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The Roles of Emotional Cues and Purchasing Incentives in WeChat Commerce: A Content Analysis

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by

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ABSTRACT

In recent years with the development of social media, a variety of business forms have also developed. In the United States, there are advertising and business forms based on social media platforms such as Facebook and Instagram. However, in China, WeChat is the mainstream social media platform with a staggering number of active online users. As a mainstream social media platform, WeChat has extended a new business form, which is the Micro-business. With the changes in purchasing needs and economic forms, more and more people are participating in Micro-business buying and selling transactions. The formation of a new type of business activities relying on social media platforms. WeChat salespeople use WeChat Moment as their platform for displaying products and advertising. In past research, there has been research on business forms that rely on social media platforms. Nevertheless, the research based on the WeChat platform is not very extensive. Given WeChat's considerable number of users and the rapid development of Micro-business, the researcher used the content analysis method to study what kind of Micro-business publishing content attracts consumers' attention and conclude a transaction. The researcher collected 64,391 WeChat Moment posts posted by 1,238 Micro-business salespeople in September 2019 and finally selected 98 valid data contents as the final content to analyze.

Keywords: Content Analysis, WeChat, Micro-business, Emotion, Incentive, Social Media

CHAPTER ONE:

INTRODUCTION

Part 1: The Development of Social Media Platform

In this age, social media gradually influence everybody's interpersonal communication (Lien & Cao, 2014). the public has noticed that the media, especially the new media based on the network, seems to be playing a rising basic. Social media has developed rapidly since 2012, and various well-known social networking platforms have developed. Facebook is the first and most popular social media platform. The number of users who followed Instagram, LinkedIn, Twitter, and Pinterest ect.is also growing rapidly year by year(Duggan, Ellison, Lampe, Lenhart, & Madden, 2015) . More and more people say they are getting information through social media platforms(Greenwood, Perrin, & Duggan, 2016). Social media has an impact on all aspects of people's lives, such as people's social life, business, education, etc.(Alalwan, Rana, Dwivedi, & Algharabat, 2017). Marketers use social media to communicate with existing and potential customers in two ways, in this way to get more and more consumer opinions and suggestions without intermediate direct sales. Studies have shown that customers on social media are growing faster than other ways of discovering customers.(Hudson, Huang, Roth, & Madden, 2016). According to a survey, in 2016, 79% of online users are using Facebook, which is the most popular social platform in the United States.(Greenwood et al., 2016). Compared with traditional media, new media has many advantages, including rapid propaganda, relatively free

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information transfer, and online interaction without time and place restrictions. Chinese social media platform has also developed in the same period, and there have been social media platforms such as Renren.com, Weibo, and WeChat. In the past five years, Weibo (a social platform similar to Twitter) has grown into a compelling platform, and Weibo has become a significant platform and channel for the public to access information. By the end of 2012, the number of Weibo users increased by 30.309 billion, including 50% of network users across the network (CNNIC,2013). China's social media platform has a huge impact on Chinese society, affecting and changing the Chinese in all aspects of social economy and social life.

Part 2: WeChat

WeChat is an application, which affords smartphone instant text service, hold by Tencent Ltd. in China on January 21, 2011(Duggan, M., Ellison, N. B., Lampe, C., Lenhart, A., & Madden, M. (2015). Social media update 2014. Pew research center, 19.Lien & Cao, 2014) . Since the launch of WeChat in 2011, users have been growing at a high rate every year. Chinese wildly use WeChat as an online social chatting application. Until, November in 2017, there are over 1 billion active users on WeChat. In the first quarter of 2019, WeChat registered monthly active users reached 1.112 billion. 61% of users will browse WeChat moments every time they open ("Numbers of Monthly", 2019). Each user has hundreds and thousands of connections with others. It is a vast social network. People not only use this application chatting with their friends but also share their life moments on the moments (one of the mean functions in WeChat). Users spend over 3 hours on scanning their moments in WeChat. It is a significant way to get more connections with their friends and family. WeChat is a closed social platform.

Its primary function is online chat. If people want to chat with others, they must pass their friend's requirement. After being added as friends, they can communicate online in real time.

Part 3: Background of E-commerce

E-commerce model gradually replace traditional commerce model. E-commerce model includes several different subordinate models. Taobao is one of the successful E- commerce model, it can be B2C model (Business to Consumer model) or C to C (Consumer to Consumer model). When Alibaba company launch the Taobao platform, the new shop style changes people's life. In the beginning, people in China are unaccustomedness to shopping online. Many reasons cause this phenomenon. First, they are unwilling to pay extra money for package delivery, and some products online are cheap, sometimes the price even lower than the shipping price. Second, the consumers are more used to shopping in the physical stores, because they can touch and feel the quality of the product and whether they like it or not, especially buying clothes and shoes, people more like to try them on, to physically feel if they are fit or not. Third, when online shopping starts on Taobao, some of the illegal merchant sale low-quality products and fake and shoddy goods. This deduces the consumers has low credibility in shopping online. On Taobao platform, customers have the right to give comments for what they buy after shopping. This function is an excellent way to make another customer who is interested in this product has more information on this product. If others give good comments, then people are more willing to buy it. However, some merchants use unequal competition measure to counterfeit comments lie to their customers. Overall, at the beginning of the Taobao platform started, there are so many problems to reduce the credibility between consumer and some of the merchant on Taobao. Over

time, excellent service and good products will get more supports and customers trust. Merchants with good reputation stayed and grown more prominent. However, some of the illegal merchants just weed out by the market.

Part 4: Background of WeChat Merchants

As a new business pattern, social commerce support social interaction based on social media or online media. It is a subset of e-commerce that promotes online purchase and sale of products and services through customer participation. Social commerce has achieved iteration of the traditional e-commerce model and become the main force of e-commerce innovation, through its special models, such as content sharing, content production, distribution, etc. Social commerce cannot be underestimated in promoting mass entrepreneurship, innovating, promoting industrial upgrading, expanding consumer markets, and increasing employment. Compared with traditional e-commerce, social e-commerce has unique advantages such as experiential purchase, user active sharing, and abundant sales scenes. Users are both buyers and recommenders as well as are very popular among young people. The development of social commerce, while reducing the cost of corporate marketing, also makes consumers feeling more affordable. As is known to all, in the traditional commodity circulation channels, marketing links account for a relatively high proportion of marketing expenses, and these costs are ultimately paid by consumers. Today, with the popularity of mobile social applications, relying on information resource sharing and developed logistics systems among consumers, businesses do not need to advertise on the social commerce platform, and they can directly expand their business by sharing with social media. As a manifestation of the platform economy, social e-commerce has obvious advantages in brands cultivation. In the past, it took more than a decade to cultivate a nationally renowned brand in the

traditional market. The rise of social commerce has greatly accelerated this process. Many start-up brands and regional brands have become famous in the short term after they have spread through new media such as live broadcast platforms, Weibo and WeChat. Social commerce is essentially an innovation in the e-commerce industry marketing model and sales channels. As a social commerce model of early development, micro-business plays a very important role in social e-commerce. In the past five years, the compound growth rate of China's social commerce market has been 60%, and the turnover last year reached 12 billion yuan. At present, the number of social e-commerce consumers in China has exceeded 500 million, and the number of employees exceeds 40 million.

Part 5: More People Involved in Commercial Activity

As the earliest developed social e-commerce model, micro-business has an important influence on Chinese commodity circulation and social employment patterns. WeChat relies on WeChat, a social platform with high user viscosity and the highest user activity rate in the world. By sharing product information, users can conclude the transactions in the interaction of WeChat Moment. More and more people merchants catch this commercial opportunity to sell their product through WeChat. The attributes of the derivative have many advantages. 1. Due to the high degree of user connection of WeChat, the user and the user have a high degree of trust. Most of the WeChat user are friends or people who familiar with, if they can see each other's WeChat Moments. These sales who rely on the WeChat platform has been called the micro-business. They use WeChat moments to post pictures, and some introduce about the products. If Taobao is an initiative shopping model, then WeChat commercial is a passive approach to accept products, users update their moments every day, the advertisement makes by some of the sales in

their WeChat Moments. Some of the users receive these kinds of ads every day. Hence, they have readily accepted what the sales sold. 2. Low costs and low risks. The micro-business has flattened the sales channels, reduced the middlemen links, and reduced the brand's promotion costs. Many micro-business salespeople do not need to store large amounts of goods, avoiding the pressure on funds and reducing business risks. 3. Freedom of worktime and workplace. In recent years, with the development of the economic situation, the employment rate has dropped. More and more people choose more than one sideline to make their own income more than one income at the same time. Because the platform of micro-business is WeChat, the business of micro-business is not restricted by time and place, so micro-business has become the first choice for many office workers. 4. Low industry entry threshold. Many industry types and job types have high access threshold and hall walks of life are beginning to require highly educated, highly skilled people. The difficulty of working across industries has increased, and many industries require practitioners to have higher skills. For micro-business, this is a relatively low-entry industry or job type. Practitioners do not have academic qualifications and skills. Students in school, full-time housewives, retirees, office workers, etc. can all become a micro-business unit.

Part 6: Consuming Behavior on Social Media Platform

As an important social media platform, WeChat influences people's lives in its various forms. In WeChat moments, people can post pictures, write short paragraphs and give comments and likes for their friends. Some of the merchants catch this commercial opportunity to sell their product through WeChat. They use WeChat moments to post the picture, and some introduce about the products. More and more companies are beginning to pay attention to the business development brought by social media platforms. In order to attract more customers, many

companies have invested a lot of time and resources in this field to communicate with customers on this innovative platform. The user provides the service(Alalwan et al., 2017). As the fastest-growing social media platform in the United States, Facebook provides a platform for publicity for many products. Users can get awareness of products and make comments on products through contact(Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019).Although cross-cultural differences may exist and affect people's use of social networks, one day, all of this is about connecting and sharing information (Pookulangara & Koesler, 2011). The Internet has become a critical communication channel in the world, and with the development of the network, consumers' consumption habits have gradually changed (Casaló, Flavián, & Guinalíu, 2007; Pookulangara & Koesler, 2011). Consumers are getting some information from social networking platforms to help them make purchase choices (Kozinets, 2002; Pookulangara & Koesler, 2011). The way consumers share their feelings and evaluations about products or services on the Internet is on the rise. This consumer-generate-content brings positive or negative information to the product, which makes the product information more diversified, and provides other consumers with more information reference (Dwyer, 2007), which affects the purchase choice of other consumers to a certain extent. More and more people have joined the group of macro-business and many types of micro-business WeChat moments have become the hot topic of public discussion. Everyone is curious about what kind of micro-business WeChat moments will affect the customer's consumption behavior. The basic form of the micro-business WeChat moments is based on the display of product images and the description of the text. Different customer types show different forms of WeChat moments. The different language expressions and image display content of different micro-businesses also bring different sales results and

influence on audience emotions. This research is to study the relationship between the content of

the WeChat moments and the behavior of customers.

CHAPTER TWO:

LITERATURE REVIEW

Part 1: Healthcare and Cosmetic Business

Healthcare

With people's emphasis on health, the health industry has also developed rapidly, and people's attention has been increasing. The advent of the Internet has provided an opportunity to fundamentally reshape medicine and healthcare (Kemp, Min, & Joint, 2015). Disease it will reduce people 's emotions, directly affect their happiness and ability, and make them more vulnerable (Aday, 2011). Healthcare advertising has a strong emotional appeal to consumers (Kemp et al., 2015). With the improvement of people 's health awareness, more and more people have started to buy and use health products. Health care has always been the focus of attention.

In some past research, it has been found that the popularity of a product is significant to consumer trust, perception of product quality, and perception of price (Mou & Shin, 2018). Studies have shown that human decision-making behaviors are affected by time and environmental conditions, such as money and information (Shin & Biocca, 2017). In an online market environment, if sales staff can convince people to buy products with precise timing, it would maximize online consumer purchases. This is because if consumers do not buy products immediately, it creates a sense of urgency that they will lose an excellent opportunity (Godinho, Prada, & Garrido, 2016). In the past few years, more and more pharmaceutical marketing

expenditures have been concentrated on consumers and patients, and this is just the statistics of one country in the United States. The increase in consumer spending is not only due to a decrease in sales staff spending, but also because pharmaceutical companies realize that patients, most sub-healthy populations, and even healthy populations have a growing awareness of health and the concept of managing health. The entire market has played an increasingly positive role (Haimowitz, 2016).

Cosmetics in Micro-business

Recently, the Internet and social media have played an important role in customer purchase behavior and decision-making in the cosmetics retail industry. To establish a strong position in the minds of consumers, various cosmetics companies actively promote cosmetics in various ways on various platforms. The diversification of consumption habits has increasingly become one of the most obvious results of economic development and industrialization. As disposable income increases, so does the personal budget for consumption. Besides, consumer satisfaction and happiness have become a very important part of people's lives (Hayta, 2013). Recently, the relationship between consumption and purchasing behavior has been frequently discussed. With the rapid development of the Chinese economy, the cosmetics market, as the most important consumer product market, is overgrowing. China's cosmetics market is dominated by female customers.

The younger generation prefers to buy cosmetics on online platforms or social platforms, and more than 80% of cosmetics customers are between 20-39 years old (Yanan & Thanabordeekij, 2016). In the past, blogs and Vlogs have had a significant impact on consumers; a large number of beauty creators have been loved and followed (Duyen, 2016). According to

Seyoum (2017), the most difficult issue facing marketing today is sustainable development. As far as sustainable development is concerned, the cosmetics industry is one of the most controversial areas. Not everyone has a significant influence on the social media platform for cosmetics, and only some people play a significant role in the transmission of information. In the 19th century, chemicals were used to replace more expensive natural ingredients, which made cosmetics more widely used. However, as consumers are increasingly paying attention to health conditions, health awareness is changing the trend of chemicals replacing natural ingredients, and people increasingly prefer natural ingredients in cosmetics to protect the skin (Seyoum, 2017).

Postman (1982) posited that some social changes have brought about new types of information, not just changes in information content but also information symbols, speed of transmission, sources of information, and the environment in which information is sourced. Consumers are getting purchase information and making decisions from multiple media platforms that greatly influence consumer judgment (Park and Kim, 2008). Social media provides public forums that provide individual consumers with a voice platform while providing product information. Several companies that follow this trend have launched advertising campaigns and launched environmentally conscious corporate images and promoted cosmetics. Although there is a common assumption that marketing and sustainability are collusions, because marketing wants to sell more, and sustainability is to reduce consumption, these two concepts provide each other (Seyoum, 2017). In past research, buying cosmetics online or buying cosmetics on social platforms can get more product knowledge and product-related information. Communication and customer relationships have a positive impact on helping consumers complete their purchasing decisions. Customers think good communication is a brand premium

(Yanan & Thanabordeekij, 2016). Health care products and cosmetics will be the two main areas of focus of the research on the relationship between the content published by micro-business and the purchasing behavior of customers.

Part 2: Emotion in Online Content

Consumer-generated ads (CGA) change the way people use to identify the advertisement. Traditionally, there are professional organizations that create advertisements for attracting their customers (Berthon, Pitt, & Campbell, 2008). These customers have their personal feelings and views about the advertisement, and they would like to rebuild them as their way of sharing their attitude of the products (Ertimur & Gilly, 2012). After the consumer takes part in the creation of the advertisement, different brands come out. These kinds of ads were divided into consumer advertisements and contest advertisements. Different advertisements will have different authenticity, credibility, and persuasiveness for their audiences (Ertimur & Gilly, 2012).

Although cultural differences may exist and affect people's use of social networks, one day, all of this will be about connecting and sharing information (Pookulangara & Koesler, 2011). The Internet has become a critical communication channel in the world, and with the development of the network, consumers' consumption habits have gradually changed (Casaló et al., 2007; Pookulangara & Koesler, 2011). Consumers are getting some information from social networking platforms to help them make purchase choices (Kozinets, 2002; Pookulangara & Koesler, 2011). The ways that consumers share their feelings and evaluations about products or services on the Internet are on the rise. This consumer-generated-content brings positive or negative information to the product, which makes the product information more diversified, and provides other consumers with more information reference (Dwyer, 2007), which affects the purchase choice of other consumers to a certain extent.

The way consumers share their feelings and evaluations about products or services on the Internet is on the rise. This consumer-generated-content brings positive or negative information to the product, which makes the product information more diversified, and provides other consumers with more information reference, which affects the purchase choice of other consumers to a certain extent. For retailers and product companies, social networking platforms provide them with an excellent platform for observing user experience responses and can quickly get product feedback to realign market strategies to provide better service to consumers. Able to form a benign cycle (Pookulangara & Koesler, 2011). The new product enhancements and service enhancements provided are based on previous consumption and customer evaluations.

However, such active customer satisfaction surveys do not require dedicated one-on-one communication (Mohd Kassim & Ismail, 2009; Pookulangara & Koesler, 2011). In this process, consumers are also more willing to believe and accept the purchase advice provided by other consumers, which is what people call consumer ads. Consumer ads and contest ads increase the credibility of other consumers. Under the comments area, consumer ads show high socializing than company ad and contest ads. Contest ads have more evaluating than company ads. Compare with company ads, consumer ads, and contest ads have a better effect of influencing their consumers.

An emotional expression is an effective tool for social fusion (Rime, Mesquita, Boca, & Philippot, 1991). Considering that emotions play a role in facing consumers in all aspects of life, some studies on consumers include the study of emotion measurement. Clearly, this also brings flaws to the measurement of the variable emotion, but the emotion is undeniable to the nature of decision-making (Baumgartner, Pieters, & Bagozzi, 2008; Loewenstein & Lerner, 2003). Decisions without emotional influence are impossible (Antonio Damasio & Dolan, 1999).

Reasonable and rational decision-making depends on accurate emotional processing in advance (Bechara & Damasio, 2005). Hence, incorporating emotional aspects into consumer research is even more important than previously recognized (Sørensen, 2008). Emotional content is marketed is based on whether social platform users will share the content (Berger & Milkman, 2010). The results of the study indicate that positive or negative content is more likely to be shared, which furthers the debate. Importantly, however, the finding also suggests that the virus's role goes beyond valence. Sadness, anger, and anxiety are all negative emotions, but although the content of sad content is not strong, the content of content that evokes more anxiety or anger is greater (Berger & Milkman, 2010).

By sharing emotional content, people increase understanding, reduce dissonance, or deepen social relationships (Moore, 2011; Peters & Kashima, 2007; Rime et al., 1991). These findings have many important market implications. It is believed that by sharing emotions socially, people have found opportunities to clarify ambiguous feelings, express emotions cognitively, redefine their self-concepts, gain coping assistance, and maintain their cultural integration. These various elements all advocate that social sharing plays an important role in the recognition, personal, and social integration of people who experience emotional experiences (Rime et al., 1991). Online content providers may want to pay more attention to the specific emotions caused by their content. It may also be useful to design content that evokes strong arousal emotions, as such content may be shared (Berger & Milkman, 2010). Research findings have revealed how to design successful viral marketing campaigns and produce infectious content. Although marketers may often produce positive colors to portray their products, the results of the study suggest that content will be more likely to be shared if it arouses interest. In addition, while some marketers may avoid ads that evoke negative emotions, the results suggest

that if negative emotions create high arousal, they can actually increase transmission. Although people may worry that negative emotions can hurt the brand, anxiety can cause strong arousal, but the results suggest that this emotion should increase transmission (Berger & Milkman, 2010). On WeChat platform, the sales of micro-business assume not only the role of the salesperson but also the role of the consumer. When people think that a micro-business product can bring value to themselves, they also are willing to complete the role transmission from a consumer to a communicator or propagandist. Consumers not only share content created by the company, but also share consumer-generated content, such as customer service experiences, reviews, and experiences (Berger & Milkman, 2010).

One study pointed out that 62% of US consumers read consumer-generated online reviews, while 98% admitted that these comments were credible, and 80% said that viewing these comments would affect their purchase choices (D.-H. Park & Kim, 2008). Of course, this is only the result of the survey data at the time, but from the current point of view, the data lacks certain reliability. In Taobao, China's largest online shopping platform, cosmetics sales account for a very important part. There are a lot of e-commerce users who use the user's dependence on comments to manipulate the content of the comments. They will hire people to write good reviews for their products and negotiate by phone. Various ways have attempted to cancel some negative comments on the goods. On the other hand, malicious competition between peers also leads to the lack of accuracy and authenticity of the content of the comments. In recent times, men's demand for cosmetics has become increasingly strong, and more and more makeup products have been used for men. More and more men have started to use cosmetics so that the coverage of the cosmetics industry is wider. As a savvy sales crowd, micro-business also has made full use of this business opportunity. Through the exposure of a series of events, the public

should have a more objective and rational judgment on the comments than before (Peng, Li, Xia, Qi, & Li, 2015). On the other hand, even small negative information can affect the customer's purchase choice under a minimal amount of exposure. Hayta (2013) divided the impact of social media on consumer behavior into three groups: behaviors that influence consumption (positive text communication, negative text communication, opinion leaders) other consumption of attention (search for product information, search for others opinions) and consumer behavior towards using social media as a communication tool to report satisfaction or dissatisfaction, followed by product consumption (Hayta, 2013). On the web page, customers can give product reviews, and the information will be recorded. The more comments in the process, the more likely it is to attract more people to comment on the product so that the product can get different types of comments at different stages. At the same time, customers can get more information in these comments, which can more effectively influence the customer's purchase intention (D.-H. Park & Kim, 2008). If the company uses these comments well, using some strategies to control the content, the product will be successful from the early market to the mainstream market. The traditional model of WOM is to share or discuss a product with friends or family and get product information and purchase opinions. However, now, people have more experience and information sources through the network (D.-H. Park & Kim, 2008). When customers have mastered a lot of product knowledge, companies with higher product differentiation will have higher growth rates than companies with lower product differentiation. Huang and Chen analyzed how sales and customer feedback affect customers' online purchase intentions (Huang & Chen, 2006).

When advertisements for health products that can cause emotional reactions appear on social media platforms, they may affect people's purchasing decisions. Expert recognition and

other patient recommendations in these advertisements about health products are the main types of advertisements that can resonate with buyers and influence purchasing decisions, including weight loss products (Larson, Schwartz, Woloshin, & Welch, 2005). Emotional advertising is more likely to generate higher profits than rational advertising. Emotions such as hope and compassion are particularly crucial in the healthcare environment and can effectively affect consumption and build loyalty (Kemp, Bui, Krishen, Homer, & LaTour, 2017). Social marketing uses marketing strategies to promote the development of public health. Social marketing is widely used to influence healthy behaviors. Social marketers use various communication methods and marketing methods based on mass media-based communication strategies, interpersonal communication, etc. for community promotion and marketing (Evans, 2006). In recent years, communication channels for health information have changed, and the one-way method of disseminating information has been replaced by multi-modal retention. Social marketers are challenged by the increasing number of health issues and types of health. Health issues are getting more and more attention. Because of the high emotional viscosity of the WeChat platform between users, health care product marketers have noticed that health care products have become a major product category among all WeChat products.

Emotion is a social phenomenon. Emotions are divided into basic emotions and complex emotions. Emotions are defined in terms of interpersonal, institutional, and cultural. Emotions often affect other people and play a role in interpersonal relationships and cultural functions in daily life. The essence of emotion is communication, not internal and reactive phenomena. In previous studies, researchers often underestimated the importance of social factors in emotional causality (Parkinson, 1996). All human states of mind cannot be fully described by language. Neuroscience and biological theories explain why human emotions cannot be fully explained.

Human emotions are complex and diverse. Emotions do not occur naturally, but rather affect the process. There must be specific reasons to trigger emotions. The types of emotions are very different. In addition to classic emotions such as anger and happiness, these also include states of hunger and thirst, which are background feelings (AR Damasio, 1994). Different emotions are caused by different factors. Similarly, different emotions also lead to different behavioral results. With the joint efforts of scholars and advertising practitioners in the past, current research suggests that advertising is consistent with rationality, loftiness, and physical attraction. Experts' findings suggest that emotional and physical attractiveness is more likely to be related to consumer willingness to purchase than rational visual attractiveness (Young, Gillespie, & Otto, 2019). Emotional research has found that the user's emotional state extracted from social media, which contains business information and business value, can provide decisions for research and future practical activities. Social media platforms such as Sina Weibo or Twitter provide a vast range of information resources, including user feedback, opinions, and information on most issues. Many organizations also use social media platforms to frequently publish information on other topics such as products, services, etc. In the process of analyzing social media data, researchers have found that neutral, happy, and sad emotions of individual users obey the distribution, while being surprised, and the angry mood is not. Studies show that negative emotions account for a large proportion of social media (Sun et al., 2018).

Part 3: Emotion Influences Purchase Intention, Purchase Behavior and Consumer Attitude

From past experience, the mass media has provided a platform for advertising to focus consumers on the products they want to display. Advertising is for everyone who can reach the mass media platform where are potential customers and general audiences. Under this premise,

advertising is not enough to satisfy all audiences. It can even be said that advertising is offensive, in addition to the products and creative implementations shown in the advertisement itself can be controversial (Barnes Jr & Dotson, 1990; Beard, 2008; Prendergast, Ho, & Phau, 2002; Waller, 1999, 2006; Waller & Fam, 2003). Consumer behavior and attitudes have evolved consumer buying patterns. The behavior that influences and shapes consumers is first defined in terms of national culture.

Culture can build strong perceptions of products in people's minds. Culture, living environment, and lifestyles can have a significant impact on their purchasing choices. Advertising is also a source of trust in resumes. When consumers are looking for product quality and price, consumers will be greatly attracted. At the same time, consumer buying attitudes can also be established through product evaluation and brand recognition. Consumers around the world are fascinated by brands and products with emotional faces. As people tend to associate their drinking brands, the emotional look can have a huge impact on customers' extreme purchasing behavior (Sivagami, 2016). Previous research mentions that the authors studied the motivations and behaviors of bloggers and found that users would express themselves on social media platforms and record their own lives, comments, and information opinions (Kerr, Mortimer, Dickinson, & Waller, 2012). Therefore, what type of content will attract the attention of the audience has become the focus of WeChat, who use WeChat platforms to promote and promote their products.

In the past research on the marketing and advertising of social media, a large amount of research was carried out with Facebook as the research platform. Facebook has attracted a lot of attention from marketing teams, advertisers, and individuals. They focus their attention on the way of promotion that focuses on each platform user. Even some users will help recommend

products to other friends again. Everyone who joins them has the potential to be part of the promotion (Morris, Choi, & Ju, 2016). In past research, researchers have concluded that they believe that people under 30 are heavy users of the Internet and regular participants in social interactions(Lenhart & Fox, 2006). Some researchers have experimentally demonstrated that social networks are spreading emotions on a large scale (Kramer, Guillory & Hancock, 2014).

According to this research, not only are ads on Facebook responding to emotions differently, but these responses can be mastered, learned, and controlled. This emotion will be passed on to friends or other social platform users unknowingly. This study reflects the importance of social media users' emotions in various forms of marketing and advertising communications on social media platforms. (Morris et al., 2016). Past research (Kim & Lennon, 2010; Morris, Woo, Geason, & Kim, 2002) has shown that consumers' consumption intentions, purchase intentions, and brand interest are driven by emotions rather than rational knowledge and beliefs. Therefore, the next research study needs to examine the audience's response to the sentiment of social media platforms' marketing and advertising communications. In addition, it has been proven that these emotional marketing communications drive purchases (Morris et al., 2016). Emotions play a vital role in our lives and influence our choices (Sørensen, 2008). In the past two decades, research has been of great interest in the emotional response of marketing and advertising (Burke & Edell, 1989; Englis, 1990; Holbrook & Batra, 1987; Jang, Chun, Ko, & Morris, 2014; Kim & Lennon, 2010; Morris, 1995; Morris, Woo, & Cho, 2003). These studies have fully proved that the feeling or emotional response to advertisements can have a significant impact on consumers 'purchase intentions and consumers' attitudes towards product platforms (Burke & Edell, 1989; Holbrook & Batra, 1987; Jang et al., 2014; Morris et al., 2002; Stayman

& Batra, 1991). Batra and Ray (1986) argued that emotional response should be the focus of more advertising and research based on rational response.

The researcher examines the basic attitudes toward advertising and brands. In the study, the measurement of emotional response was used as an important effective indicator of social marketing and advertising communication (Batra & Ray, 1986). In the long run, important factors in consumption and consumer decision-making are emotions and feelings. In some studies, consumer understanding of emotions and measurement of emotions are based on disciplines such as more basic psychology and sociology throughout the process. Increasing attention to emotions in other disciplines has led to more and more research on consumers. Due to the discovery of cognitive neuroscience, people's cognitive attention to the importance of emotions in decision-making is increasing(Sørensen, 2008). There have been opinions that positive emotions are easier to spread than negative emotions. It is generally believed that it is easier to pass negative news (Godes & Mayzlin, 2009), but the prediction has never been tested in practice. Research based on the idea actually focuses on understanding the types of news people encounter rather than the types of news they spread(Godes et al., 2005). Therefore, the researchers pointed out that further research on the transmission of positive and negative information is valuable for both scholars and managers (Godes et al., 2005). In this age, social media gradually influence everybody's interpersonal communication (Lien & Cao, 2014). How the consumer makes decisions is based on the significance of word-of-mouth (WOM) communications (Brown, Broderick, & Lee, 2007). Word-of-mouth (WOM) brings more advantages in promoting the product or service (Maxham III, 2001). Lien and Cao (2014) mentioned that trust is a constant topic in marketing literature. However, not much expert literature exists regarding the influence of trust on attitudes and positive WOM communication

in social media, not to mention WeChat, which is a communication tool in China (Lien & Cao).

According to previous research, the psychological motivations and the influence of the target's

attitudes were examed by the researchers. The result showed significant evidence that WeChat

user's attitudes and their trust influence positive WOM (Lien & Cao). The production of a

product needs to go through a series of processes, which are called the product life cycle. But not

all products can go through all the processes, and some fail at the very beginning. To avoid

failures at various stages, marketers will do different market planning at different product stages

because consumers need to get different information at different stages. However, it is tough for

managers to change the way to provide product information because each stage is not separated

(D.-H. Park & Kim, 2008). Word-of-mouth (WOM) is a very effective way to help marketers

overcome limitations because WOM provides product information from the user's perspective.

Compare with the traditional WOM, there are more visual and measurable WOM on the Internet,

which is called electronic word of mouth (e-WOM). In previous research, Park and Kim (2008)

conducted research into the relationship between customer purchase intention and reviews of the

product.

> *Hypothesis 1: Regarding a) total number of products sold, b) total number of sales (unit:*
> *RMB), the users who post content including any type of emotion present are different*
> *from the users who post content, not including any type of emotion present*

> *Hypothesis 2: Regarding a) total number of likes received, b) total number of comments*
> *received, the users who post content including any type of emotion present are different*
> *from the users who post content, not including any type of emotion present.*

Part4: Incentive in Sales Influences Purchase Intention, Purchase Behavior and Consumer Attitude

For decades, and even centuries, marketers have racked their brains for the effectiveness of their advertising campaigns (Edelman & Brandi, 2015). Practitioners and academics are alike interested in impulse buying (Kacen et al., 2012). Previous research has focused on identifying store attributes that affect customer satisfaction and loyalty (Martínez-Ruiz, Jiménez-Zarco, & Izquierdo-Yusta, 2010). Although the literature is very rich, there are few studies on various factors leading to impulse buying behavior. Promotional marketing is increasingly important in a company's communication budget. Marketing managers attribute large investments in promotions to the direct impact of these actions on sales (Martínez & Montaner, 2006). Consumers have a strong price consciousness (Lichtenstein, Ridgway, & Netemeyer, 1993), and consumers' sensitivity to prices makes them always in need of finding price goods. A feature of everyday transactions is that they often involve large discounts, which far exceed the typical in-store discounts. In the range of 30% to 50% or higher, this exceeds the accepted range of 10% to 30% (Gupta & Cooper, 1992; Harlam, Krishna, Lehmann, & Mela, 1995; Marshall & Bee Leng, 2002). Today, more and more consumers are trying to get value for money and get better quality at reduced prices (Kacen, Hess, & Walker, 2012). More important, value-oriented consumers are more likely to purchase discounted deals or use value coupons (Phau & Meng Poon, 2000), as this purchase behavior is effectively enhanced by considerable savings. The concept of self-efficacy beliefs is the ability patterns and emotional responses that influence individual thought (Ahn, Ryu, & Han, 2004; Bandura & Walters, 1977; Cheah, Phau, & Liang, 2015; Fortin, 2000). In Kacen et al., the researchers examined the effects of product characteristics and retail factors

in the likelihood that consumers are making impulse purchases. Compared with retail factors, the impact of product characteristics on impulse purchases is 50% greater. The hedonic nature of a product has the biggest impact on impulse purchases. Researchers believe that retailers who want to encourage impulse purchases will use promotions and promotional strategies to attract consumer attention to attractive products (Kacen et al., 2012). It can be seen that promotional activities and promotional strategies are an important factor in facilitating transactions.

Some researchers have recognized the relationship between consumer impulsive buying tendencies and store patronage and promotional tendencies (B. Lee, 2007; Martínez & Montaner, 2006; Shamdasani & Yeow, 1995; Skallerud, Korneliussen, & Olsen, 2009). Some studies have obtained significant results in analyzing the relationship between consumer psychological characteristics and promotional activities. Studies have shown that the relationship between consumer behavioral responses and promotional activities and different psychological characteristics are related (Ailawadi, Neslin, & Gedenk, 2001; Lichtenstein et al., 1993; Montgomery, 1971). It is worth noting that consumers are sometimes willing to share some advertising information or messages with other friends. One of the reasons some content can be highly shared is because it has intrinsic value and contains useful information. Discount coupons or articles about good restaurants can help people save money and eat better. For altruistic reasons or for self-enhancement purposes (Wojnicki & Godes, 2008), consumers are very willing to share this kind of useful content. Practical content also has social exchange value (Homans, 1958), and people can share it to generate reciprocity (Fehr, Kirchsteiger, & Riedl, 1998).Some studies have provided theoretical support to help companies or businesses to stimulate purchase decision-making. In other words, marketers can explore more comprehensively the multiple factors that influence shoppers' decisions at the time of purchase (Kacen et al., 2012). Sellers,

companies, or merchants can get more favorable sales strategies. The researcher focused on purchase results that illustrate the immediate response of consumers to stimuli in a decision-making environment. The literature that analyzes consumer responses to promotional activities often mentions topics about what behaviors are more likely to trigger consumption. In general, promotional propensity can be defined as the tendency to use promotional information as a reference for purchasing decisions. Because promotions respond to individuals differently (R. Blattberg, Buesing, Peacock, & Sen, 1978; Montgomery, 1971; Webster Jr, 1965), those consumers who are prone to transactions are likely to temporarily change their consumption behavior because of incentives provided by promotions consumers (Wakefield & Barnes, 1996). As Rook (1987) pointed out, impulse buying is reactive and usually involves an immediate action response to a stimulus. These results can provide merchants and salespeople with strategic guidance to promote buying behavior, which can increase profitability. This is the core concern of all businesses. In previous studies, there were studies of active and passive tendencies (Schneider & Currim, 1991). Active deal-proneness refers to the consumer's active search for and promotion of the product they are concerned about or the impulse consumption achieved by the promotion itself. Passive deal-proneness refers to the sensitivity of consumers to the products displayed in stores (Ailawadi et al., 2001). Ward and Davis (1978) and Neslin et al. (1985) believe that the purchase volume will be greater when using coupons and that increased purchase volume is more likely to show an acceleration in purchases than shortening the time between purchases. Shoemaker (1979) is consistent with the findings of Neslin et al. (Neslin et al., 1985). After he compared promotional and non-promotional purchases, Blattberg et al.(2010) found that promotional activities were related to high volume purchases and shorter purchase intervals. Wilson, Newman, and Hastak (1979) found that the possibility of a purchase transaction was

much greater, including multiple units. Lee and Choi (2014) believe that although social commerce has a very high visit rate, the conversion rate of consumer transactions is very low. Social commerce needs to pay attention too many issues during the research process, such as intimacy, familiarity, trust, customer reviews and evaluations, social advertising, referral links, and other factors, because these are unique attributes of social commerce. In the study, the researchers wanted to discuss whether, on the premise of high visit rate and low conversion rate, it is possible to establish a relationship between promotional activities and customer purchase intentions that excludes intimacy, trust, and other factors.

Among retailers, the use of in-store promotions aimed at increasing short-term sales is increasing (Blattberg, Briesch, & Fox, 1995; Narasimhan, Neslin, & Sen, 1996; Neslin, 1990), and some of the sales growth comes from impulse buying (Kacen et al., 2012). A full understanding of the relative impact of products and sales platforms for impulse buying can play a key role in developing appropriate promotional strategies during an economic crisis. Because even when consumers plan shopping carefully due to economic conditions, their thinking will change on the sales platform due to products or promotions (Kacen et al., 2012). A large number of transactions after the promotion also illustrates the user's preference and demand for cost savings (Singh & Sinha, 2013). But at the same time, impulse consumption under the influence of promotional activities is also an important aspect of researching user purchase behavior and purchase attitude.

Part 5: Purchasing Incentives in Online Marketing

In the past, a large number of researchers have confirmed the impact of promotional activities on users' desires and purchase behaviors, but micro-business on the WeChat platform based on China's national conditions still has no relevant research to confirm the connection. Black et al. (2003) found strong evidence that Internet shopping and e-shopping occur in a person's social network. Therefore, unless consumers believe that purchasing an electronic transaction will have the desired effect or result, such as saving a lot of money, enhancing social recognition, or better promotions, they will have no motivation or motivation to participate in the online purchase process. In this case, electronic transactions that offer large discounted products and services are attractive to price-sensitive buyers (Kacen et al., 2012). These online savings in the form of online transactions may generate some type of purchase substitution, leading to the possibility of repeated purchases and, over time, may force the purchase of electronic transactions (Dholakia, 2011; Train, 2009). On the WeChat platform, many micro-business sales also use promotional strategies to sell their products in the production of advertising content. The micro-business sales model is to show consumer products to their friends or customers in the WeChat moments to attract the attention of consumers, which is a passive deal-proneness from the perspective of consumers. As a new product display platform, WeChat moments need to conduct further research into the relationship between passive deal-proneness and consumer purchase behavior. Because the Internet has dramatically changed the source of information delivery, seller-centric marketing information is no longer valid. Lee and Koo (2012) pointed out that consumers trust their peers more than companies, and they are likely to use the information provided by peer consumers to evaluate products services before making a

purchasing decision. Consumers can use Web 2.0 tools to share their purchase and experience information on different platforms, includes retailers' websites, online communities, independent websites, and personal blogs (M. Lee & Youn, 2009). As a result, perceived value is a factor that influences consumer attitudes, and evaluations of products and subsequent previous research have identified various advantages of e-shopping, especially labor-saving (Cho, 2004; Verhoef & Langerak, 2001), price, and quality product value (Vijayasarathy & Jones, 2000).

In a recent study, in an online business environment, scholars studied how to attract impulse shoppers better, and using this behavior has helped brick-and-mortar retailers develop for decades (Beatty & Ferrell, 1998; de Kervenoael, Aykac, & Palmer, 2009; Park, Kim, Funches, & Foxx, 2012; Verhagen & van Dolen, 2011; Wells, Parboteeah, & Valacich, 2011). The main purpose of retail is to increase attractiveness and increase sales (Beatty & Ferrell, 1998; Dholakia, 2000; Kacen et al., 2012). Due to the universality and practical significance of impulse buying, retailers have focused on promotional behavior and marketing (de Kervenoael et al., 2009; Dholakia, 2000). The research is not only good for online retailers but also has future directions and guidelines for scholars who study impulse buying behavior and have done a lot of research in the past decade.

Hypothesis 3: Regarding a) total number of products sold, b) total number of sales (unit: RMB), the users who post content including discounts are different from the users who post content not including any type of discounts.

Hypothesis 4: Regarding a) total number of likes received, b) total number of comments received, the users who post content including discounts are different from the users who post content not including any type of discounts.

CHAPTER THEREE:

METHOD

Data Collection

In the research, researchers used content analysis to conduct the research. The researcher

used the month nearest to the study time, September 2019, as the time period for the study.

Among the 1,238 micro-business salespersons who published 64,391 in the WeChat moment,

1,145 plaintext messages were selected without pictures. These 1145 pieces of data are from the

contents of the circle of friends of 209 WeChat salespeople who sell health care products and

cosmetics. The researcher conducted interviews and surveys on these 209 salespeople. There are

217 WeChat moment posts implicitly related to the product in all of the contents post by 209

salespeople. Among these 209 salespeople, ten friendly respondents provided accurate data on

their number of sales volumes, number of sales, and number of likes and comments. The total

number of valid data is 98 posts of WeChat moment. The contents of the 98 WeChat moment

published by these ten friendly research subjects were used as the final valid data for the study.

Coding Scheme

We adopted the coding scheme from Lee, Hosanagar, and Nair (2018). Specify the

following items were selected: Post Length (unit: Chinese characters; text only); Post Contains

URL Link(s) (YES-1/NO-0); If Yes in M Column, number of URL Links, Post Containing

Questions (YES-1/NO-0); If Yes in O Column, number of Questions, Explicit Solicitation for

"Likes" (YES-1/NO-0); Explicit Solicitation for "Forwards"(YES-1/NO-0); Explicit Solicitation for "Comments" (YES-1/NO-0); Remarkable Facts Mentioned (YES-1/NO-0); Any type of Emotion Present (YES-1/NO-0); Containing Emoticon/Net Slang (YES-1/NO-0); If Yes in T Column, the number of Emoticons; If Yes in T Column, the number of Net Slangs; Mentioning Chinese Holidays (YES-1/NO-0); Humor Used (YES-1/NO-0); Philanthropic Message (YES-1/NO-0); Post Containing Any Type of Deals/Discounts (YES-1/NO-0); Post Comparing Price with Other Similar Products (YES-1/NO-0); Post Explicitly Mentioning Price (YES-1/NO-0); Post is Explicitly Targeted Toward an Audience Segment (e.g., moms, students, etc.) (YES-1/NO-0); If Yes in AC Column, Specify the Audience Segment; Post Containing Information on Product Availability (e.g., Stock or Release Dates) (YES-1/NO-0); Post Containing Information on Where to Obtain Products (e.g., offline store, private chat, official online store) (YES-1/NO-0); If AI Column is Yes, Specify the Channel. See Appendix

The researchers used Excel to collect and organize data, and randomly selected 30 out of 98 data for independent coding by two researchers. The intercoder percentage of agreement is as follows: Post Containing Questions (87%), If Yes in O Column, number of Questions (90%), Explicit Solicitation for "Likes" (Y/N) (100%); Explicit Solicitation for "Forwards" (Y/N) (100%); Explicit Solicitation for "Comments" (Y/N) (100%); Remarkable Facts Mentioned (Y/N) (67%); Any Type of Emotion Present (Y/N) (87%); Containing Emoticon/Net Slang (Y/N) (83%); If Yes in T Column; the number of Emoticons (90%); If Yes in T Column, number of Net Slangs (83%); Mentioning Chinese Holidays (Y/N) (100%); Humor Used (Y/N) (100%); Philanthropic Message (Y/N) (100%); Post Containing Any Type of Deals/Discounts (Y/N) (97%); Post Comparing Price with Other Similar Products (Y/N) (100%); Post Explicitly Mentioning Price (Y/N) (100%); Post is Explicitly Targeted Toward an Audience Segment (e.g.,

moms, students, etc.)(Y/N) (100%); Post is Explicitly Targeted Toward an Audience Segment

(e.g., moms, students, etc.)(Y/N) (100%); Post Containing Information on Product Availability

(e.g., Stock or Release Dates) (Y/N) (97%); Post Containing Information on Where to Obtain

Products (e.g., offline store, private chat, official online store)(Y/N) (100%); If AI Column is

Yes, Specify the Channel (100%). Among them, the Remarkable Facts Mentioned (Y/N) (67%)

was not included because of the low percentage.

For all posts, the researcher asked users who post the content about the total numbers of

products sold in September and the total amount of sales (unit: RMB). Besides, the number of

likes and comments each post received was counted.

Statistically, one-way ANOVA was used to analyze the number of products sold, the

number of sales, the total numbers of likes and comments based on all constructs presented in the

coding scheme.

CHAPTER FOUR:

RESULTS

The one-way ANOVA revealed significant differences across the two groups of each coded item. In particular, for the total number of comments that each post received, results from one-way ANOVA are presented as follows. Regarding "whether the posts contain any type of emotion," indicating that any type of emotion presented in posts tends to make a difference on the total number of comments that the posts received. Therefore, hypothesis 2 (b) is supported. For the total number of products sold in September, the following are the results from one-way ANOVA. Regarding "post containing any type of deals," indicating that post containing any type of deals tends to make a difference on the total number of products sold in September. Hence, hypothesis 3 (a) is supported. For the total number of sales (unit: RMB) in September, results from one-way ANOVA are presented as follows. Regarding "post containing any type of deals/discounts," indicating that post containing any type of deals/discount tends to make a difference on the total number of sales (unit: RMB) in September. Therefore, hypothesis 3 (b) is supported.

CHAPTER FIVE:

DISCUSSION

Part1: Emotion

Number of Products Sold and Number of Sales

Consistency

There are some interesting findings in these data. According to the results of the research, whether the content contains any emotions in WeChat moment posted by WeChat-merchants does not have any relation to the sales volumes and sales. Although many studies in the past have pointed out that emotions have an effect on purchases, according to this study, it is directly proved that emotions and sales volume and sales are not directly related. In the process of collecting data in the study, we found that many micro-businessmen will have some emotional expressions when they publish content. These emotional expressions include not only positive and happy emotions but also negative emotions. In the thirty-seventh piece of data collected in the study, the publisher published the full text with a total of 645 words. In the first half of the full text, she expressed anxiety before she had started her WeChat merchant business. The second half compared the happiness and joy she has after she was working in her small business. The full text tried to convey happiness and joy after becoming a WeChat merchant. Although the content directly mentioned the products she sells, the entire paragraph is not directly related to

the products sold and the products purchased, so the expression and transmission of emotions do not cause customers to have a direct desire to purchase.

In data 21, the publisher of the data is the leader of the sales team of a cosmetics brand. In this post, she mentioned that she went to other cities to participate in the training of her company, expressing that her current career has brought her happiness and positiveness impact. In an interview with herself, she mentioned that the publication of this circle of friends had several of her subordinates start a WeChat chat with her, expressing her longing for her busy and fulfilling life. This WeChat moment indeed has some positive impacts on the audience, but it is not a direct driver of purchases.

Inconsistency

When we encode the content of the data, we do not consider the content subjectively, but objectively extract the critical information. When encoding the group of emotions, the researchers just objectively record whether there are any emotionally related words appear. In such an objective analysis, the objective scientific nature of the research is precisely reflected, and it will not be transferred with subjective ideas. This ensures the stability of the variables. In the 89th data, the publisher did express a happy mood. In the full text, it is a dialog to show the processing of the publisher educating her son. This kind of response gives the customer a more pleasant feeling.

Although the article mentioned the products she sells, the content is not that related to the product itself. During the analysis of the content published by all the publishers, the researchers found that some WeChat merchants came from the same sales team of the same product. There is a certain similarity in the published content and style. When the researchers interviewed them, they learned that the team would provide free training to all members, teaching everyone how to

send a circle of friends to attract customers' attention and how to facilitate transactions. The sales team of the publisher, mentioned above, had a common feature in describing their lives and mentioning their products in the article. Such publications usually contain many words, are verbose, and the content is not very attractive, it is difficult to arouse the reading interest of the audience. Therefore, there is no positive practical significance in the conversion of sales volume. However, the trainers of the team think subjectively through telling their feelings or life stories in published content and including their positive emotions can attract audiences and facilitate transactions. The summary of experience made without scientific verification may have some guiding significance to reality, but it may not be accurate. The significance of the research is also to prove that experience based on practice is not necessarily valid. We can learn from the relationship between sentiment and product sales and that there is no direct connection between them. We are hoping that the research will have some guiding significance for future practical activities.

Number of Likes and Number of Comments

Consistency

According to the results of the study, it can be known that the release content containing emotions is directly related to the reception of likes and comments. In some of the data studied, some publishers published content that contained negative emotions but expressed positive content. It has also gained likes by many people. This kind of content may be a bit abstract. Here is a simple example. In the 65th data, the publisher expressed an angry mood. The content is about the publisher receiving a message, in which the publisher strictly rejected a person who invited her to make a fake sales record. The publisher expressed anger at this fake behavior and

stated that he had never created such fake content to deceive consumers in his entire career as a micro-business. It showed his firm stand of honesty and trustworthiness, so he was liked and praised by everyone. At the same time, many comments proved everyone's views and attitudes on the incident and the degree of enthusiastic participation in the discussion, although the publisher expressed anger, but eventually returned to a positive attitude and business philosophy. This has also led researchers to study the idea of emotions to consumers further. Emotions are multi-faceted. Different emotions have different impacts on the audience. At the same time, the expression of some emotions has played a different role and has inverse functions with the emotions themselves. An in-depth discussion will be an exciting topic.

There is also an emotional expression in the 78th piece of data. The emotional expression of the piece of article is different from other emotions. This one is a release content expressing gratitude. The publisher thanked the leader of the WeChat merchant team for the help she received and was grateful for the improvement she gets from the team. Such thanks content has also attracted the attention and discussion of many people.

Inconsistency

The high post, like content, does not necessarily include emotions. In the 71st article, the publisher received 26 likes, which is a very high amount of likes in all the researched publications. However, there is no word about emotion in the post. This is a circle of friends who sympathize with most women 's consumer psychology. She said that things are value for money, and products always worth the value. People cannot bear the money to buy a good product, and instead, find a similar substitute, but the substitute does not play the same role. The money spent does not get the value that the product should play, but it pays off. This circle of friends is fully

in line with the consumption concept of most people, so many people have recognized it. When we saw the release of Article 63, we found an interesting coincidence. The content of the article is also a comparison of different consumer concepts and a discussion of different values. This circle of friends got 45 likes. This may not be a simple coincidence, which may hide some correlations. Perhaps in future research, measurements based on a large number of samples can indeed find an undeniable connection between the discussion of different values and the number of likes. Perhaps more relevance for practical guidance can be found in future research.

Part 2: Deals and Discounts

Number of Products Sold and Number of Sales

Consistency

The research results show that deals and discounts are directly related to sales volumes and sales. Preferential prices are usually the biggest concern for consumers. One of the publishers published information about discounts multiple times in a month in the text-only content, and her monthly sales reached $ 281647 (unit: RMB). This publisher will publish some before publishing the discount trailer information to inform friends in the WeChat moment that she is about to start discounting. This is an excellent way to attract everyone's attention. In the process, consumers will be interested in the upcoming discounts and learn more about her at the same time. When she sells products, when she publishes discount information, customers will come directly to her to buy them. People usually cannot resist the huge temptation brought by this unusual activity. The results of the study also prove that, although discounts have lowered prices, the benefits of increased sales have been huge. In the 12th article, the publisher could not even send out a free-to-use event. It seemed very tempting to consumers. When the researchers

interviewed her, she said that immediately after the news was released. Many people began to ask her questions about free trials. Usually, free trials are accompanied by a certain amount of product sales. The promotion mode is also a very efficient way. Deals and discounts have two main forms, one is to give a better price than the original price of the item, and the other is to give extra gifts while purchasing the item at the original price. In all the collected data, two forms of deals and discounts have appeared. It is interesting that when the publisher refers to the gift item, it will clarify the value of the item, not just the gift item itself.

Inconsistency

When analyzing all the data, the researchers observed that some salespeople with very high monthly sales did not use deals and discounts to attract consumers. Even so, many people still bought their products, except that discounts can attract consumers. Besides, the most fundamental factor is the product itself. The quality and reputation of the product are the fundamental reasons for users to choose whether to buy. These publishers who have high sales but have not adopted any deals and discounts have a common feature that they are very good at displaying. This high credibility is good at showing the high quality of the product itself. If these sales are already very high publishers, their ability to add deals and discounts on top of this may lead to even more new sales volumes and sales. In the study, the degree of impact of deals and discounts on product sales has not been measured and analyzed. In external studies, it can be studied further as to how much impact the deals and discounts cause. Of course, the affected factors will be very complicated. The researchers are hoping to have a deeper answer to the question in international research. In the study, there is no direct relationship between sales and sales volume. Because of the influence of different products and the use of no price standards,

the unit price of some products is very high, and the sales are not very large sales, but in comparison, some products have low unit prices. Although sales are considerable, sales are not as ideal as sales. On the whole, the concentrated products and brands used in the research are cosmetics and health products, which are relatively valuable in themselves. During the researchers' screening of brands at the beginning, the researchers also observed and notice some other types of products, such as masks, fruits, water bottles, snacks, etc. The value of these products themselves are relatively low, and it is easier to conclude transactions. With these products, it is easier for sellers and buyers to build trust between them. Although the sales volume is astonishing, the sales volume within a month is not necessarily as high as the low-volume products. At the same time, the profit margin is also a major issue for micro-business practitioners to consider.

Number of Likes and Number of Comments

Consistency

The research results prove that deals and discounts have nothing to do with the likes and comments that can be obtained by publishing content. Before doing the research, when researchers observed the content published by various types of micro-business practitioners, they noticed that some micro-businesses would ask the audience for "like" support in the published content. Carry out lottery activities, such content makes deals, and discount content still has a large number of consumers click the "like" button. No similar content was released in all valid data from September 2019, when we collected data. Researchers at the beginning guessed that the release of deals and discounts even would have the opposite effect on likes and comments. In other words, some audiences may particularly exclude content reviews or likes that are deals and

discounts, if it is under the premise of not being part of a lottery. However, when analyzing the published content one by one, we found that some content, including deals and discounts, still received likes and some comments, although the research results confirm that they are not related. In the 11th release, the publisher released free deal information. In the comments, consumers asked how to claim free gifts. It can be seen that consumers have a high ability to obtain preferential information that they can obtain. WeChat practitioners agree that the convenient chat function of WeChat brings great convenience to transactions and plays a significant role in facilitating transactions. Generally, due to the high use rate of WeChat in China, everyone is receiving WeChat messages in real-time. Most people have set up a real-time reminder function. Hence, when a message is sent, people generally will reply for the first time. This brings the convenience of real-time replies to the communication of WeChat-merchant. When consumers have questions, WeChat-merchant practitioners can answer consumer's confusions and questions for the first time, guide consumption, and reach transactions. In the study, people can see that the factors that make the transaction very complicated. We have become more important in detailing and quantifying the transaction as much as possible. It has played a crucial guiding role in the development of the industry.

Inconsistency

Although the research results confirm that deals and discounts are not directly related to the likes and comments received, there is indeed some content in the data we collected that includes deals and discounts which have been liked. This may seem to contradict the research results we have obtained, but if we carefully study these releases one by one, we will have some interesting findings. For example, in the data of Article 85, although the publisher mentioned a

discount of 40 yuan per bottle, it was only carried in a simple sentence, and the content of the entire copy was presented to the publisher with a large amount of content. The sales performance of the day created a prevalent atmosphere for consumers. The praise may not be for the congratulations, but just for the publisher's excellent workability and work performance. In the publication of Article 75, the product's unusual activities were also mentioned. However, the focus of the copywriting was more on the technological innovation of the product and the amazing product quality promotion. The copywriting even mentioned product development. The winner is the Nobel Prize winner, using such an authoritative label to add credibility to the product. Therefore, consumer praise should not be because of such an unusual activity, but more because of the value of the product itself. In stark contrast to this is the mere mention of deals and discounts. For example, in the 25th data, a short notice of upcoming promotions, such content does not have any consumer messages or likes. Article 26, which is the same, also published preferential information, and also did not have consumer reviews or likes. In the study, we found that content that can bring emotional fluctuations or emotional resonance to the audience will generally be liked by the audience or stimulate the audience's desire to discuss this topic.

CHAPTER SIX:

CONCLUSION

Considering the objectivity of the content and the stability of the variables, only the information content of a pure text is studied, and the research does get some impressive results in the study. The research study on the development of WeChat's WeChat platform is still only a small part; several additional studies could be conducted based on this study. This type of research is significant for the experiment. Much of the contents published by WeChat-merchant are displayed together in the form of pictures and text. If the content of the pictures could be measured in future research, more rich research results could be obtained.

WeChat is an immature industry that has just developed in recent years; as such, it is just in the exploratory stage. Some of the experiences gained based on practice may not be useful for sales. This information can best be obtained through research as it can be targeted in a specific direction. For many micro-business practitioners, research can save time and avoid making business mistakes that are common to new businesses. By understanding how WeChat can work for their businesses, they can post content that works for sales that can increase their productivity.

As the smallest decentralized sales unit, WeChat-merchant has low entry barriers and flexible methods for individual entrepreneurs, and it is easy to start a business. As the WeChat merchant's industry become standardized, and the quality of the product becomes more and more

guaranteed after the market purifies "inferior WeChat-merchant," WeChat-merchant also will be recognized by more people, and more individuals will enter the WeChat merchant industry. For traditional enterprises, compared with traditional channels and e-commerce channels, micro-commerce channels are currently new and lower-cost channels. Therefore, more traditional companies will join the field of micro-business. Thus, research based on the phenomenon of the industry is particularly important. Using more theories to guide practice can inject momentum into the industry and accelerate its development and progress.

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APPENDIX 1

Post Length	unit: Chinese characters; text only	Intercoder Reliability (Percent Agreement)
Post Contains URL Link(s)	YES-1/NO-0	0
If Yes in M Column, # of URL Links	(Integers)	0
Post Containing Questions	YES-1/NO-0	87%
If Yes in O Column, # of Questions	(Integers)	90%
Explicit Solicitation for "Likes"	YES-1/NO-0	100%
Explicit Solicitation for "Forwards"	YES-1/NO-0	100%
Explicit Solicitation for "Comments"	YES-1/NO-0	100%
Remarkable Facts Mentioned	YES-1/NO-0	67%
Any Type of Emotion Present	YES-1/NO-0	87%
Containing Emoticon/Net Slang	YES-1/NO-0	83%
If Yes in T Column, # of Emoticons	(Integers)	90%
If Yes in T Column, # of Net Slangs	(Integers)	83%
Mentioning Chinese Holidays	YES-1/NO-0	100%

Humor Used	YES-1/NO-0	100%
Philanthropic Message	YES-1/NO-0	100%
Post Containing Any Type of Deals/Discounts	YES-1/NO-0	97%
Post Comparing Price with Other Similar Products	YES-1/NO-0	100%
Post Explicitly Mentioning Price	YES-1/NO-0	100%
Post is Explicitly Targeted Toward an Audience Segment (e.g. moms, students, etc.)	YES-1/NO-0	100%
If Yes in AC Column, Specify the Audience Segment	（Text: specific types of consumer）	100%
Post Containing Information on Product Availability (e.g. Stock or Release Dates)	YES-1/NO-0	97%
Post Containing Information on Where to Obtain Products (e.g. offline store, private chat, official online store)	YES-1/NO-0	10%
If AI Column is Yes, Specify the Channel	（Text: specific types of consumer）	100%