense of pleasure. Accompanied by it is a sense of refreshment and satisfaction. The abundance of information will also weaken consumers' perception of time cost, creating an addiction effect. Consumers will feel excited and happy when exposed to a wealth of information. Therefore, the hypotheses proposed in this study are:

H5: The rich information of Wechat marketing has a significant positive effect on consumer pleasure

H6: The rich information of Wechat marketing has a significant positive effect on consumer's arousal

Based on the analysis of the previous literature, consumers with prevention focus characteristics will show lower motivation and will be more difficult to cause emotional fluctuations. Therefore, the hypotheses proposed in this study are:

H7: The prevention focus of Wechat users has a significant negative effect on consumer pleasure

H8: The prevention focus of Wechat users has a significant negative effect on consumer arousal

From the SOR model, it can be seen that the stimulus of the external environment can directly affect the individual's emotions, and then affect the generation of individual behaviors. In the shopping process, when consumers are stimulated from the shopping environment, they will have positive or negative emotions, and they will stimulate or inhibit the generation of purchase intention through emotions. Under the same shopping environment, different consumers have different consumption habits. And evaluation criteria for the same commodity may have different emotional reactions; these emotional reactions will affect the purchase intention and behavior. The purchase decision making is closely related to the purchase intention and consumer emotions, and the purchase intention is the result of the combined effect of various emotional factors and external objective factors (Wang, 2017). Therefore, the hypotheses proposed in this study are:

H9: The pleasure of Wechat users has a significant positive effect on the generation of impulse purchase intention

H10: The arousal of Wechat users has a significant positive effect on the generation of impulse purchase intention

4.2. Research Design and data collection

The purpose of this research is to explore the mechanism of Chinese social media marketing's generation of impulse purchase intention. Because the basic method of its research is to explain and establish the causal relationship between variables, it is most appropriate to use the structural equation model as an empirical research method.

Yue hailong (2005) divided the previous measurement methods of impulse buying into two types: 1. They tend to ask customers about their purchase intentions before they enter the store and then record the actual purchase when they finish shopping and leave. The difference between the two It's an impulse purchase. 2. Tend to ask the respondent to recall past experiences. In view of the fact that the first measurement

method has been proved to be wrong due to the development of the definition. Most researchers use this method of requiring users to recall, but they have not clearly specified a social media platform. Therefore, when responding, respondents often find it difficult because there is no specific situation or because there are too many relevant memories to evaluate the question. Therefore, in this study, we decided to reduce the difficulty of responding to respondents by restricting a certain social media platform, thereby enhancing the authenticity of respondents' responses. The selection criteria are as follows:

1. The market coverage is large enough to ensure even distribution of users.
2. Good marketing environment and active users
3. Users are generally very proficient in the use of social media

After careful selection, we selected participants in Wechat marketing as the research objects. As outlined in the previous article on Wechat marketing, Wechat is the largest social media in China and has a huge market coverage. Wechat has a good marketing environment and frequent marketing activities. Users have a very deep experience in Wechat. Therefore, using Wechat as the representative of Chinese social media can help us better understand the connection between social media marketing and impulse buying intentions.

Previous studies are keen to conduct online and offline questionnaire surveys to quickly collect data, but considering the regional limitations of offline questionnaire collection, this will introduce geographic factors, ethnic factors, occupational factors, and other interferences, resulting in measurement results that are not available. Representative. Therefore, this study only uses the online questionnaire collection method. This research uses the “so jump” platform with a high praise rate for publication. Publish links are scattered through mainstream social media such as Wechat and Weibo.

In the model constructed in the previous article, the entertainment, interactivity, information richness of social media, the user's prevention focus, pleasure, arousal, and impulse purchase intention are all taken as latent variables that need to be measured. In addition, the survey questionnaire should also have two parts: survey

introduction and basic information. This article uses the Likert scale to measure seven potential variables. For the degree of opposition or approval of the questionnaire in this article, there are seven options with increasing degrees of "extremely disagree," "strongly disagree," "disagree," "uncertain," "Agree," "strongly Agree," and "extremely Agree." Participants need to choose the option that is closest to their true thoughts. For the demographic research of respondents, the questionnaire designed four questions about user gender, age distribution, work status, and residence. There are 32 questions in this questionnaire, involving four categories and seven variables, which very disagree, disagree, no opinion, agree, and strongly agree. In order to ensure the validity of the measurement, the measurement of each question item in this study comes from the maturity scale in the literature.

Social media factors (external stimuli)

1. Entertainment Source of scale: Hou Ping&Zhou mingyue (2018)
 - a. I think it is interesting to participate in marketing activities organized by merchants on Wechat
 - b. I feel happy when I read the articles pushed by the official account
 - c. I think the Wechat mini-games made by merchants are interesting
 - d. Wechat marketing activities enriched my life

2. Interaction Source of Scale: Zhong Xiaona (2005)&Fan xiaoping(2007)
 - a. Wechat provides free questions to exchange opinions with others.
 - b. Wechat provides communication functions between buyers and sellers.
 - c. The merchant account on Wechat can respond to the questions and comments raised by customers in a timely manner.
 - d.The interaction on the Wechat public platform can help me understand the product or brand.

- 3.Information Source of Scale: Zhong Xiaona (2005)
 - a. I can get sufficient information from Wechat marketing

- b. The types of goods available for selection on Wechat are abundant and clearly classified.
- c. Wechat has a detailed product introduction, picture display, and purchase operation process description.
- d. Wechat provides non-product information such as other people's experiences or comments for the reference of viewers.

Prevention focus(internal stimuli)

Source of Scale:Liu yanping(2012)

- a. I think less about how to succeed
- b I pay more attention to loss prevention and less consider how to gain profit
- c. In my past life, I always pay attention to prevent bad things from happening
- d. In the past life, I pay more attention to how to avoid failure

Emotion(Organism)

1. Pleasure

Source of Scale:Koo&Lee (2011)

- a.I think Wechat marketing activities make me feel happy
- b.I think Wechat marketing activities make me feel relaxed
- c. I think the Wechat marketing campaign makes me feel satisfied
- d.I think the Wechat marketing campaign makes me feel cheerful

2. Arousal

Source of Scale: Koo&Lee (2011)

- a.I think Wechat marketing activities make me feel exciting
- b.I think Wechat marketing activities make me feel curiosity
- c. I think the Wechat marketing campaign makes me feel nervous
- d.I think the Wechat marketing campaign makes me feel energetic

Impulse purchase intention(response)

Source of Scale: Beatty&Ferrell(1998)

- a. For some products that I did not intend to buy, I have experienced a sudden and strong willingness to buy.

- b. I found a lot of products that I want to buy that are not included in the purchase plan.
- c. I feel a sudden desire to buy a certain product.
- d. I once had a strong desire to buy products in Wechat but ignored whether it was really needed

In view of the fact that Wechat has a large number of users in all age strata and geographical strata, the sampling in this study does not restrict age and geographic factors. Because the research is based on the memories of Chinese consumers' experience in using Wechat, offline surveys will be limited by geographical factors and reduce the degree of data coverage. In addition, offline surveys cannot initially screen the respondents' Internet proficiency, So this research completely uses online surveys. There was no reward mechanism for the distribution of the questionnaire. All the interviewees completed the questionnaire out of interest. Because the links are distributed through Weibo, forums, and Wechat students, the visible authority is everyone, and the participation of a large number of strangers ensures the complexity and dispersion of the respondents.

The questionnaire was produced using the "so jump" platform most recognized by the Chinese academic community, and the information collection process lasted three weeks. In the end, a total of 427 questionnaires were collected in this study.

5. Empirical Study, Analysis, and Results

5.1. Demographic Distribution Analysis

A total of 427 questionnaires were collected in this study, of which 225 were female, and 202 were male. Most of the interviewees are between 18-40 years old, most corporate employees and students. In addition, the vast majority of respondents live in third- and fourth-tier cities.

Table 5.1: Demographic Distribution Analysis

Demographic Distribution Analysis				
Name	Option	Frequency	Percentage (%)	Overall Percentage(%)
Gender	Female	225	52.69	52.69
	Male	202	47.3	100.00
Age group	Under 18	28	6.56	6.65
	18-25	154	36.06	42.71
	26-40	197	46.13	88.84
	41-60	44	10.3	99.14
	Over 60	4	0.94	100.00
Social Status	Enterprises Employee	124	29.03	29.03
	Self Owned Business	62	14.52	43.55
	Student	231	54.09	97.64
	Government Employee	10	2.34	100.00
Place of residence	First-tier cities,	61	14.29	14.29
	second-tier cities or new first-tier cities,	66	15.46	29.75
	third- and fourth-tier cities,	296	69.32	99.07
	rural areas	4	15.71	100.00
Overall		427	100.0	100.0

5.2. Data Analysis

5.2.1. Reliability Analysis

Reliability measurement is judged by the consistency of questionnaire items. The key indicator of reliability analysis is the Cronbach α . It is generally believed that the Cronbach α must be over 0.6, the ideal value over 0.7. If it complies with the regulation, there is no error with the reliability. The basis for this judgment comes from DeVellis (1991)

Table 5.2.1.1: Reliability Analysis of ENT (Entertainment)

Variables	Items	Corrected Item-Total Correlation(CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
ENT	ENT1	.777	.851	.890	4
	ENT2	.701	.880		
	ENT3	.715	.874		
	ENT4	.845	.826		

ENT1: I think it is interesting to participate in marketing activities organized by merchants on Wechat

ENT2: I feel happy when I read the articles pushed by the official account

ENT3: I think the Wechat mini-games made by merchants are interesting

ENT4: Wechat marketing activities enriched my life

It can be seen from the results that the Cronbach α in Entertainment is 0.89 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.2: Reliability Analysis of INT (Interaction)

Variables	Items	Corrected Item-Total	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
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		Correlation			
INT	INT1	.688	.829	.859	4
	INT2	.714	.817		
	INT3	.722	.814		
	INT4	.704	.824		

INT1: Wechat provides free questions to exchange opinions with others.

INT2: Wechat provides communication functions between buyers and sellers.

INT3: The merchant account on Wechat can respond to the questions and comments raised by customers in a timely manner.

INT4: The interaction on the Wechat public platform can help me understand the product or brand.

It can be seen from the results that the Cronbach α in Interaction is 0.859 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.3: Reliability Analysis of IFO(Information)

Variables	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
IFO	IFO1	.643	.847	.859	4
	IFO2	.754	.800		
	IFO3	.744	.804		
	IFO4	.681	.831		

IFO1: I can get sufficient information from Wechat marketing

IFO2: The types of goods available for selection on Wechat are abundant and clearly classified.

IFO3: Wechat has a detailed product introduction, picture display, and purchase operation process description.

IFO4: Wechat provides non-product information such as other people's experiences or comments for the reference of viewers.

It can be seen from the results that the Cronbach α in information is 0.859 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.4: Reliability Analysis of PFO (Prevention Focus)

Variables	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
PFO	PFO1	.775	.889	.909	4
	PFO2	.875	.852		
	PFO3	.739	.901		
	PFO4	.788	.884		

PFO1: I think less about how to succeed

PFO2: I pay more attention to loss prevention and less consider how to gain profit

PFO3: In the past life, I always pay attention to prevent bad things from happening

PFO4: In the past life, I pay more attention to how to avoid failure

It can be seen from the results that the Cronbach α in Prevention Focus is 0.909 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.5: Reliability Analysis of PLE (Pleasure)

Variables	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
PLE	PLE1	.747	.852	.884	4
	PLE2	.734	.857		
	PLE3	.787	.836		
	PLE4	.724	.860		

PLE1: I think Wechat marketing activities make me feel happy

PLE2: I think Wechat marketing activities make me feel relaxed

PLE3: I think the Wechat marketing campaign makes me feel satisfied

PLE4: I think the Wechat marketing campaign makes me feel cheerful

It can be seen from the results that the Cronbach α in Pleasure is 0.884 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.6: Reliability Analysis of ARO (Arousal)

Variables	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
ARO	ARO1	.725	.843	.875	4
	ARO2	.731	.841		
	ARO3	.743	.836		

ARO4 .728 .841

ARO1: I think Wechat marketing activities make me feel exciting

ARO2: I think Wechat marketing activities make me feel curiosity

ARO3: I think the Wechat marketing campaign makes me feel nervous

ARO4: I think the Wechat marketing campaign makes me feel energetic

It can be seen from the results that the Cronbach α in Arousal is 0.875 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

Table 5.2.1.7: Reliability Analysis of IMP(Impulsive purchase intention)

Variables	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	N of Items
IMP	IMP1	.748	.843	.880	4
	IMP2	.745	.845		
	IMP3	.734	.849		
	IMP4	.738	.848		

IMP1: For some products that I did not intend to buy, I have experienced a sudden and strong willingness to buy.

IMP2: I found a lot of products that I want to buy that are not included in the purchase plan.

IMP3: I feel a sudden desire to buy a certain product.

IMP4: I once had a strong desire to buy products in Wechat but ignored whether it was really needed

It can be seen from the results that the Cronbach α in Impulsive purchase intention is 0.88 higher than 0.7, which indicates the strong attribution relationship between the items and the characteristic. The CITC of each item is greater than 0.3, so the correlation between items is very good.

5.2.2. Validity Analysis

Table 5.2.2.1: Validity Analysis of Entertainment Factor

Results of homogeneity test		
Research question	Factor loading	Communality
ENT1:I think it is interesting to participate in marketing activities organized by merchants on Wechat	0.84	0.776
ENT2: I feel happy when I read the articles pushed by the official account	0.77	0.687
ENT3: I think the Wechat mini-games made by merchants are interesting	0.78	0.705
ENT4: Wechat marketing activities enriched my life	0.90	0.848

KMO	0.821	

It can be seen from the results that KMO is equal to 0.821 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communalities are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics

Table 5.2.2.2: Validity Analysis of Interaction Factor

Results of homogeneity test		
Research question	Factor loading	Communality
INT1: Wechat provides free questions to exchange opinions with others.	0.76	0.683
INT2: Wechat provides communication functions between buyers and sellers.	0.79	0.714
INT3: The merchant account on Wechat can respond to the questions and comments raised by customers in a timely manner.	0.79	0.724
INT4: The interaction on the Wechat public platform can help me understand the product or brand.	0.78	0.703

KMO	0.828	
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It can be seen from the results that KMO is equal to 0.828 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communalities are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics.

Table 5.2.2.3: Validity Analysis of Information Factor

Results of homogeneity test		
Research question	Factor loading	Communality
IFO1: I can get sufficient information from Wechat marketing	0.70	0.872
IFO2: The types of goods available for selection on Wechat are abundant and clearly classified.	0.82	0.866
IFO3: Wechat has a detailed product introduction, picture display, and purchase operation process description.	0.84	0.823
IFO4: Wechat provides non-product information such as other people's experiences or	0.85	0.793

comments for the reference of viewers.		
KMO	0.822	

It can be seen from the results that KMO is equal to 0.822 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communalities are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics.

Table 5.2.2.4: Validity Analysis of Prevention Focus Factor

Results of homogeneity test		
Research question	Factor loading	Communality
PFO1: I think less about how to succeed	0.82	0.765
PFO2: I pay more attention to loss prevention, and less consider how to gain profit	0.93	0.876
PFO3: In the past life, I always pay attention to prevent bad things from happening	0.80	0.723
PFO4: In the past life, I pay more attention to how to avoid failure	0.83	0.779
KMO	0.814	

It can be seen from the results that KMO is equal to 0.822 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher

than 0.6, indicating that all items have a good ability to explain variables. The Communalities are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics.

Table 5.2.2.5: Validity Analysis of Pleasure Factor

Results of homogeneity test		
Research question	Factor loading	Communality
PLE1: I think Wechat marketing activities make me feel happy	0.82	0.741
PLE2: I think Wechat marketing activities make me feel relaxed	0.77	0.727
PLE3: I think the Wechat marketing campaign makes me feel satisfied	0.87	0.788
PLE4: I think the Wechat marketing campaign makes me feel cheerful	0.78	0.714
KMO	0.834	

It can be seen from the results that KMO is equal to 0.834 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communalities are higher than 0.4, indicating that all items have a good explanatory ability for the variable with common characteristics.

Table 5.2.2.6: Validity Analysis of Arousal Factor

Results of homogeneity test		
Research question	Factor loading	Communality
ARO1: I think Wechat marketing activities make me feel exciting	0.80	0.720
ARO2: I think Wechat marketing activities make me feel curiosity	0.79	0.727
ARO3: I think the Wechat marketing campaign makes me feel nervous	0.82	0.741
ARO4: I think the Wechat marketing campaign makes me feel energetic	0.78	0.724
KMO	0.832	

It can be seen from the results that KMO is equal to 0.832 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communality are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics.

Table 5.2.2.7: Validity Analysis of impulse purchase intention Factor

Results of homogeneity test		
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Research question	Factor loading	Communality
ARO1: I think Wechat marketing activities make me feel exciting	0.82	0.745
ARO2: I think Wechat marketing activities make me feel curiosity	0.81	0.741
ARO3: I think the Wechat marketing campaign makes me feel nervous	0.79	0.727
ARO4: I think the Wechat marketing campaign makes me feel energetic	0.80	0.733
KMO	0.837	

It can be seen from the results that KMO is equal to 0.837 higher than 0.6, so these items are suitable for factor analysis. The factor loading of all items are higher than 0.6, indicating that all items have a good ability to explain variables. The Communality are higher than 0.4, indicating that all items have the good explanatory ability for the variable with common characteristics.

5.2.3. Confirmatory Factor Analysis

There are 7 variables for the model, including 28 items. After confirmatory factor analysis, the following figure and table are obtained.

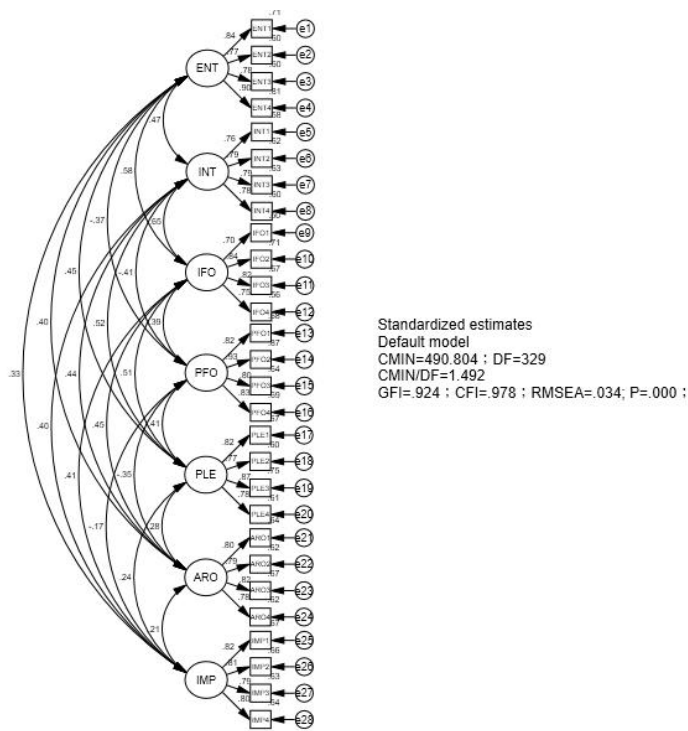


Table 5.2.3.1: Model fit of CFA

Model fit	Recommended values	Measurement model
CMIN	–	490.804
DF	–	329
P	<0.05	0
CMIN/DF	<3	1.492
GFI	>0.9	0.924
AGFI	>0.9	0.907
CFI	>0.9	0.978
RMSEA	<0.08	0.034

It can be seen from the table that CMIN / DF=1.492, GFI,AGFI and CFI all reach the standard value(> 0.9), RMSEA is 0.034(<0.08), it can be considered that this model has an acceptable model fit.

Table 5.2.3.1: Factor loading

	Estimate	S.E.	C.R.	P	Std.estimate
ENT1 <--- ENT	1.000				.841
ENT2 <--- ENT	.948	.051	18.424	***	.772

	Estimate	S.E.	C.R.	P	Std.estimate
ENT3 <--- ENT	.909	.049	18.541	***	.775
ENT4 <--- ENT	1.031	.045	22.909	***	.903
INT1 <--- INT	1.000				.765
INT2 <--- INT	.976	.061	16.059	***	.785
INT3 <--- INT	1.001	.062	16.216	***	.793
INT4 <--- INT	.852	.054	15.894	***	.777
IFO1 <--- IFO	1.000				.704
IFO2 <--- IFO	1.168	.074	15.725	***	.843
IFO3 <--- IFO	1.178	.077	15.384	***	.821
IFO4 <--- IFO	1.009	.071	14.143	***	.747
PFO1 <--- PFO	1.000				.823
PFO2 <--- PFO	1.144	.048	23.833	***	.935
PFO3 <--- PFO	.945	.049	19.349	***	.803
PFO4 <--- PFO	.979	.048	20.281	***	.829
PLE1 <--- PLE	1.000				.820
PLE2 <--- PLE	.974	.055	17.558	***	.774
PLE3 <--- PLE	1.075	.053	20.183	***	.866
PLE4 <--- PLE	.915	.052	17.682	***	.778
ARO1 <--- ARO	1.000				.799
ARO2 <--- ARO	.920	.054	17.064	***	.790
ARO3 <--- ARO	.981	.055	17.761	***	.819
ARO4 <--- ARO	.981	.058	16.941	***	.785
IMP1 <--- IMP	1.000				.816
IMP2 <--- IMP	1.050	.058	18.183	***	.813
IMP3 <--- IMP	.986	.056	17.661	***	.793
IMP4 <--- IMP	.930	.052	17.790	***	.798

Table 5.2.3.2:Result of Convergent validity

	CR	AVE
ENT	0.894	0.680
INT	0.861	0.609
IFO	0.861	0.610
PFO	0.912	0.721
PLE	0.884	0.657
ARO	0.875	0.637
IMP	0.881	0.648

From the table, it can be seen that the standardized factor loading of each item is more than 0.7, the composite reliability (CR) of all the variables are over 0.7, and the average variation extraction (AVE) of all the variables are over 0.6, indicating that each variable has good convergence validity.

Table 5.2.3.3:Results of correlation and discriminant validity analysis

	ENT	INT	IFO	PFO	PLE	ARO	IMP
ENT	0.825						
INT	.438**	0.780					
IFO	.525**	.558**	0.781				
PFO	-.358**	-.381**	-.353**	0.849			
PLE	.421**	.451**	.440**	-.375**	0.810		
ARO	.362**	.382**	.388**	-.327**	.237**	0.798	
IMP	.292**	.344**	.362**	-.149**	.214**	.186**	0.805

** . Correlation is significant at the 0.01 level (2-tailed).

In correlation matrix, it can be seen that ENT was significantly and positively correlated with PLE($r = .421, p < .05$), ARO($r = .362, p < .05$); INT was significantly and positively correlated with PLE ($r = .451, p < .05$), ARO($r = .382, p < .05$); IFO was significantly and positively correlated with PLE($r = .440, p < .05$), ARO($r = .388, p < .05$); PFO was significantly and negatively correlated with PLE ($r = -.375,$

$p < .05$), ARO ($r = -.327, p < .05$); PLE was significantly and positively correlated with IMP ($r = .214, p < .05$); ARO was significantly and positively correlated with IMP ($r = .186, p < .05$), And the square roots of factors' AVEs were higher than their correlation coefficients with other factors that strongly supporting the discriminant validity.

5.2.4. Structure Equation Model and Hypothesis Testing

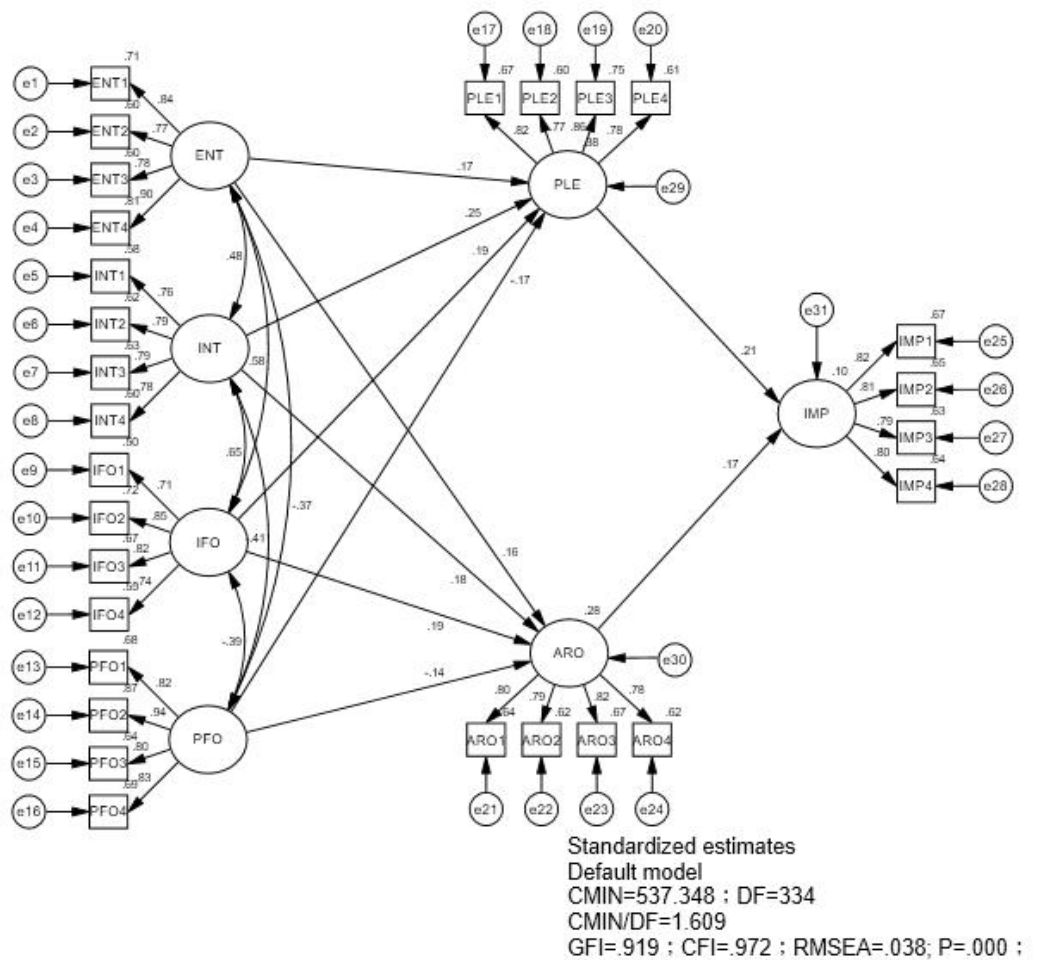


Table 5.2.4.1: model fit of SEM

Model fit	Recommended values	Measurement model
CMIN	-	537.348
DF	-	334
P	<0.05	0
CMIN/DF	<3	1.609

GFI	>0.9	0.919
AGFI	>0.9	0.901
CFI	>0.9	0.972
RMSEA	<0.08	0.038

It can be seen from the table that CMIN / DF=1.609, GFI,AGFI and CFI all reach the standard value(> 0.9), RMSEA is 0.038(<0.08), it can be considered that this model has an acceptable model fit.

Table 5.2.4.2: Result of Path analysis

	Path		Std.Estimate	Estimate	S.E.	C.R.	P
PLE	<---	ENT	0.165	0.166	0.06	2.785	0.005
PLE	<---	INT	0.254	0.262	0.072	3.664	***
PLE	<---	IFO	0.187	0.22	0.087	2.536	0.011
PLE	<---	PFO	-0.172	-0.179	0.054	-3.343	***
ARO	<---	ENT	0.16	0.151	0.06	2.53	0.011
ARO	<---	INT	0.183	0.177	0.071	2.501	0.012
ARO	<---	IFO	0.189	0.209	0.087	2.407	0.016
ARO	<---	PFO	-0.138	-0.135	0.053	-2.529	0.011
IMP	<---	PLE	0.213	0.198	0.053	3.723	***
IMP	<---	ARO	0.171	0.17	0.057	2.983	0.003

***, p<0.001

According to the result, it can be found that ENT has a significant positive impact on PLE($\beta = 0.165, p < 0.05$), the hypothesis is well supported; INT has a significant positive impact on PLE($\beta = 0.254, p < 0.05$), the hypothesis is well supported; IFO has a significant positive impact on PLE($\beta = 0.187, p < 0.05$), hypothesis is well supported; PFO has a significant negative impact on PLE($\beta = -0.172, p < 0.05$), the hypothesis is well supported; ENT has a significant positive impact on ARO($\beta = 0.16, p < 0.05$), the hypothesis is well supported; INT has a significant positive impact on ARO($\beta = 0.183, p < 0.05$), the hypothesis is well supported; IFO has a significant positive impact on ARO($\beta = 0.189, p < 0.05$), the hypothesis is well supported; PFO has a significant negative impact on ARO($\beta = -0.138, p < 0.05$), the hypothesis is well supported; PLE has a significant positive impact on IMP($\beta = 0.213, p < 0.05$), the

hypothesis is well supported; ARO has a significant positive impact on IMP ($\beta = 0.171, p < 0.05$), the hypothesis is well supported.

According to the research results, we verified all the hypotheses:

Table 5.2.4.3: Result of Hypotheses testing

Hypothesis	Content	Outcome
H1	The entertainment of Wechat marketing has a significant positive and on consumer's pleasure.	Supported
H2	The entertainment of Wechat marketing has a significant positive and on consumer's arousal	Supported
H3	The interaction of Wechat marketing has a significant positive and on consumer's pleasure	Supported
H4	The interaction of Wechat marketing has a significant positive and on consumer's arousal	Supported
H5	The rich information of Wechat marketing has a significant positive effect on consumer pleasure.	Supported
H6	The rich information of Wechat marketing has a significant positive and on consumer's arousal	Supported
H7	The prevention focus of Wechat users has a significant negative effect on consumer pleasure.	Supported
H8	The prevention focus of Wechat users has a significant negative effect on consumer arousal	Supported
H9	The pleasure of Wechat users has a significant positive effect on generation of impulse purchase intention	Supported
H10	The arousal of Wechat users has a significant positive effect on generation of impulse purchase intention	Supported

6. Conclusions and Discussions

6.1. *Conclusions and theoretical contribution*

The purpose of this research is to explore the role and effect of Chinese social media marketing factors in the process of impulsive purchase intention generation. Taking Wechat as an example in the study, based on the SOR model, we explored and verified the process of Wechat users from exposing the Wechat marketing environment to generating impulse purchase intentions. In order to make the explanation of the generation mechanism of impulsive purchase intention in this environment more comprehensive, we added the internal stimulus factor of Wechat user's Prevention focuses as an independent variable to explore the influence of Wechat user's personality traits in this process. In addition, the two dimensions of emotional measurement (pleasure and arousal) are used as intermediate variables to measure the first-level response of Wechat users after receiving stimuli and their own influence on impulse purchase intentions. Conclusion as below:

1. The entertainment, interaction, and information richness of Wechat marketing have a positive impact on the user's pleasure and arousal. The more entertaining Wechat marketing activities are, the easier it is for users to get pleasant emotions. This kind of pleasure not only comes from the marketing activity itself but also from the additional benefits of the activity. For example, the entertainment of social media marketing can establish an emotional bond between users and brands, so users will feel familiar and comfortable (Sheth, 2017). The entertainment of Wechat marketing activities will also stimulate the production of Arousal's emotions. Users often feel excited and curious when exposed to entertainment factors and even reach the state of mental flow. This is a state of high concentration, and users are often unwilling to be interrupted.

The higher the interaction of Wechat marketing activities, the easier it is for users to have Pleasure and arousal emotions. In this study, we only discussed human interaction rather than human-computer interaction and product interaction.

Interpersonal interaction is divided into interactions between businesses and consumers through public accounts, interactions between consumers and acquaintances, and interactions between consumers and other unfamiliar consumers. The service quality, interaction speed, and feedback efficiency of merchants will all affect the happiness of consumers (Chen, 2016). In highly interactive marketing activities, the participation of consumers and acquaintances in partnership will trigger enthusiasm for the activity. The interaction between opportunities and strangers breaks the barriers of "depersonalization" of the Internet and makes users feel more comfortable.

The greater the richness of information in Wechat marketing, the easier it is for users to produce pleasure and arousal. The information provided by Wechat marketing can be divided into subject information and peripheral information (Deng, 2010). Users can actively or passively receive subject information to understand the business's propositions, which can then be transformed into problem-solving capabilities, and users will feel satisfied. The surrounding information stimulates the user's curiosity, which in turn generates the urge to receive more information.

2. The prevention focus of Wechat users has a negative impact on their own pleasure and arousal. The higher the prevention focus of Wechat users, the more difficult it is to generate pleasure and arousal. Individuals with obvious prevention focus characteristics are less prone to emotional fluctuations (Cao, 2012). This paper studies the long-term regularity focus, while the short-term regularity focus is triggered by the situation (Wang, 2006), so this conclusion may not be applicable.

3. Wechat users' pleasure and arousal have a positive impact on impulse purchases. Consumers' pleasant emotions and arousal emotions can positively affect their impulsive purchase intentions. When consumers feel satisfied, happy and happy, or feel excited, active and excited, they can all promote the possibility of consumers

buying products or services. Impulse buying occurs because of high emotional response, low cognitive control, and inspire consumers to purchase impulse (Weinberg & Gottwald, 1982). Certain advertising and promotional activities try to use emotional appeals to attract consumers, and emotions are also a powerful influence in the process of impulsive purchases (Rook & Gardner, 1988; Rook. 1987), when consumers receive the manufacturer's offer After stimulation because emotional response drives immediate and reckless purchase intentions Beatty & Ferrell (1998). This study found that both Pleasure and Arousal can make people feel unrestrained and live, vigorous power and desire to reward oneself, so those emotions will increase impulsive desire and produce impulsive buying behavior.

The difference between this research and previous related research is that the research on social media marketing is not limited to a specific scenario, so the research results are universal and general. Secondly, this research is the first research on impulse purchase intention using Wechat marketing as an example. It was completed by asking respondents to recall the experience of Wechat marketing. The information is true and accurate. Therefore, it is useful for follow-up Wechat-related research. Reference value. This article puts the prevention focus of Wechat users as a personality feature into the SOR of impulse buying for the first time. The current research on Chinese consumers has not done so. In fact, due to cultural influence, the regularity focus of Chinese consumers is very special and complicated (Guo, 2010). This article provides a reference for the follow-up study of Chinese consumers on impulse buying relations, including regularity focus theory.

6.2. *Managerial implications*

Regarding practical Contribution, this article explores and validates the marketing factors that affect Wechat users' impulse purchase intentions by modeling Wechat users. The research results are very meaningful for future merchants'

marketing activities on Wechat and subsequent iterations of the Wechat platform.
Suggestions below:

1. Create a good atmosphere to stimulate consumers' pleasure and arousal.

The research results show that pleasure and arousal are important factors influencing the impulsive purchase intention of Wechat users. Therefore, it is necessary to explore the psychological needs of consumers. Through information technology and website design, they can touch consumers' emotions in many ways, which is helpful for promoting online impulsivity. Buying is of great significance.

2. Improve the information richness of the website and drive the attractiveness of the website

The rich performance of website information effectively stimulates consumers' positive emotions and significantly promotes consumers' impulsive purchase intentions. To improve the richness of information, you can start from the following two points: First, try to increase the richness of product information, including product prices, performance, and comments on defects, and at the same time add a search mechanism that is convenient for product inquiries and comparisons. Secondly, to publicize the peripheral information of the product, such as related knowledge of the same festival, etc., to promote the symbolic value of the product in addition to the functional value.

3. Create a first-class communication platform and create a spiritual home for consumers

The interactive nature of the website can effectively stimulate consumers' positive emotions and significantly promote the generation of consumers' impulsive purchase intentions. For online retailers, you can start from the following: one is to provide consumers with a chat room to communicate with sellers in a timely manner so as to quickly understand the wishes of consumers and solve the problems raised by consumers; Spaces for the free exchange of opinions, such as forums, communities,

etc., through the management of the content of posts, etc., to maximize consumers' interest and enhance consumers' sense of group identity.

6.3. Limitations and further research

The biggest limitation of this study is that the study acquiesces that Chinese social media users are more proficient in the use of social media, have a good perception of marketing elements, and have a good understanding of the items. In fact, although Chinese social media users are distributed in all age groups, not all users have in-depth experience with social media. According to a report from the National Bureau of Statistics of China, the current number of illiterates in China is about 54.66 million to 79 million. They can be divided into traditional illiterate (not capable of reading and writing) and functional illiterate (not able to use computer technology for learning and communication). In view of this huge proportion, the research on impulse purchase intention in the illiterate social media environment in China is meaningful and special. The survey methods of this study cannot cover this group, and further independent research is needed to subdivide and study the illiterate group.

This study did not distinguish between genders of consumers. The researchers found that female consumers have the perceptual qualities of herding and impulsiveness, as well as a strong ability to absorb and disseminate information. Female consumers are often more likely to produce impulsive purchase intentions than male consumers (Zhuang, 2015). Therefore, the following research can further analyze the impulsive willingness generation mechanism of Chinese consumers through multi-group analysis.

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Appendix : Questionnaire

The Impact of Wechat Marketing on Impulse

Buying-Questionnaire

Hello! Thank you very much for participating in this questionnaire survey. The entire questionnaire takes about 5 minutes. The survey will be conducted anonymously. All feedback data and personal information will be used for academic research and will be kept strictly confidential. Thank you for your participation!

1. What's your gender?

A. Male B. Female

2. What's your age?

A. Under 18 B. 18-25 C. 26-40 D. 41-60 E over 60

3. What's your professional status?

A. Enterprises Employee B. Self Owned Business C. Student D. Government Employee

4. Where do you live?

A. Enterprises Employee B. Second-tier cities or new first-tier cities C. Third- and fourth-tier cities D. Rural areas

Next, please choose a number from "1-7" to score the following statement.

1—Extremely disagree, 2—Strongly disagree, 3—Slightly disagree, 4—Neither agree nor disagree, 5—Slightly agree, 6—Strongly agree, 7—Extremely agree

	Extremely disagree → Extremely agree						
Please fill in One circle for each question	1	2	3	4	5	6	7
Entertainment							
a. I think it is interesting to participate in marketing activities organized by							

merchants on Wechat.							
b. I feel happy when I read the articles pushed by the official account.							
c. I think the Wechat mini-games made by merchants are interesting.							
d. Wechat marketing activities enriched my life.							
Interaction							
a. Wechat provides free questions to exchange opinions with others.							
b. Wechat provides communication functions between buyers and sellers.							
c. The merchant account on Wechat can respond to the questions and comments raised by customers in a timely manner.							
d. The interaction on the Wechat public platform can help me understand the product or brand.							
Information richness							
a. I can get sufficient information from Wechat marketing							
b. The types of goods available for selection on Wechat are abundant and clearly classified.							
c. Wechat has a detailed product introduction, picture display, and purchase operation process description.							
d. Wechat provides non-product							

information such as other people's experiences or comments for the reference of viewers.							
Prevention focus							
a. I think less about how to succeed.							
b I pay more attention to loss prevention and less consider how to gain profit.							
c. In my past life, I always pay attention to prevent bad things from happening.							
d. In the past life, I pay more attention to how to avoid failure.							
Pleasure							
a.I think Wechat marketing activities make me feel happy.							
b.I think Wechat marketing activities make me feel relaxed.							
c. I think the Wechat marketing campaign makes me feel satisfied.							
d.I think the Wechat marketing campaign makes me feel cheerful.							
Arousal							
a.I think Wechat marketing activities make me feel exciting.							
b.I think Wechat marketing activities make me feel curiosity.							
c. I think the Wechat marketing campaign makes me feel nervous.							

d.I think the Wechat marketing campaign makes me feel energetic.							
Impulse purchase intention							
a. For some products that I did not intend to buy, I have experienced a sudden and strong willingness to buy.							
b. I found a lot of products that I want to buy that are not included in the purchase plan.							
c. I feel a sudden desire to buy a certain product.							
d. I once had a strong desire to buy products in Wechat but ignored whether it was really needed							

