

An Empirical Research on Influencing Factors of Microblogging Marketing Effectiveness

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Abstract

As a new social media, Microblogging's uniqueness has quickly attracted a large number of users. More and more enterprises choose microblogging marketing as a new means for marketing, while less of them grasp the new emerging marketing tool. This paper aims to find the influencing factors of microblogging marketing effectiveness. Based on the existing research results, we had an empirical study on microblogging marketing influence factors through quantitative model method. The results show that, the number of fans and the average forwarding amount have a significantly positive impact on the microblogging marketing effectiveness; while the average number of daily microbloggings has an insignificant impact; Microblogging posts on events and activities that have a significantly positive effect on the number of fans, while Emotional microbloggings posts have almost no influence on the two. The paper improves the research of social media with real data in the aspect of academic field, the findings and conclusions of the paper also give much reference to the enterprise microblogging marketing strategies.

Keywords: *Microblogging Marketing; Microblogging Marketing Effectiveness; Activity microblogging; emotional microblogging*

1. Introduction

According to the 19th internet survey which was published by the China Internet Network Information Center (CNNIC), by the end of December 2011 the number of users in China reached 513.1 million with a penetration rate of 38.3%. It included 244.9 million microblogging users which increased by 29.6% and 244.2 million social networks users (SNS), whose number grew slower than the overall number of internet users [1]. Also, microblogging applications became the fastest-rising social media applications. Furthermore, 48.7% users use microblogging.

Due to the audience size of microblogging, it gradually attracted interest from companies. However, as with other types of corporate social software, companies adopting enterprise microblogging find it hard to make sense of the new service. This comprises both integrating it into their work processes and shaping the implementation and adoption process so that envisioned usage practices evolve[2]. And as microblogging may not create direct commercial profit, the use of microblogging platforms may not be straightforward to companies. They have no idea if the invested time and energy increased marketing effectiveness, since they do not know how to measure the impact of their microblogging activity. Also, the appropriate measurement methodology to assess microblogging marketing effectiveness and its influence factors have not been established in application and in the academic field which need the deeper research.

In this paper, we studied microblogging marketing influence factors with Quantitative analysis method of multiple linear regression model. Finally, we found out the microblogging marketing influence factors, then made relevant recommendations, which Provides a new perspective for the academia. At the same time, the conclusions of this study also can offer enterprises a convenient metrics of microblogging marketing effectiveness. This means that in order to improve their own microblogging marketing effectiveness, after they weigh up its effectiveness, they can explore what factors influence their microblogging marketing effectiveness, and then develop the favorable strategy or adjust the published microblogging context to change the effect of these factors.

2. Related Research

2.1. Microblogging

With the popularity of Internet, the new media is becoming the altering way people obtain information [3,4]. In addition, Virtual communities are becoming increasingly active. Its major mainstream types includes forums, social networking sites, online games, microblogging and so on.

Microblogging is a modern communication paradigm in which users post bits of information, or "memes" as we call them, that are brief text updates or micromedia such as photos, video or audio clips. Once a user post a meme, it become visible to the user community. When a user finds a meme of another user interesting, she can eventually repost it, thus allowing memes to propagate virally trough the social network [5]. Evan Williams, the founder of Twitter site, put forward the concept of microblogging, a platform that based on information-sharing, dissemination and acquisition of user relationships. Through internet, mobile phones and series of smart clients, users can post information in 140 characters, and timely sharing. As a new kind of social media, microblogging combines the characteristics of blog and social networks.

The main points of microblogging from domestic and foreign are as follows:

(1) Coursaris, Yun, Sung considered that consumers using microblogging were affected by six factors. They comprise perceived needs, innovation of users, perception of the innovative features and perception of the popularity of microblogging, *etc.*, [6].

(2) Efron offers an introduction to methods for organizing and providing access to microblog data that face researchers and developers of IR systems in microblog settings [7].

(3) Kieslinger verifies how Twitter is used by scientists active in the field of e-Learning and how this practice shapes their social networks by a qualitative approach [8].

(4) Guo explores the reason for non-usage and abandonment of microblogging and identifies why people do not use, or terminate their microblogging accounts [9].

(5) Microblogging interaction can bring about communication of one-to-many. Also, this interaction will help the enterprises attract new consumers, influence consumers' brand knowledge, and improve the relationship between consumers and brands [10].

(6) In the research of value of microblogging, the scholars have also made some progress. Wenbing Zhao took domestic financial websites "hexun finance microblogging" as research objects, and then analyzed users' characteristics. He thought

users participate in the enterprise microblogging for getting valuable information and impulsive whim [11].

2.2. Microblogging Marketing

The internet that is developing rapidly has transformed the business model of enterprises. In order to adapt to a constantly changing environment, enterprises need to integrate, build and reconfigure internal and external capabilities, such as network marketing capabilities to build the core competitiveness [12-14]. Microblogging is a product with development of emerging media technologies. In simple terms, microblogging marketing is a marketing campaign that enterprises utilize all kinds of dissemination and endorsement value. In other words, as a platform, every microblogging user can be potential marketing object. Microblogging communication of enterprises will enhance consumers' brand relationship [15].

Microblogging is a new network marketing method, so domestic and foreign scholars' research on microblogging marketing is still in the initial stages. The research achievements they have studied mostly are descriptive and explanatory. The points of some scholars are as follows:

There are three advantages for microblogging. Firstly, it is simple and particle, updating timely, and cheap. Secondly, with an excellent public reputation, microblogging marketing has two obvious features, high subdivision degree and strong sharing. Thirdly, the interaction between consumers and enterprises is convenient, and it possesses high trusting degree and strong users' stickiness [16].

With regard to the research of microblogging marketing effectiveness and number of fans, some scholars have verified that fans number is an important factor to measure enterprises marketing effectiveness. In other words, there is a positive correlation between microblogging marketing effectiveness and the numbers of published microblogging and fans number. Microblogging marketing effectiveness declines naturally over time. So during microblogging marketing, enterprises should pay attention to attract the true fans. Furthermore, it is a good choice for them to moderate microblogging published frequency [17].

In conclusion, it can be seen that as a representative of the new media, microblogging, is bound to have a profound impact on the enterprises marketing. As the practice and research of enterprises microblogging marketing is still at an initial stage, the questions about how to measure microblogging marketing effectiveness and which marketing manner is much better still need people to jointly explore and research. In addition, microblogging provides scholars with a research subject and opportunity.

3. Model Establishment

3.1. Microblogging Marketing Effectiveness Influence Factors Analysis

(1) As the evaluation of microblogging marketing effectiveness is still in the exploratory stage, there is much controversy over the assessment model about microblogging. However, people initially have recognized the methods of assessments as two main aspects consisting of value assessment of microblogging itself and microblogging communication [18].

The value of microblogging itself can be evaluated from two aspects. On one hand, the microblogging numbers published by enterprises indicate the level of enterprise activity to a certain extent. On the other hand, Some information about fans ,including

fans resource value, the level of activity, as well as fans number of fans and activity level, reflect the scope breath and the effective extent of microblogging information dissemination.

Besides assessing the value of microblogging itself, the enterprise microblogging dissemination activities also need to assess. Assessment indexes are as follows: (a) forwarding numbers of high-end blogger, opinion leaders in the field. generally mean that they are the bloggers who have high marketing value. They usually not only have large numbers of fans, but also have certain reputation and influence in a particular field. (b) Users interaction effectiveness, the number of microblogging users comments about enterprise microblogging and so on. (c) Website promotion effectiveness. Relationship between microblogging and enterprises official website is not substitute, the two can complement each other. In order to obtain further information, many microblogging users will enter the enterprise official website by a microblogging link.

(2) Formula of Microblogging influence of Sina microblogging:

As shown in Figure 1, sina microblogging considers that the influence is made up of degree of activity, degree of spread and degree of coverage.

Degree of activity represents the effective numbers of releasing microblogging, forwarding microblogging and commenting microblogging.

Degree of spread has a correlation with the valid number of microblogging that is forwarded, commented and the effective number of users.

Degree of coverage depends on how many active fans users have.

Influence of Sina microblogging = $a \times$ degree of activity + $b \times$ degree of spread + $c \times$ degree of coverage. (1)

a is the coefficient of degree of activity, b is the coefficient of degree of spread and c is the coefficient of degree of coverage.

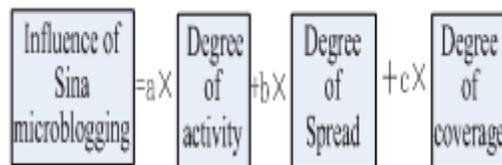


Figure 1. Sina Microblogging Influence Formula

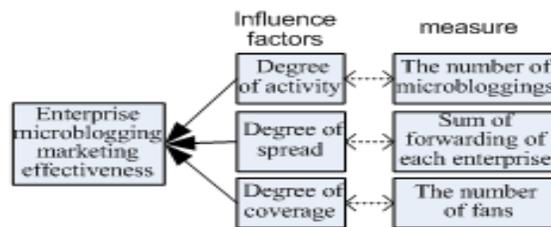


Figure 2. Enterprise Microblogging Marketing Effectiveness Influence Factor

(3) Based on the above theory, as Figure 2 follows, this paper accounts that enterprise microblogging marketing effectiveness is mainly determined by three factors: fans number,

microblogging number and forwarding number. Fans number corresponds to microblogging degree of coverage, and microblogging number corresponds to degree of activity, and forwarding number corresponds to degree of spread.

3.2. Type of Microblogging

In the marketing process, the relationship between the customer and the enterprise or enterprise' brand can be divided into two categories: activity relationship and emotional relationship. Activity relationship points that the enterprise attracts customers to select and purchase its products by factual information such as delivering products' features, the use merits and the use method. Emotional relationship points that enterprises pay attention to consumers' emotional response, and they convey the added value or emotional satisfaction for consumers. By this can they cause consumers' emotional resonances and lure them to consume.

However, during microblogging marketing, the microblogging enterprise releases becomes a contact between consumers and enterprise brand. Undoubtedly, as microblogging text is various, the relationship between the consumer and enterprise brand has also been different. Therefore, drawing on the classification of the relationship between the consumer and the enterprise brand, we can classify the microblogging enterprises release. From the point of view of relationship maintenance, the enterprise microbloggings can be divided into activity microbloggings and emotional microbloggings. Activity microblogging is the promotional microblogging that enterprises release, while emotional microblogging is that with non- promotional activity and having nothing to do with brand and product.

This study suggests that activity microbloggings and emotional microbloggings have an impact on fans number of enterprise microblogging and forwarding number of enterprise microblogging. As shown in the Figure 3. This article will use actual data to analyze it later.

3.3. Setting Metrics Indicators

(1) The total number of microbloggings that enterprise releases represents degree of activity of enterprise microblogging. Taking into account different development level of microblogging, degree of activity of enterprise microblogging is also different. Wherefore, this article takes "the average number of daily microbloggings" as metrics which measures degree of activity of enterprise microblogging.

The number of daily microblogging means the blogger has released the average number of microbloggings over a period time. If the number of daily microbloggings that the blogger releases in n days is $a_1, a_2 \dots a_n$, the formula of the average number of microbloggings is as follows:

$$\text{The average number of microbloggings} = \frac{a_1 + a_2 + \dots + a_n}{n} \quad (2)$$

(2) The coverage of microblogging metrics indicator up to date is fans that number the enterprise has.

(3) Degree of spread has a correlation with the valid number of microblogging that is forwarded and commented. This article takes the average forwarding amount as metrics which measures communication capacity of enterprise microblogging.

The average forwarding amount: If the blogger has released n microbloggings, and the frequency that every microblogging is forwarded is $b_1, b_2 \dots b_n$, the formula of the average forwarding amount is as follows:

$$\text{The average forwarding amount} = \frac{b_1 + b_2 + \dots + b_n}{n} \quad (3)$$

(4) This article takes the number of activity microbloggings that the enterprise publishes within a specific period of time as activity microbloggings metrics.

(5) Total number of topics: when we enter the key words in the search bar of microblogging, we can research the number of results on this topic. For enterprise microblogging, the total number of topics(T) is made up of microblogging number of the enterprise releases (C) and microblogging number of the followers of enterprise microblogging or those interested self-reliant innovation (F). We define the number of retained topics of enterprise microblogging as microblogging number of the followers of enterprise microblogging or those interested in self-reliant innovation:

$$\text{Number of retained topics} = T - C = F \quad (4)$$

In other words, Retained topic means user generated content(UGC) about enterprise or enterprise product microblogging. It represents there are so many microbloggings being interested in the enterprise or the enterprise's products. How many user generated content (UGC) and whether the view is positive or negative can be a manner of assessing word-of-mouth of products and marketing effectiveness to some extent. Therefore, this article takes number of retained topics as metrics indicators of enterprise microblogging marketing effectiveness.

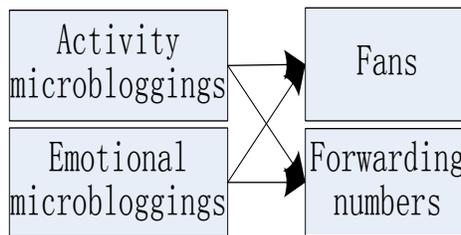


Figure 3. Classification of Microblogging

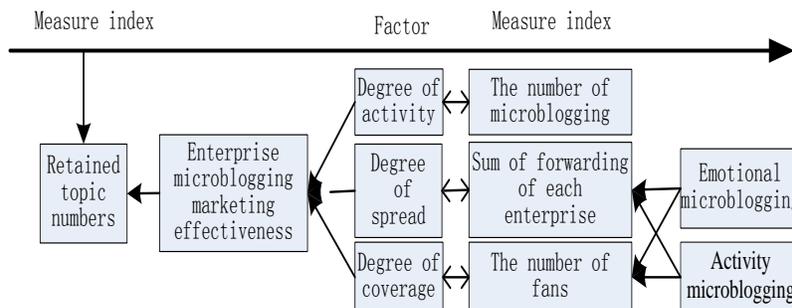


Figure 4. Each Factor and Metrics Indicators

3.4. Model Establishment

Above this research, we propose three hypotheses to structure this model:

H_1 : There is a positive correlation between microblogging marketing effectiveness (number of retained topics) and the average number of daily microblogging, fans number of enterprise microblogging, the average forwarding amount.

H_2 : Fans number are positive correlated with microblogging number of emotional and microblogging number of activity.

H_3 : The average forwarding amount is associated positively with microblogging number of emotional and microblogging number of activity.

The following is the three linear regression model:

$$y_i = \alpha_0 + \alpha_1 x_{1i} + \alpha_2 x_{2i} + \alpha_3 x_{3i} + \mu_i \quad (5)$$

$$z_i = \beta_0 + \beta_1 x_{4i} + \beta_2 x_{5i} + \mu_i \quad (6)$$

$$m_i = \gamma_0 + \gamma_1 x_{4i} + \gamma_2 x_{5i} + \mu_i \quad (7)$$

y is the number of retained topics (enterprise microblogging marketing effectiveness), x_1 is the average number of daily microblogging, x_2 is the average forwarding amount, x_3 is fans number, x_4 is microblogging number of activity, x_5 is microblogging number of emotional, μ_i is regression errors, N is the number of enterprise microblogging searched.

4. Experiment and Analysis

4.1. Data Collection

(1) Samples: after screening numerous enterprises' microblogging of sina microblogging, we take the 40 enterprises' microblogging which includes series of shopping sites and websites as our research subjects. In order to avoid the model influenced by too many uncontrollable variables, we try our best to avoid over high-profile enterprise microblogging and entity product enterprise microblogging during screening the samples.

(2) The number of retained topics: we entered the name of enterprise microblogging by the search function of sina microblogging, and then the results number searched is total topics number (expiring on October 18, 2012 by artificial statistics). Next, total topics number minus total microblogging number is the the number of retained topics.

(3) The average forwarding amount and the average number of daily microblogging are derived from website of "Microblogging FY" (<http://www.tfengyun.com/>). It counts the four major microblogging basic data of all registered users, and updating timely with the change of all kinds of data in enterprise microblogging. In contrast with artificial statistics, data in "Microblogging FY" is more comprehensive, objective and accurate.

(4) The average number of activity microblogging and the number of emotional microblogging: we select 2012.9.19~2012.10.18 as the data collection period. We browsed in every microblogging enterprise had published within a month and then classified them. Finally, we got the total number of activity microblogging and motional microblogging. We divided it by 30 and got the average number. That is to say, we choose average weekly numbers instead of overall average numbers:

$$\text{Average activity microblogging number} = \text{total number of activity microblogging}/30 \quad (8)$$

$$\text{Average emotional microblogging number} = \text{total number emotiona microblogging}/30 \quad (9)$$

After the analysis, the searched data is as shown in the appendix.

4.2. Data Analysis and Discussion

(1) Model regression analysis results and discussion about model of enterprise microblogging marketing influence factors

We analyzed model (5) by multiple linear regression, the results are as shown in Table 2 and Table 3:

Table 1. Result of Model Analysis

R	R ²	Sig.
0.755	0.570	0.000

Table 2. Parameter Estimates

Model5	Standardized coefficients	t	Sig.	correlation
(constant)		-3.870	0.000	
Average microblogging number	-0.162	-1.345	0.187	-0.014
Average forwarding amount	0.436	3.640	0.001	0.621
Fans number	0.501	3.911	0.000	0.592

In the Table 1, R² is 0.570. This suggests that goodness of fit of whole model is acceptable. In other words, it has reference value. What's more, the Sig. of the model is 0.000 (Calculated at 95% confidence level). It is obvious that the effectiveness of whole regression model is highly significant.

The number of retained topics y and the average microblogging number was analyzed by correlation. The results are as Table 3.

Table 3. Correlation Analysis of y and x₁

R	R ²	Sig.
0.014 ^a	0.000	0.373

In the Table 2, Sig. of α_1 , α_2 , α_3 is respectively 0.187, 0.001, 0.000. This shows that α_1 is insignificant, while α_2 and α_3 is significant at 90% confidence level. And in the Table 3, the value of R² is 0.000, and then Sig. is 0.373, and confidence level is 32.7. This suggests that it is not significant at 90% confidence level. Furthermore, it shows that there is little correlation between the average microblogging number and net topics number. Also, it is insignificant. So we can consider that the average daily microblogging number doesn't have a significant effect on the net topics number. From another point of view, it does not mean the more microblogging the enterprise releases, the more it can attract consumers. What's more, it cannot verify microblogging marketing effectiveness is good. The microblogging users may pay more attention to the content of enterprise microblogging. They will think about if the content caters to their tasters or if it is interesting. When the microblogging meets their needs, they make up their mind to focus on the enterprise.

(2) Model regression analysis between fans number and activity microblogging with emotional microblogging.

Table 4. Model Regression Results

R	R ²	Sig.
0.317	0.101	0.141

Table 5. Parameter Estimates

model	Standardized coefficients	t	Sig.	correlation		
				Zero-order	partial	part
(constant)		-1.622	0.113			
Average activity microblogging number	0.317	2.028	0.050	0.315	0.316	0.316
Average emotional microblogging number	-0.040	-0.253	0.802	-0.023	-0.042	-0.039

Table 6. Regression Analysis of Activity Microblogging and Emotional Microblogging

R	R ²	Sig.
0.023 ^a	0.001	0.684

In the Table 4, we can see that R²=0.101. This means goodness of fit of model 6 is low and its effectiveness is poor. In addition, Sig. =0.040, confidence level=96%. This suggests that the regression effectiveness of model is significant at 90% confidence level.

In the Table 5, Sig. of β_1 =0.802. Sig. of β_2 =0.050. Confidence of β_1 =19.8%. Confidence of β_2 =95%. These show that β_1 is insignificant, and β_2 is significant at 90% confidence level. Besides, we can see that R² is 0.001 and the value of Sig. is 0.648. And the confidence is 31.6%. It is evident that the regression effectiveness of model is insignificant at 90% confidence level. It is also showing that the activity microblogging has a little effect on fans number. However, the emotional microblogging has a positive effect on fans number. In fact, when an enterprise initiates an activity, it will ask

microblogging users who want to participate in the activity to focus on the enterprise microblogging. Generally speaking, many microblogging users will be the fans of enterprise microblogging to take part in these attractive activities. This practice promotes the growth of enterprise microblogging fans number to some extent.

(3) Model regression analysis between the average forwarding amount and activity microblogging with emotional microblogging.

Table 7. Model Regression Results

R	R ²	Sig.
0.069 ^a	0.005	0.915

In the Table 7, R²=0.005. This means that the overall goodness of fit of model 7 is low. In other words, it has a poor fitting effectiveness. For the rest value of Sig. is 0.915 and the confidence level is 8.5%. This indicates that the regression effectiveness of model is insignificant.

We selected 8 enterprises to collect their data from sina microblogging (expiring on November 11, 2012). We forecast the the number of retained topics against these 8 enterprise microblogging brands through parameter estimates of model 5. And then we contrast the parameter estimates with actual the number of retained topics. Results are as follows:

$$\hat{y}_i = 0.4 \alpha_{2i} + 0.5 \alpha_{3i} \quad (10)$$

Table 8. Comparisons between Predicted the Number of Retained Topics and Actual the Number of Retained Topics

Name of enterprise microblogging	Fans number	Average forwarding amount	Actual the number of retained topics	Forecast the number of retained topics
M18.com	272200	73.3	1953728	1951096
Jumei.com	690473	375	5052030	5920434
Lafoso.com	475230	69.8	2023798	2783974
Nuomi.com	642462	66.7	3519026	3468417
17u.cn.	1183272	79	5198526	5844689
Gome Electric Appliance	676785	50.1	3901248	3492439
Hjenglish.com	170129	109.7	2309338	1785075
Tripzx.com	370909	73.4	2130737	2369167

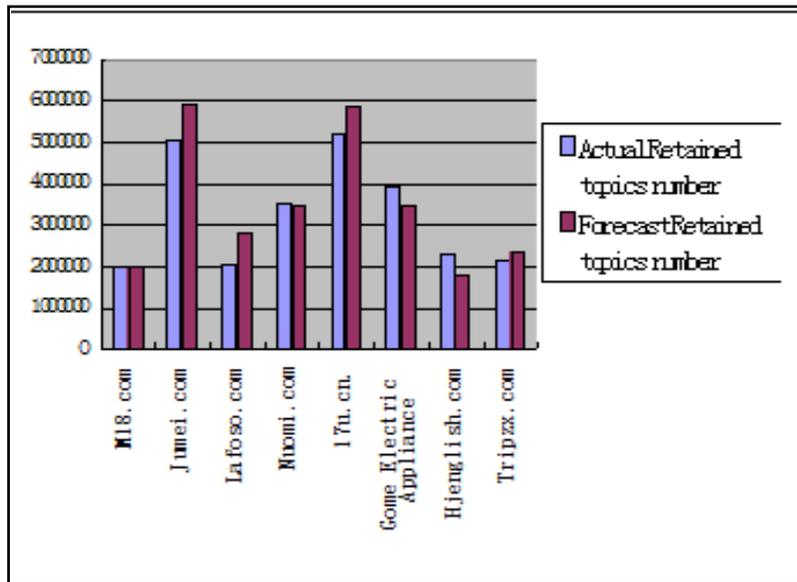


Figure 5. Comparisons between Actual the Number of Retained Topics and Predicted the Number of Retained Topics

We can see from the Figure 5, forecast effectiveness accords with actual effectiveness of model 5. Enterprises can use this article model to measure their own microblogging marketing effectiveness to set down the microblogging marketing strategies.

5. Research Conclusions and Outlook

5.1. Research Conclusions

(1) In this paper, after analyzing the data, we find that the main effectiveness of enterprise microblogging marketing is determined by two factors, fans number and the average forwarding number. Enterprises can increase the real fans number (rather than buying invalid “zombie fans”) and improve the average forwarding amount to improve the enterprise marketing effectiveness. The activity microblogging has a little impact on enterprise microblogging marketing effectiveness, and not the more the better. Microblogging users may pay more attention to the issue that whether the content itself meet their own microblogging or not.

(2) If the enterprise microblogging released is the emotional microblogging, fans number increase without significant effectiveness. However, activity microblogging has a positive role on fans number.

(3) There is not a positive correlation between both the numbers of emotional or activity microblogging and the average forwarding amount of enterprise microblogging.

(4) Forecast effectiveness accords with actual effectiveness. Enterprises can use this article model to measure their own microblogging marketing effectiveness.

5.2. Research Outlook

In this paper, according to the related theory about microblogging and microblogging marketing, we have structure the model and gotten some meaningful conclusion, but

there are still some problems. For example, we adopted a simple multiple linear regression model, which may not apply to other enterprise microblogging marketing effectiveness influence factors. Fewer variables in this model, we may not take into account other important factors, all of these need future research to improve and perfect.

Through this research, this paper considers that the extensive study has the following aspects to the future:

(1) Mining of microblogging text. Microblogging text contains users' emotion, ideas, comments and other information. We can make predictions by text analyzing. Such as the movie boxes office or a commodity reputation evaluation.

(2) Mining the existing data of microblogging. Microblogging formed vast amounts of data in the process of operation, some data operators don't open to the public, so the researchers need to mine the existing public data to the depth, such as tracking microblogging users' data in a period, and analyzing the microblogging users' usage and change.

(3) This paper considers few factors. The model is simple, in future studies, we can take more factors into the model to establish a more complex model rather than a simple linear model so that we can comprehensively study microblogging marketing and microblogging marketing effectiveness.

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Appendix

Enterprise Microblogging Data Summary

Name of enterprise microblogging	Retained topics number ()	The average number of daily microblogging (x_1)	The average forwarding amount (x_2)	Fans number (x_3)	The average number of activity microblogging (x_4)	The average number of emotional microblogging (x_5)
okhqb.com	348,942	7.2	202.4	171619	3.8	2.7
360buy.com	28,729,264	10.1	2408.7	2068705	4.1	3.2
coo8.com	6,939,315	18.8	133.7	1196164	8	7.1
Suning.com	13,109,095	10.8	489.9	1727132	3.9	5.7
mogujie.com	10,188,459	33.1	183.3	3292147	23	4.3
duitang.com	5,658,846	20.5	167.3	581593	19.4	0.7
Guokr.com	5,021,477	20.9	414.9	560362	11.2	6.8
M18.com	1,998,387	6.3	52.1	273653	3.5	5.2
vancl.com	1,853,049	4.8	16.1	76209	1.1	1.3
tmall.com	26,988,908	12	251.9	1683868	5.1	3.4
china.alibaba.com	1,992,756	10	130.3	1069418	3.2	3.7
JUMEI.COM	4,831,816	20.5	644.9	677767	6.6	14.2
LAFOSO.COM	1,741,634	18.8	164.4	379741	4.4	10.9
hzp.yoka.com	757,522	4.1	260.7	219842	3.3	0.3
www.moonbase.com	225,603	9	0.6	196435	5.8	0
Nuomi.com	3,442,719	9.4	200.2	627873	7.4	7

rayli.com	263,413	5.3	12.1	1249428	2.8	1.3
elong.com	6,366,545	12.3	298.3	1407167	69	3
ctrip.com	4,577,654	17.6	211.6	1335019	10.8	5.1
17u.cn	5,437,819	15.9	94.3	1186682	9.2	5.2
Bambook	820,922	3.6	405.4	157942	1.9	0.43
skinpp.com	585,477	13.5	4.4	200120	7.1	6.8
dangdang.com	8,654,570	9.4	378.3	600262	4.9	1.8
shehuapai	4,128,009	27.4	93.2	506227	12.1	12.5
nphoto.net	272,359	7.9	125.2	271674	5.1	0.3
mafengwo.cn	543,005	14.8	60.1	3498060	10	11.3
51fanli.com	1,492,784	18.8	187	830675	12.3	3.7
amazon.cn	4,594,561	6.6	35.4	365946	5	2.9
meixie.com	10,504,907	4.6	200.2	226499	3.9	0.5
tuan.360.cn	1,838,507	25.5	31.4	481286	10.2	5.9
ju.taobao.com	1,110,493	6.4	72.9	127997	6.5	8.2
lv mama.com	12,689,268	5	48.8	419232	3.2	1
veryzhun.com	1,497,104	15	201.2	611595	7.2	6
damai.cn	2,408,039	26.7	35.3	444455	12.1	7
chaobaokong	2,852,349	16	132.4	580068	8.7	6.4
vipshop.com	1,419,852	29.2	44.6	379689	12.7	8.2
chaorenmeixieguan	1,117,674	13.7	43.7	370802	8.4	5.6
tuniu.com	555,196	6.5	12.8	541828	11.6	2.6
guangjiela.com	5,321,972	10	1190.8	430063	4.9	3.6
yihaodian.com	348,942	7.2	202.4	171619	3.8	2.7

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