

# AN INVESTIGATION OF FACTORS INFLUENCING MICROBLOGGING ACCOUNTS ACTIVITY EFFECTIVENESS: A CASE OF CHINA

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## **Abstract**

**Objective** - The objective of this study was to understand the factors influencing microblogging accounts activity effectiveness and to find out the factors that have more strong effect on intention to forward.

**Methodology** - A quantitative study was adopted for collecting data. Four hundred questionnaires are distributed in Guangzhou, China. The respondents are Chinese users of Weibo service. T-test, F-test, Crosstab analysis and multiple regression are used for analyzing data.

**Finding** - This study uses intention to forward as a measure of microblogging account's effectiveness. The result shows that, on one hand, people in different demographic groups (gender, age, education and region) have different perception levels toward content, timing, interaction and intention to forward. On the other hand, content, timing and interaction have effect on intention to forward. Moreover, among four dimensions of content, usefulness has the strongest impact on intention to forward.

**Practical implications** - As suggested in this studies enterprises need to make a plan on official accounts' daily operation, try to find out the optimal content, timing and interaction tools to attract the attention of followers. Enterprises also need to change their plans based on the follower's group changing preference, to be the first to grasp the opportunity.

**Keywords** - Microblogging, Intention to forward, Activity effectiveness, Weibo.

**Paper type** - Research paper

## **1. Introduction**

Nowadays, microblogging site becomes an important tool for communication. In people's daily life, with the developing of network technology, microblogging become

one part of human's life. Using Twitter as an example, at the end of 2014, Twitter got 288 million monthly active users. There are more than 500 million Tweets sent every day. More than 90% of users are following a brand's account, and 33% of followers share a brand or product with others (Twitter Inc., 2015). In business, many researchers find that enterprises can benefit by using microblog. Since it can aggregate a large number of consumers, and can have a direct return in increased user engagement (Strauss & Frost, 2009). Microblog can also help organizations increase traffic, increase brand awareness, increase sales, and reduce costs (Weber, 2009).

A large number of enterprises begin to realize that using microblog to build a brand and promote themselves is very important. But in fact, by doing research related to eWOM (electronic Word of Mouth), Jansen et al. (2012) analyzed more than 150,000 microblog posts, and found that some enterprises have no clear idea about microblog management. In China, Xing (2013) did research about enterprise microblog marketing performance, and found that most enterprises don't understand how to increase the influence power of their microblogging accounts.

Thus, for enterprises and organizations who are using or want to use microblog as a platform to connect with consumers, finding out the strategy to increase the intention to forward on microblog is very necessary.

## **2. Literature review**

### 2.1 Content

Kaplan & Haenlein (2011) found that different characteristics of content can be combined in one post, this way can make microposts more vivid. Brookes (2010) also suggested enterprises try to use different characteristics such as link, picture, video and text or question to attract the attention of followers. De Vries et al. (2012) had classified content into 3 vividness levels. Thereinto, pictorial is low level, event is medium level and video belong to high level.

By exploring how social media help marketers succeed, Lewis (2010) suggested that microblog managers need to post something of value to those who visit it. Such as newsletters, hosting discussions that provide links to articles, videos or writing tips relevant to your industry. Zhang (2012) found that posts on some topics which people needed can get more forwards and more comments from the followers.

The number of characters in one post is more better or fewer better always have different opinions. Duffy (2013) suggested that fewer is better. By interviewing a lot of successful marketers, she recommended that enterprises' microblogs need to be short but like a memorable sound. But by analyzing the AISAS Model, Jin et al. (2010) found that there is no relationship between length and the number of forwards. On the contrary, his research team recommended microblog managers need to make the most of 140 characters and explain the content clearly. Nowadays, the discussions

which centered around the length of micropost have no identical conclusion.

## 2.2 Timing

Many researchers take a conservative view of timing. On one hand, they believe that be active on posting can lead to a positive impact of microblog forwarding number. On the other hand, they also believe that posting too frequency might be terrible. But how often will be terrible is the question that researchers always argue.

Dahlén et al., (2003) found that there is a positive correlation between brand attitude and the time which spent on a web site. But other researchers such like Gerber (2014) and Rotolo (2010) suggested that don't post micropost too often or frequently, since it might become noise to the followers. By researching more than 500,000 tweets and wasting more than 15 mouths, a team at Georgia found that posting 8 posts per hour is optimum (Zetlin, 2013).

## 2.3 Interaction

Duffy (2013) found that for the enterprise, keeping interact with follower is critical. Because of online service is absolutely how people judge brands and businesses, and consumer are enjoy the feeling of interaction. But whatever, Boyd et al. (2011) introduced that for different microblogging sites, the basic interaction function are similar, which including "like", "forward" and "comment".

In the research which study about the relationship between interactivity and the number of follower click "like" , De Vries et al. (2012) classified the interactivity evaluate measurement to three levels, including: (1) Voting (manager holding a vote, let flowers to vote) is low level; (2) Calling to act (e.g., commenting follower, forwarding follower's comment), Contesting (brand fans are requested to do something, like forwarding the micropost and win prizes) are medium level; (3) asking question in the post, and quiz (similar to question, but now brand fans can win prizes) are high level. The results show that except voting and calling to act, other interactivity posts are significant and positive to the number of like.

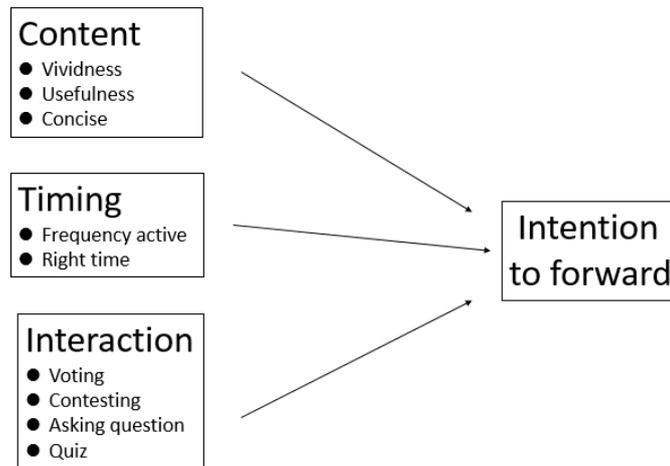
## 2.4 Intention to forward

Researchers always like using influence power to measure the effectiveness of microblogging account. Cha et al. (2010) had found that the number of forwarding has stronger impact on influence power of microblogging account. Same with Cha et al., by doing the research of social media and business, Narayanan et al. (2012) found that on microblogging sites followers are passive. But influence power is something that enterprises can overcome the passivity of users in order to propagate the content. That mean if account manager cannot find of the way to increase the intention to forward, the influence power will be low.

## 2.5 Conceptual framework and hypothesis

By doing the literature review, the author found that on microblogging site, a

microblogging accounts is effectiveness or not is dependent on intention to forward (share/retweet the information on microblog).



**Figure 1** The framework of the research

And the forward intention is based on the factors which including content, timing and interaction. Hence, the hypotheses of this study are put forth as follows:

- H1.** Content of the micropost has an effect on intention to forward.
- H2.** Timing of post has an effect on intention to forward.
- H3.** Interaction has an effect on intention to forward.

### 3. Methodology

#### 3.1 Sampling strategy and research instrument

In July 2015, author spend 2 weeks and used questionnaire as a tool to collect the data from Chinese Weibo user. 400 valid questionnaires were collected in Guangzhou city, China. The questionnaire had been divided into 5 sections, asking the question based on each factors of framework (content, timing, interaction, and intention to forward) and the basic information of interviewee. The structure of questionnaire are as follows:

**Table 1** Questionnaire structure

	<b>Factor</b>	<b>Type</b>
<b>Section 1</b>	Basic information	Categorical
<b>Section 2</b>	Content	Continuous
<b>Section 3</b>	Timing	Categorical
<b>Section 4</b>	Interaction	Continuous
<b>Section 5</b>	Intention to forward	Continuous

### 3.2 Data Analysis

Based on the questionnaire design, for exploring the relationship between “content”, “interaction” and “intention to forward”, the author used multiple regression method to do the analysis. And for exploring the relationship between “timing” and “intention to forward”, the author used F- test method to do the analysis.

Other than hypothesis testing, In order to know people in different gender, age, education and region have different perception on content, timing, interaction and intention to forward or not, the author also done the T-test and Crosstab analysis between demographic category and the 4 variables in the research. Since some of items which relative to demographic have more than 3 choices in questionnaire, for easy to test, the author had done group control to each of item, to make respondents in different demographic items be divided into only 2 groups.

## 4. Data Analysis and Results

### 4.1 Reliability analysis

Author used Cronbach's Alpha ( $\alpha$ ) to estimate the reliability of data in research.

**Table 2** The reliability of variables

Variables	N of item	N	Cronbach's Alpha( $\alpha$ )
<b>Content</b>			
Vividness	6	400	.724
Usefulness	4	400	.776
Concise	3	400	.862
<b>Interaction</b>	6	400	.831
<b>Intention to forward</b>	5	400	.798

Result in **Table 2** had shown that, Cronbach's Alpha of concise ( $\alpha=.862$ ) and interaction ( $\alpha=.831$ ) were higher than 0.80, suggesting that these two items had relatively high internal consistency. At the same time, Cronbach's Alpha of intention to forward ( $\alpha=.798$ ), usefulness ( $\alpha=.776$ ) and vividness ( $\alpha=.724$ ) were between 0.7 and 0.8, suggesting the variables are quit bit reliable.

### 4.2 Descriptive analysis

**Table 3** Demographic information - Basic information

<b>Basic Classification</b>			<b>Group Control</b>		
Variable	Frequency (N=400)	Percentage	Variable	Frequency (N=400)	Percentage
<b>Gender</b>					
Male	193	48.25%	Male	193	48.25%
Female	207	51.75%	Female	207	51.75%

<b>Age</b>					
≤20	34	8.5%	Young	270	67.5%
21-30	236	59%			
31-40	105	26.25%	Maturity or Old	130	32.5%
41-50	17	4.25%			
>50	8	2%			
<b>Education</b>					
Secondary school	8	2%	Non-college or vocational	90	22.5%
High school	30	7.5%			
Vocational degree	52	13%			
Bachelor degree	256	64%	Bachelor or higher	310	77.5%
Master degree or higher	54	13.5%			
<b>Regional</b>					
Central China and South China	132	33%	South	294	73.5%
East China	122	30.5%			
South Central China	40	10%			
Northwest China	16	4%	North	106	26.5%
Northeast China	23	5.75%			
North China	67	16.75%			

**Gender, age, education and regional** - Among a total of 400 respondents, there were 193 respondents were male (48.25%) and 207 were female (51.75%). The major age of respondents were between 21 and 40 years old, accounts for about 85%. Major education level of respondents were bachelor degree (64%). 73.5% of respondents were from south China, and 26.5% were from north China

**Table 4** Variable description analysis - Timing

Option	Frequency (N=400)	Percent
<b>How often do you check your Weibo?</b>		
≥3 times a per day	75	18.8%
1- 2 times per day	262	65.5%
5-6 times per week	35	8.8%
3-4 times per week	10	2.5%
1-2 times per week or less	18	4.5%
<b>You are more active on Weibo at (Active day)</b>		
Business hours on weekday	79	19.8%
Non-business on weekday	261	65.3%
Weekends and holidays	60	15.0%
<b>You are more active on Weibo at (Active time)</b>		
9:30 AM – 12:00 AM	35	8.8%
3:30 PM – 5:30 PM	68	17.0%
08:30 PM – 11:30 PM	264	66.0%

**Timing** – Most or 65.5% of respondents were checked their Weibo 1- 2 times per day. The major or 65.3% respondents were more activated on Weibo at non-business time on weekday. And most or 66.0% of respondents were activated on Weibo at 08:30 PM – 11:30 PM.

**Table 5** Variable description analysis - Content, interaction and intention to forward

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Content</b>	400	1	5	3.85	.483
Vividness	400	2	5	3.92	.501
Usefulness	400	2	5	3.94	.612
Concise	400	1	5	3.59	.975
<b>Interaction</b>	400	1	5	3.87	.681
Voting	400	1	5	3.48	.875
Contesting	400	1	5	3.83	1.020
Asking question	400	1	5	3.52	.923
Quiz	400	1	5	4.10	.979
<b>Intention to forward</b>	400	2	5	4.07	.617

**Usefulness and intention to forward** - By doing variable description analysis to content, interaction and intention to forward, the result had shown that the mean of content and interaction were 3.85 and 3.87, illustrates that respondents keep a agree attitude to these two variables. And the mean of intention to forward was 4.07, also shown the respondents keep a agree attitude to this variables.

It is important to note that, vividness, concise and interaction had designed as gradient questions in the questionnaire. Thus, simply comparing with the mean of these 3 variables are not detailed and not comprehensive. Hence, the author had done a further description analysis to each of item in the dimensions as follows:

**Table 6** Descriptive Statistics – Vividness

	N	Minimum	Maximum	Mean	Std. Deviation
Pure text	400	1	5	3.03	.755
Picture	400	1	5	3.94	.669
Video	400	1	5	3.76	.837
Text and Picture	400	1	5	4.31	.704
Text and Video	400	1	5	4.10	.800
Text, Picture and Video	400	1	5	4.40	.852

**Vividness** - The result in **Table 6** had shown that, “pure text” (mean=3.03), “picture” (mean=3.94) and “video” (mean=3.76) got the mean between 3 and 4. But “text and picture” (mean=4.31), “text and video” (mean=4.10) and “text, picture and video” (mean=4.40) got the mean between 4 and 5. The result shows that for one single micropost, the element more complex will get more respondents’ attraction.

It should note that, “pure text” shown a low vividness in this research; “picture” and “video” are middle vividness; but “text and picture”, “text and video”, and “text, picture and video” are high vividness.

**Concise** - The author had designed 3 microposts which had same general idea but different number of words in the questionnaire. There into, micropost A had 140 characters, B had 104 characters and C had 81 characters. **Table 7** had shown that all the micropost got the mean between 3 and 4. Reflecting that facing the descriptions, perception of the respondents are at agree level. But mean of each item was different, from high to low were C3 (mean=3.67), C2 (mean=3.60) and C1 (mean=3.48).

**Table 7** Descriptive Statistics – Concise

	Item	N	Minimum	Maximum	Mean	Std. Deviation
C1	Compare with Micropost B, I feel Micropost A will make me feel better.	400	1	5	3.48	1.187
C2	Compare with Micropost C, I feel Micropost B will make me feel better.	400	1	5	3.60	1.045
C3	Compare with Micropost C, I feel Micropost A will make me feel better.	400	1	5	3.67	1.067

**Interaction - Table 8** had shown that, for each of the interaction tool, the mean from high to low were quiz (mean=4.10), contesting (mean=3.83), asking question (mean=3.52) and voting (mean=3.48). Based on the size of mean, these 4 interaction tools can be divided into 3 different groups: Quiz is high attractive group; contesting is middle attractive group; asking question and voting are low attractive group.

**Table 8** Descriptive Statistics – Interaction

	N	Minimum	Maximum	Mean	Std. Deviation
Voting	400	1	5	3.48	.875
Contesting	400	1	5	3.83	1.020
Asking question	400	1	5	3.52	.923
Quiz	400	1	5	4.10	.979

#### 4.3 T-test and Crosstab analysis

In order to know respondents in different gender, age, education and region have different perception levels to the variables or not. The author had done T-test and Crosstab analysis between demographic and variables before doing hypothesis test. The results had shown that, towards interaction and intention to forward, there is a different perception of respondent in different demographic groups. Towards timing, there was a significant different between respondent in different age groups.

**Table 9** T-test between “Gender” “Age” “Education” “Region” and “Interaction”

		Voting	Contesting	Asking question	Quiz
<b>Gender</b>	Male	3.61	4.00	3.55	4.31
	Female	3.36	3.67	3.48	3.90
	Sig.(2-tailed)	.004	.001	.410	.000
<b>Age</b>	Young	3.40	3.67	3.39	3.99
	M & O	3.65	4.15	3.77	4.32
	Sig.(2-tailed)	.004	.000	.000	.001
<b>Education</b>	N	3.63	3.96	3.54	4.23
	B	3.43	3.79	3.51	4.05
	Sig.(2-tailed)	.055	.142	.731	.128
<b>Region</b>	South	3.37	3.74	3.43	3.97
	North	3.77	4.07	3.75	4.44
	Sig.(2-tailed)	.000	.003	.002	.000

\*M&O = Maturity or Old; N= Non-college or vocational; B = Bachelor degree or higher

For interaction, **Table 9** had shown that, respondent who were male (mean = 3.55), young (mean= 3.39), received non-college or vocational education (mean = 3.54) and who came from north of China (mean = 3.75) gave a low perception to “asking question”. Instead, respondents who were female (mean = 3.36), maturity or old (mean = 3.65), received bachelor or higher degree (mean = 3.43) and who came from south of China (mean = 3.37) gave a low perception to “voting”. Among them, for “voting”, male were significant higher than female ( $p = .004$ ), maturity or old respondents were significant higher than young respondents ( $p = .004$ ), people from north were significant higher than who came from south ( $p = .000$ ). For “asking question”, maturity and old were significant higher than young respondents ( $p = .000$ ), people from north were significant higher than who came from south ( $p = .000$ ).

**Table 10** T-test between “Gender” “Age” “Education” “Region” and “Intention to forward”

	<b>Gender</b>		<b>Age</b>		<b>Education</b>		<b>Region</b>	
	Male	Female	Young	M & O	N	B	South	North
Mean	4.21	3.93	4.01	4.18	4.22	4.02	3.99	4.29
Sig. (2-tailed)	.000		.004		.016		.000	

\*M&O = Maturity or Old; N= Non-college or vocational; B = Bachelor degree or higher

For intention to forward, **Table 10** had shown that, male (mean = 4.21), maturity or old people (mean = 4.18), people who received non-college or vocational degree (mean = 4.22) and people who came from north of China (mean = 4.29) gave a significant higher perception than female (mean = 3.93), young people (mean = 4.01), people who received bachelor or higher degree (mean = 4.02) and people who came from south (mean = 3.99).

For timing, especially for “active day”, the results has shown that there was a significant different between young respondents and maturity or old people. Among them, young respondents were more active on business hours of weekday (Adjusted Residual=2.2) than maturity or old people (Adjusted Residual= -2.2).

#### 4.4 Hypothesis test

**H1.** Content of the micropost has an effect on intention to forward.

Based on the questionnaire design, author had used multiple regression analysis method to test the relationship between content and intention to forward.

**Table 11** Summary of Model Regression - Content towards intention to forward

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.593 <sup>a</sup>	.352	.350	.497	215.810	.000 <sup>b</sup>

a. Dependent Variable: Intention to forward

b. Predictors: (Constant), Content

The result in summary of model regression (see **Table 11**) shows that, content can explain 35.2 % the change of intention to forward. The significant level equal to .000 identifies that content has impact on intention to forward. Hence, H1 is accepted.

By establishing correlation matrix, can find that usefulness ( $r=.610$ ,  $p<0.01$ ), vividness ( $r=.456$ ,  $p<0.01$ ) and concise ( $r=.294$ ,  $p<0.01$ ) have positive correlation with intention to forward.

The finding from Coefficients shows that, vividness ( $p=.000$ ) and usefulness ( $p=.000$ ) have significant impact on intention to forward, but concise ( $p=.177$ ) is not. Among them, usefulness ( $\beta=.489$ ) has the strongest impact, follow by vividness ( $\beta=.233$ ). In this study, assumed Y is intention to forward,  $X_1$  is vividness,  $X_2$  is usefulness, and  $X_3$  is concise. The equation’s coefficients in this model is as follows:

$$Y = 0.878 + 0.287X_1 + 0.492X_2 + 0.035X_3$$

**H2.** Timing of post has an effect on intention to forward.

Based on the questionnaire design, the author had used F- test to explore the relationship between timing and intention to forward. There are two dimensions in timing, including frequency active and right time. Thus, for analyzing timing, the study had divided into two parts.

1. Comparing the mean of frequency active and intention to forward:

In the question “how often do you check your Weibo” which asking about frequency active, the answer including 5 different groups:  $\geq 3$  times a per day, 1-2

times per day, 5-6 times per week, 3-4 times per week and 1-2 times per week or less.

**Table 12** One way ANOVA of frequency active towards intention to forward

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.148	4	2.787	7.826	.000
Within Groups	140.682	395	.356		
Total	151.830	399			

Result in **Table 12** shows that the p value which equal to .000 is less than 0.05, reveal that towards intention to forward, there has a significant different between each group of people in frequency active. Considering with the F value equal to 7.826 reveals that H2 is accepted.

By post hoc analysis, the study found that towards intention to forward, respondents who check Weibo  $\geq 3$  times per day has significant different with who check 5-6 times per week ( $p < 0.05$ ) and who check 1-2 times per week or less ( $p < 0.05$ ). In addition, intention to forward of the former one is higher than the last two.

Moreover, respondents who check Weibo 1-2 times per day has significant different with who check 5-6 times per week ( $p < 0.00$ ) and who check 1-2 times per week or less ( $p < 0.00$ ). In addition, intention to forward of the former one is also higher than the last two. The result shows that respondents who are active more often have higher mean than respondents who are less active.

## 2. Comparing the mean of right time and intention to forward:

There were two questions involved to right time in the questionnaire, asking the respondents are active on Weibo at what time. Differently, the first question used one week as a period (active day), but the second one was used one single day as a period (active week). Considering with the p value of active day equal to .954 and the the p value of active week equal to .550, both two value are higher than 0.05, pointed that there are no significant relationship between right time and intention to forward.

### H3. Interaction has an effect on intention to forward.

Based on the questionnaire design, the author had used multiple regression analysis method to test the relationship between interaction and intention to forward.

**Table 13** Summary of Model Regression of Interaction towards intention to forward

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.546 <sup>a</sup>	.298	.296	.518	168.924	.000 <sup>b</sup>

a. Dependent Variable: Intention to forward ;b. Predictors: (Constant), Interaction

The R Square (=0.298) in **Table 13** shows that interaction can explain 29.8% the change of intention to forward. According to F ratio is 168.924, and the result of

significant at .000 level, indicate that interaction has influence on intention to forward

By establishing correlation matrix, the author found that voting, contesting, asking question and quiz have significant correlation with intention to forward. And the strongest one is quiz ( $r=.505$ ,  $p<0.01$ ), follow by voting ( $r=.453$ ,  $p<0.01$ ) and contesting ( $r=.439$ ,  $p<0.01$ ), and the last one is asking question ( $r=.311$ ,  $p<0.01$ ).

The finding from Coefficients shows that, voting ( $p=.000$ ), contesting ( $p=.002$ ), and quiz ( $p=.000$ ) have significant impact on intention to forward, but asking question ( $p=.617$ ) has not. Among them, quiz ( $\beta=.310$ ) has strongest impact, follow by voting ( $\beta=.246$ ) and contesting ( $\beta=.162$ ). In this study, assumed that Y is intention to forward,  $X_1$  is voting,  $X_2$  is contesting,  $X_3$  is asking question, and  $X_4$  is quiz. Thus the equation's coefficients in this model is as follows:

$$Y = 2.351 + 0.173 X_1 + 0.098 X_2 + (-0.017) X_3 + 0.195 X_4$$

## 5. Conclusion

In this study, author used multiple regression and F-test as the analysis method to do the hypothesis testing. The result shows that, all the hypotheses are partially supported, including H1 (content of the micropost has an effect on intention to forward), H2 (timing of post has an effect on intention to forward) and H3 (interaction has an effect on intention to forward). Specifically, vividness, usefulness, voting, contesting and quiz have positive impact on intention to forward. Among them, usefulness has the strongest impact on intention to forward.

Into demographics, by doing T-test and Crosstab analysis, the study finds that: Firstly, male, maturity or old people and respondents who come from south of China have higher perception towards intention to forward; Secondly, different from maturity or old people, young people are more active on Weibo at business hour on weekday; Thirdly, female, maturity or old people, people with high education (bachelor degree and higher), people who come from north of China don't like enterprise use voting as an interaction tool. In opposite, male, young people, people who with non-college or vocational education, and people who come from south of China don't like enterprise use asking question as an interaction tool.

## 6. Discussion

The purpose of this study was focus on the factors influencing on intention to forward. The result shows that content, timing and interaction have effects on intention to forward.

According to hypothesis 1, the study found that a vividness and usefulness content can enhance the followers' intention to forward. This result go the same direction with Brookes (2010). And the result also same with Lewis (2010) and Zhang

et al. (2012), they found that putting something of value can get more forward rate from the follower. But from the analyzing, the author found that there is no significant relationship between concise and intention to forward. Hence the result is different from the viewpoint of Duffy (2013) and Kirschner (2012), they suggested enterprise's microblog need to be concise, and a long post will disturb people's reading habits.

For hypothesis 2, the study found that for the follower who check Weibo more frequency will have a higher forward intention. This result is same with the research result of Dahlén et al., (2003) who pointed that there is a positive correlation between brand attitude and the time that spent on a web site. But at the same time, even Golder et al. (2007) found that followers are more activity on weekday and at evening. But the result in this study shows that there is no significant different between right time and intention to forward.

For hypothesis 3, on one hand, the result in this study is quite similar to the result of Wang (2009) who pointed that interact with follower can enhance the forwarding rate. On the other hand, the author found that for different interaction tools, the attraction from high to low are "quiz", "contesting", "asking question" and "voting". But De Vries et al. (2012) evaluated interactivity to three level, including "asking question" and "quiz" are high level, "contesting" is medium level, and "voting" is low level, which made the result of the author was not totally same with other researches.

## **7. Recommendations**

There are some recommendations would like to suggest to the enterprise. The recommendations can help enterprises enhance the activity effectiveness of their official accounts' daily operation. The recommendations are as follows.

First of all, using multimedia content to attract followers as much as possible. Result in the study shows that, for a micropost which combined with text, picture and video at one time can get a higher vividness than any other types of micropost. Thus, official accounts' managers can adjust the combinations of the micropost to achieve enhance the intention to forward. But no matter what the combinations are, operators should know that the vividness of content from high to low are picture, video and pure text.

Secondly, adjust the type of content according to different demographic groups of followers. From the study, the author found that different groups of followers have different perceptions levels toward content. For an enterprise, assume that the majority followers are male or young people (age  $\leq 30$  years old), operators should reduce the use of pure text, since male or young people have low interesting in pure text than female or maturity and old people(age  $\geq 31$  years old ).

Thirdly, take full advantage of 140 characters in micropost, and explain the

information clearly. Result in the study shows that there is no significant relationship between the length of micropost and the number of forwarding. Thus enterprises and the official accounts' managers should makes the most of 140 characters to communicate with their followers.

Moreover, active frequently and interact with followers based on the posting plans. The result in the study shows that there is a positive correlation between frequency active and intention to forward. Event some researchers suggested that enterprise should post how many post in one day, but we believe that how frequency is vary with each individual. Hence for an enterprise, it is very important to set up at least one posting plan and adjust the plan in practical operation, finding out the optimal interacting and posting plan on daily operation.

Furthermore, active more at business hours on weekday if the main users of enterprises are young people. The result in the study shows that young people (age  $\leq 30$  years old) are more active at business hours on weekday than maturity and old people (age  $\geq 31$  years old). Hence it is a good time for enterprises grasp the opportunity to interact with their followers, since interaction will impact people judge brands and businesses of the enterprises.

Finally, choosing the suitable interaction tool to interact with followers. Result in this study shows that each of the interaction tool have different attraction to the follower. In general, the attraction from high to low are quiz, contesting, asking question and voting. Thus enterprises should reduce to use voting as the interaction tool, but try to use quiz or contesting more to interact with consumers. But it is worth mentioning that, if the main followers of the enterprises are male, young people, non-college or vocational group people, and also people who come from south of China, the operator should reduce to use asking question as the interaction tool, since the attraction is lower than any other interaction tools for these groups of people. But quiz and contesting are suitable for all groups of followers.

## **8. Limitations and further research**

The limitation of this study include research method, research gap and sample.

Firstly, there was only quantitative method used in the research, which made some valuable and interesting results came out but cannot explain in more detail. For example, the author found that respondents are more prefer enterprise use "quiz" as an interaction tool, but we don't know why they are not interesting in "voting".

Secondly, the scope of this study is based on Chinese microblogging sites (or Weibo), but unfortunately there were small number of researchers doing the research based on this topic. Thus, most of references that be introduced in this study were based on Twitter or Facebook, which leading all the hypotheses in this study were not totally supported but partially supported. And also made some question can't be

answer in the study.

And finally, the author cannot say that the sample in this study can be a representative of China. Since the questionnaires were distributed at downtown of Guangzhou city, there are lots of big companies and universities gathered here. On the one hand, it is not difficult to find that there are 77.5% of respondents who were bachelor degree or higher, which made low educational background respondents a minority. On the other hand, Guangzhou is a city in the south of China, which makes the majority or 73.5% of respondents come from the south of China, but only 26.5% of respondents came from the north.

In further research, researchers can think about combining quantitative and qualitative methods in the research, extending the scope to distribute questionnaires in more places in China, and introducing more new researches as references, to answer the question which has not been answered in this study.

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