การวิจัยเกี่ยวกับความแตกต่างของประสิทธิผลทางการตลาดการโฆษณาบัญชีสาธารณะของวีแชท
──── โดยศึกษากลุ่มตัวอย่างวีแชทบัญชีสาธารณะที่เป็นแบรนด์และที่ไม่ใช่แบรนด์

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บทคัดย่อ

　　　　ในบริบทของยุคใหม่นั้น การโฆษณาทางวีแชทได้กลายเป็นการตลาดทางสาธารณะรูปแบบใหม่ของการตลาดใน
ประเทศจีน เนื่องด้วยความจริงแล้วประสิทธิภาพและคุณภาพทำให้เป็นที่ดึงดูดความสนใจของผู้คนทั่วไปเป็นอย่างมาก กลุ่ม
ผู้ค้าทางธุรกิจเริ่มให้การยอมรับการโฆษณาทางวีแชทมากยิ่งขึ้น และแม้กระทั่งร้านค้าแบบดั้งเดิมก็เริ่มที่จะปรับการโฆษณา
สินค้าของร้านตนเองทั้งสินค้าและการบริการ หากรูปแบบสินค้าและการบริการที่ไม่ค่อยดีจะส่งผลให้เกิดปัญหาอื่นๆตามมา
ดังนั้นจึงจำเป็นต้องปรับให้เข้ากับสภาพจริง ผู้วิจัยพยายามที่จะรวบรวมข้อมูลความแตกต่างระหว่างวีแชทบัญชีสาธารณะที่
เป็นแบรนด์และที่ไม่ใช่แบรนด์ และสรุปผลว่าควรจะต้องทำอย่างไรจึงจะพัฒนาประสิทธิภาพการโฆษณาทางวีแชทผ่านทาง
บัญชีสาธารณะ ส่งเสริมการปรับปรุงคุณภาพโดยรวม เพื่อตอบสนองความต้องการที่แท้จริงและเพื่อการนำทฤษฎีเข้ามามี
บทบาทในการให้ความช่วยเหลือและการพัฒนาให้ดียิ่งขึ้น

คำสำคัญ: บัญชีสาธารณะของวีแชท ประสิทธิผลทางการตลาดการโฆษณา วีแชทที่เป็นแบรนด์และที่ไม่ใช่แบรนด์
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Research on The Difference of Advertising Effect of WECHAT Official Accountzs --- Taking The Brand and Non Brand WECHAT Offcial Accountzs as an Example

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Abstract

　　　　Under the background of the new period, WeChat public marketing has become a new model
in the market of China, and its actual efficiency and quality are very satisfactory. Many commercial groups
have gradually recognized the advertising marketing model of WeChat public accounts, and even the
traditional businesses are also gradually promoting their products and their service. But it should be
noted that the marketing effect of WeChat public accounts is different. Good mode can bring good
results, but poor mode will lead to many problems. Therefore, we must adjust the actual situation. I try

to combine the differences between brand and non-brand public number to discuss how to improve the advertising marketing effect of the overall WeChat official accountzs, promote the overall quality improvement, meet the actual demand, and bring theoretical assistance for the overall development.

Keywords: WeChat official accountzs, advertising sales effect , brand and non brand WeChat official accountzs

Introduction

The media environment has changed a lot with the rapid development of the Internet in China. Along with technological progress that has been constantly made, many new media have been gradually promoted and applied, bringing about a profound influence on people's lives and work. In order to adapt to the advancement of such changes and make full use of such new technologies, brand marketing has also undergone many changes. In particular, as the rise of the Internet, mobile platforms have gradually emerged as new marketing platforms for various types of media, which is of great significance for their products' promotion and selling, and how to enhance the overall effect of brand and non-brand WeChat public accounts becomes the practical problem that all types of business users are pondering and exploring [Cai Junyan, 2017].

Literature review

On the whole, the research on the effect of WeChat public accounts marketing is mainly focused on the following specific elements. First, the research on WeChat marketing, which consists of three small points: researches on the characteristics of Wechat information dissemination and the due merits of demerits; researches on the Wechat marketing strategy model, and researches on the effect of WeChat marketing. One of the scholars, Luo Yan, mentioned the advantages of WeChat public accounts marketing in her research, including high arrival rate, acceptance rate, exposure rate, accuracy, and convenience, upon which the author of this paper do agree. Therefore, to the practical development of the enterprise, it is of great necessity to study the target customers, multi-modes of marketing methods, cost savings, and timely delivery. Based on all these [Luo Yan, 2014], Li Min and Liu Jiang mentioned five important constraints of WeChat marketing: precise orientation, interactive social communication, word-of-mouth communication, rapid copying, and interestingness. This is indeed the case with the SWOT study, but it is also important to pay attention to the effects of the information forwarding, the integrity of the platform itself, and whether there is security problem at an earlier stage. In addition, relevant work to improve user stickiness must be finished [Li Min and Liu Jiang, 2015].

In terms of the strategy model study, Xiao Jiansong mentioned three parts of the WeChat public accounts in the new media era: platform strategy, marketing model design strategy, and service strategy, all of which should be given special attention to while advertising through WeChat public accounts, and they will also influence the final effect of advertising. In addition, attentions must be paid to the connection and integration of people's real life and strategic modes, which is very important to guarantee a fine user experience [Xiao Jiansong, 2014]. Zhang Miyi believes that marketing strategies can be subdivided into precise marketing models, service marketing methods, Internet word-of-mouth

communication, emotional marketing models, and personalized promotion models [Zhang Miyi, 2014] . Many scholars agree this view also deem that these models are not independent, but they are mutually integrated. Wang Yan thinks that WeChat public accounts promotion model needs to combine the O2O model, and it will be the main intervention point of the future strategy. I agree with this view, and the combination of brand information, promotion platforms and the circle of friends will be the main strategy for future advertising promotion [Wang Yan, 2015].

For marketing effect and actual influence factors, many scholars hold that main influence factors include the consumer's individual acceptance, marketing preferences for WeChat, brand loyalty, and purchase intention. While for platform holders, they are mainly concerned about the number of users, the number of messages to read, the number of likes and other indicators. The actual research models at present are: he rational behavior model, the theoretical model of planned behavior, the technology acceptance model, and the technology acceptance and use model, which are the theoretical basis for actual development and progress. Recently, scholars began to study brand awareness and interaction on this basis. As for the actual impact of advertising marketing, Wen Yaping figured out a positive influence of these factors and purchases through in-depth interviews. Huang Linqian took Wuhan University as the research object and found the conditionality of interactivity and opinion leaders on the purchasing behavior. On the basis of the studies above, the stimulation to the users' body, and their reaction paradigms can be seen as important factors affecting the marketing [Wen Yaping, 2016]. Researches on opinion leaders include the personal definition and feature, opinion leader identification, and influence research of opinion leader at specific levels. On the WeChat platform, especially in the promotion of public accounts, the personal qualities of opinion leaders will have a very direct impact on the actual promotion. Some common opinion leaders have influence in certain specific areas like the clothing sector. However, public opinion leaders will have an impact on all aspects. Scholars such as Song Shinan and Peng Lin believe that a growing number of opinion leaders in China come from the grassroots, thus they will encounter many questions and challenges. This is a problem that needs attention for the promotion through WeChat public accounts. Scholars also pay much attention to the actual identification. Many scholars combine matrix research and discussion and got the actual influence factors, and then drew conclusions of different influences of focus figures, communication figures, and active characters on the effect of actual promotion [Song Shinan, 2010].

Research objective

The objective, significance, and the object of this study are relevant. The research object is to study the marketing methods through the brand WeChat public accounts and non-brand WeChat public accounts. Among them, the brand public accounts mainly refer to the public accounts registered and promoted by the enterprise and it is designed to promote its own products and services, which in turn contributes to the development of its main business. It can be said that this type of WeChat public accounts is created for advertising marketing. Most of them are ordinary WeChat public accounts, and there are also some WeChat public accounts belong to high-level subscriptions. The non-brand public accounts mainly refer to the personal, organizational, and company registration accounts, whose main purpose is to withdraw or promote various types of information, and they generally belong to subscription accounts. The two types of topics differs greatly no matter in their operation methods or their contents, thus they should be treated differently [Dong Sicong, 2017].

Based what mentioned above, the purpose of this study mainly focuses on the following aspects. No matter these public accounts are big-scale ones worthy of a million or ten million Yuan or they are

individual accounts which are not well known by people, their value lies mainly in the roles that they can play in people's life, such as information transmitters or opinion leaders. These roles are important ways of making profit as well as specific values of these public accounts, and they are also an important basis for their future development and actual transformation. For the development of the company, it will take a lot of manpower and material resources no matter the company independently complete the internal team's operation and maintenance or entrusts other professional companies to manage, so they all would like to combine promotion modes to enhance their self-value and attractiveness [Zhang Xiaomin, 2017]. However, in view of the past traditional model, although a lot of resources are consumed, there are still many problems in the overall model value and efficiency. Additionally, another problem is that the user stickiness is not easy to be guaranteed. Beyond that, many companies have invested a lot of money in the promotion model but the actual communication effect is still not very satisfactory and convincing. How to solve these problems and how to compare the marketing results of non-brand public accounts and brand public accounts are problems that are concerned by scholars [Guo Jing, 2017]. The marketing effect involves many elements, such as cognitions and attitudes towards various consumers, memory master and its influence on the consumers. Therefore, for opinion leaders, they need to combine self-elements and new information to make changes to adapt to the actual habits of consumers, thus they can increase new users on the platform and reduce the influence of negative elements.

With the rapid development of information technology, WeChat public accounts, as intermediary medium today, needs to make adjustments to the buyers' personal wishes. Therefore, this paper puts forward the final evaluation criteria to personal wishes and effects. And the key of this paper is to do research on the impact that the brand public accounts and non-brand accounts pushing information have on the consumers, as well as its specific differences [Li Tuannan, 2017]. Based on various types of studies on different influencing factors of decision-making, consumers will encounter both internal and external factors that may influence the processing of information. Therefore, both internal and external factors are considered in this paper to study the impact that the opinion leader's message has on the consumers, as well as its role and degree of consumer trust, and these are the starting points of the theoretical model design and the actual purposes of this paper. The research significance is divided into two aspects: theoretical significance and practical significance. Theoretically, the WeChat public account is the main marketing platform for the self-media. However, there is still a lack of distinguish in many researches on brands and non-brand public accounts. Therefore, there is no difference study, while this paper can make up for the deficiency to some degree. In practical terms, this paper can guide the actual operators to make reasonable choices, so as to achieve overall quality and efficiency improvement and promote their actual development and progress.

Research Methods

The actual research methods adopted in this paper mainly include the literature research, in-depth interview and questionnaire survey. Combined with the purposes of this paper, the literature research method is mainly to summarize, collect and sort the relevant information from the relevant literature, such as various newspapers and publications, books, documents, etc., and it helped to draw the overall conclusion, which is conducive to comprehensively master the relevant information. I have combed a lot on the basis of reading materials, and then established the basic research ideas for this paper. Referring to woks of other scholars, I have studied the design of related variables in general, and made a preset variable model for this study.

The role of the in-depth interview method plays is to make the overall structure of this article reasonable, and the conclusion convincing enough. Prior to the specific study, in order to collect information and gather valid evidence for the research, I invited some relevant scholars in the industry (an academic expert and an industry expert) and more than 20 users of the WeChat public accounts marketing model to conduct the basic interviews. On the basis of their views on the subjects and their emotions, a related research survey was conducted. The collection of these factors offers relevant assumptions for the theoretical model of this paper and also improves the overall efficiency.

I designed and distributed questionnaires after reading a large amount of literature and conducting many basic interviews. The main purpose was to interview a large number of actual users of the WeChat public accounts, to collect statistics on their opinions, and then to make reference for the value of the design theory model. The overall data statistics processing is completed and realized by scientific statistical software, SPSS.

Research Results

In-depth interview design

The in-depth interview design mainly includes three parts: design preparation, design implementation and result analysis. The preparation is mainly based on the differences between the brand public accounts and non-brand public accounts and the due specific influencing factors, which was conducted with different users. The object users should be those who often use Wechat public accounts and the age and gender should be diversified. While choosing experts, scholars, and professionals, I selected Zhou, a professor of a "985" university and Tian, a well-known design advertising director. And I also selected 20 people who often use Wechat accounts at different ages, including 1 juvenile, 17 people aged 19-25, and 2 people aged 26-30. Most of the research objects are students and workers, and the ratio is roughly one to one. The main ways of interviewing are through telephone and face-to face interview, and the actual time duration is about 15-30 minutes.

The content I designed for the interview includes the following four aspects: the usage discussion about Wechat public accounts, their different attitudes toward the Wechat public accounts, the influencing factors of using the accounts, and the influencing mechanism upon their choice. The first one is the usage discussion about Wechat public accounts, including questions about the actual understanding of the WeChat public accounts, brand and non-brand, and the attention they paid to various product-information, as well as the sensitivity testing for various types of information. The second one is about their attitude differences. It is mainly about their attitudes towards various brands and non-brand accounts and the service products pushed on the accounts. It also includes their recognition upon specific opinions, and how much they trust toward various types of information. The third one is about the influencing factors, which is mainly figure out how much the consumer trust the products and services pushed on the accounts. The fourth one is the about the influencing mechanism study, which is mainly for investigating the individual willingness for purchasing the products and the trust degree they have upon various products on WeChat public accounts, and whether they have purchasing experiences and in which way this king of experiences will affect themselves [Wang Meng, 2017]. The outline is designed as shown below.

1	The Usage Condition	How many WeChat public accounts you pay attentions on? How many are the brand public accounts and non-brand public accounts?
		Do you often get products or services information on the WeChat public accounts?
		Which one do you often get information, brand public accounts or non-brand public accounts?
2	The Attitude Differences	How about your attitude about products or services information pushed by brand or non-brand WeChat public accounts?
		Which one do you think has an opinion leading function, brand public accounts or non-brand public accounts?
		Which one do you trust more, the products or services information pushed by brand WeChat public accounts or non-brand WeChat public accounts?
3	The Influencing Factors	Which factor do you think has influenced your trust degree of products or services information pushed by WeChat public accounts? (You can give points from information features, the degree of interaction, relevance, product type, etc.)
4	The Influencing Mechanism	Do these marketing information of WeChat public accounts have the influence on your credibility and purchasing intention? Are there any other influences? Do you purchase something under the influence of WeChat public accounts?

Conclusions drawn from the in-depth interviews

According to the actual research, the in-depth interview conclusions are as following: the first conclusion is about the use model. Basically, the interviewees subscribed about 50-100 public accounts and some of them subscribed even more than 100. The average daily viewing time for the public accounts is about 1 hour or more, and the main purpose for users to view these accounts is to make fun and get information or to gain the accounts' service support. Most people can distinguish the brand public accounts and non-brand public accounts. It is very important information that the consumer's cognition and the actual frequency of operation on brand public accounts are much higher than that of the non-brand public accounts. For the usage condition, the interviewees subscribe more than 50 WeChat public accounts and some of them even subscribe above 100 accounts. Most interviewees spend about an hour each day to view these WeChat public accounts which their main purpose is to get funny information and read them.

232

วารสารวิชาการมหาวิทยาลัยการจัดการและเทคโนโลยีอีสเทิร์น · ปีที่ 16 ฉบับที่ 1 มกราคม – มิถุนายน 2562

Statistic	Category	Quantity	Frequency
quantity of public accounts subscribed	less than 10	5	0.02439
	10-30	15	0.073171
	31-50	30	0.146341
	51-100	8	0.039024
	above 101	5	0.02439
time for viewing public accounts	less than 10 minutes	3	0.014634
	10-30 minutes	25	0.121951
	31-60 minutes	30	0.146341
	above 1 hour	12	0.058537
frequency of contacting marketing WeChat through WeChat public accounts	often	30	0.146341
	sometimes	40	0.195122
	never	0	0.02439

Secondly, on the attitude differences research, most of the interviewees said that they were very fond of those WeChat public accounts ads that could offer preferential treatment and discount information, while they were not much favor for being forced to subscribe some WeChat public accounts. According to the actual attitudes that the consumers held, the very obvious intention of the brand WeChat public accounts is the main reason causing the low attractiveness. Therefore, many people feel very disgusted and actively shield them. For all kinds of non-brand public accounts, most of them are subscribed through the consumers' self-searching or others recommending, so the overall reputation of them is relatively better than that of brand accounts, and individuals are willing to follow them and actively pay attention to them and check their daily messages.The interviewees said that they can get what they want from non-brand public accounts which they will pay following attentions and think that the information received from those public accounts have the certain influence on their own opinions and actions. Generally, they are willing to trust the marketing information pushed by non-brand public accounts. This article takes a coefficient provided by Krumbach to measure the reliability of coefficient W of internal consistency measuring questionnaires in the scale. When a coefficient is less than 0.5, the scale is so unsatisfactory that needs to give up. When it is between 0.5 and 0.6, the scale needs to be revised. When it is between 0.6 and 0.7, the scale is acceptable. When it is between 0.7 and 0.8, the scale has a high trust. When it is between 0.8 and 0.9, the scale is ideal with higher trust. When it is equal or greater than 0.9, the scale is very ideal with highest trust. The overall data as shown below.

| Variable	Opinion Leading Function	Professional	Interactivity	Novelty or Funny	Trust	Purchasing Willingness
α-Non-Brand	0.829	0.913	0.906	0.865	0.947	0.786
α-Brand	0.805	0.830	0.929	0.889	0.776	0.842
α-Discount	0.793	0.772	0.852	0.924	0.831	0.810

It is very diverse when it comes to the influencing factors, and the actual relevant factors are, for example, the content professionalism and delicacy, the forms' novelty, the availability of practical operations and interactive models, the conformity with consumers' own needs, and the actual word-of-mouth image and promotion-channel issues. In addition to individual differences, each person has his own opinions and characteristics. It is a concern that each interviewee represents a large individual differences on the judgement of influencing factors. That means the factors to influence marketing effect are not only the marketing objects and the features of marketing activities, but also their characteristics of the consumers themselves.

In terms of the design of specific influencing mechanisms, most of the interviewees recognized their purchase process as purchase operations, including obtaining information, forming attitudes, establishing personal wishes, making actual purchases, and thinking about themselves. These are what require actual operators to consider thoroughly.
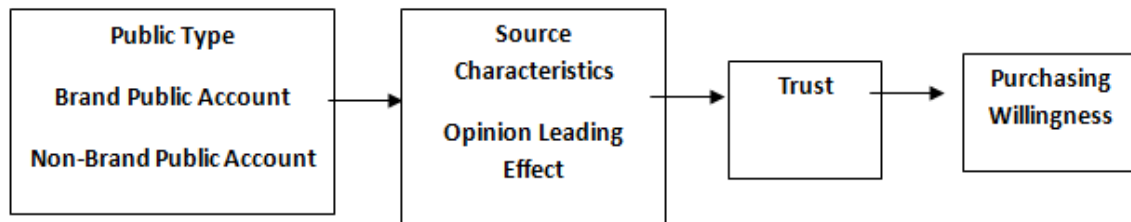
5.3 Model Establishment Design

In terms of the existing studies on consumers in China, the main research model is to disseminate persuasion theory, which is also conducive to this study. In this model, three factors are mainly involved and they will affect the actual operation, including source characteristics, information characteristics, and receiver characteristics. In addition to referring to these elements, the individual opinion leaders also need to be considered, which mainly focus on the characteristics of the source, which means the individual role, information characteristics, and acceptance characteristics, and they will directly influence the consumers' purchase behavior. On the basis of these analyses, it is also necessary to analyze the type of the public, which means brand public accounts and non-brand public accounts categories mentioned in this study. In addition, it also needs to take consumers' trust into consideration.

If the behavior of consumers is regarded as a kind of information processing, the marketing of WeChat public accounts is a kind of information spreading. According to the views of Spreading Persuasion Theory, the factors influencing the information spreading effect can be summarized into three aspects: source characteristics, information characteristics and acceptance characteristics.

Source Characteristics

Information Characteristics

Acceptance Characteristics

Information Spreading Influence
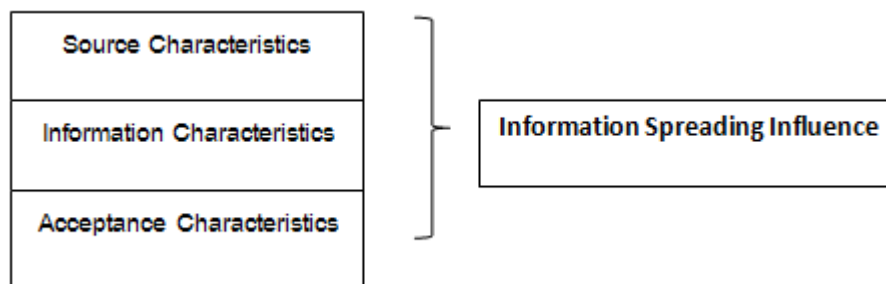
The trust plays the mediating role in purchasing willingness, so we add trust into our model as the mediating variable which influences consumers' purchasing willingness. And we discuss whether the internal factor (acceptance characteristics) and external factor (Information characteristics) influence the consumers to consider Wechat public accounts as the opinion leader and whether they influence the trust of consumers to opinion leader.

234

วารสารวิชาการมหาวิทยาลัยการจัดการและเทคโนโลยีอีสเทิร์น · ปีที่ 16 ฉบับที่ 1 มกราคม – มิถุนายน 2562

According to previous interview study, the overall research model can be designed as what is shown in the figure below. There are six parts in total. The first part is the study of the independent variables of this model, that is, the study of the specific accounts involved in different categories. The second part is the dependent variable, that is, the purchase intention. The third part is about the opinion, which means the opinion leader, and it is the intermediary variable. The fourth part is the trust degree, which is the actual design of the intermediary variable. The fifth part is the information feature, and the sixth part is the division for the decision. All of the six parts are all moderation variables design. The overall model is the core element of the study as well as the basis for the conclusion.
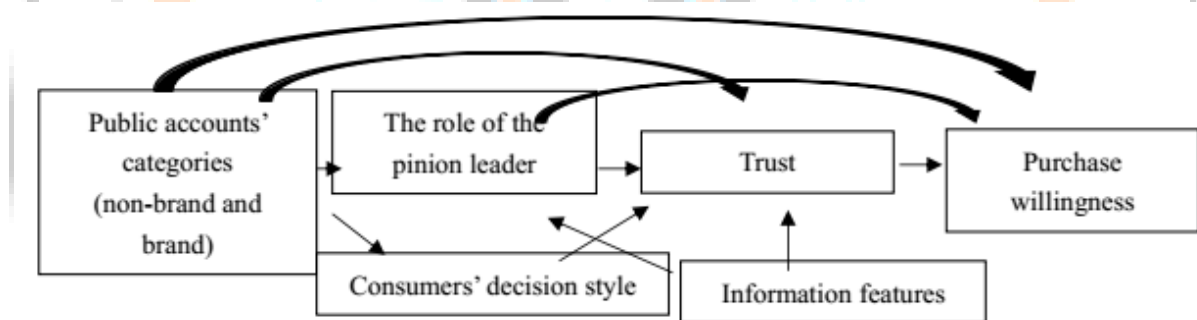
Research hypotheses combing

In combination with the above model, hypotheses are put forward as followings: the actual influence of opinion leaders of different types of WeChat public accounts is significant, especially for the non-brand public accounts; opinion leaders have an impact on consumer trust, and their impact on the non-brand public accounts is higher than that of the brand public accounts; opinion leaders have a very high mediating effect on the increase of the trust degree on different types of WeChat public accounts; consumers' individual trust degree is mainly related to their purchase intention; there is a relationship between consumers' individual trust degree and the positive influence of opinion leaders; there is a direct mediating effect between consumer's trust and opinion leaders' willingness; many WeChat public accounts have a significant effect on consumers' purchase of products, which is higher on non-brand public accounts than brand ones; the mediating effect of opinion leaders' role and the trust degree will directly mediate the purchase intentions of consumers on different WeChat accounts; the information feature has a role in adjusting the relationship between various WeChat public accounts and opinion leaders; information features have a regulatory effect on the trust of various opinion leaders; consumer decision styles have an adjustment effect on different types of public opinion leaders as well as

235

วารสารวิชาการมหาวิทยาลัยการจัดการและเทคโนโลยีอีสเทิร์น · ปีที่ 16 ฉบับที่ 1 มกราคม – มิถุนายน 2562

individual opinion leader; consumers' purchase style can adjust the relationship between the trust level and opinion leaders.

Questionnaire design and distribution

The questionnaire was designed in combination with the design model above, mainly including the following specific aspects, hoping to effectively draw the conclusions. First, the individual information, second, the inquiry about the use of the WeChat accounts, third, the research elements as the role of non-brand public opinion accounts leaders, the information features, the degree of trust, the willingness to purchase. Next is the research on consumers' decision-making and style. A total of 600 design questionnaires were distributed, of which the recovery rate was 78.17%, which basically met the statistical requirements. In terms of the questionnaire, the proportion of men and women are equal. Among people surveyed age from 18-50 year old, people under the age of 30 years old accounts for the majority of the sample, which is related to the actual development. Their academic qualifications are generally at or above bachelor degree, and their monthly disposable income is mostly from 3000 to 10000.

The number of Wechat public accounts subscribed by them is mainly from 10 to 50, and most of those accounts that were subscribed are viewed for 10-50 minutes and sometimes more than one hour. The high message-acceptance frequency belongs to people who often check and view the messages. Overall, in the reliability test, the result of the interactive evaluation is relatively low for the non-branded public number, with only 0.698 and other tests are basically the same. For non-brand public accounts, the novelty evaluation value is relatively low, only about 0.665, but their information features evaluation value is very high, reaching 0.891. In terms of actual consumption decisions and style design, the overall value is 0.721, which is higher than that of brand fashion, perfection, thrift, decision-making puzzlement, and familiar elements. And time savings are basically similar and steady on the whole.

Research results discussion

Following practical reference conclusions can be drawn from the overall study. Compared with the brand public accounts, non-brand ones are prone to be actual opinion leaders. Consumers of various categories are very willing to participate in the promotion of non-brand public accounts, and they can obtain a lot of news and information. Additionally, non-brand WeChat public accounts have a deeper impact on consumers' attitudes and opinions. Compared to those commercial and informal brand accounts, non-brand accounts are more prone to be the opinion leaders on the Wechat platform [Zhang Qi,2017]. The brand public accounts will publish marketing information by charging advertising expenses. Now The WeChat public accounts has become the most popular kind of self-media form with a large number of users. WeChat users will pay attentions and keep following on some non-brand public accounts. Those non-brand public accounts are unofficial and non-commercial that they are more likely to be the opinion leader. Consumers are always forced to subscribe the brand public accounts, but the non-brand accounts are mainly subscribed by people actively through word of mouth recommendations, and this is also its unique advantage [Zhou Haichen, 2017]. The data is shown as below.

Variable	Measurement	Element	Commonality	Characteristic Value	Accumulated Explanation
Non-Brand-Opinion Leader	Three groups	0.750	0.752	2.252	75.3%
Brand-Opinion Leader	Three groups	0.599	0.350	2.217	73.3%

In addition, non-brand accounts are very easy to get the trust of consumers, and this tendency is still strengthening. We can also get some effective references to advertise and promote the products from the non-brand accounts' success. Opinion leaders are far more effective than non-brand leaders in advertising marketing for various types of promotions. Therefore, the non-brand accounts' specific communication effect is better than that of mass media and other advertising methods, and they can be easily recognized and trusted by the users, which is beneficial and worth learning for the actual business development [Ma Siyu, 2017]. As the opinion leaders have functions of unofficial, non-commercial, relationships and verbal influences, the information published by opinion leaders are more credible than that of marketers or businesses . It can establish trust based on characteristics of their own or recommended information during the recommendation process. Many researchers consider that the influence of opinion leaders can work through trust.

Variable	Measurement	Element	Commonality	Characteristic Value	Accumulated Explanation
Non-Brand-Trust	Three groups	0.952	0.892	2.759	90.7%
Brand-Trust	Three groups	0.805	0.557	2.329	78.5%

Non-brand public accounts can also stimulate the purchaser's personal wishes, which can be combined with the role of opinion leaders to enhance trust, and this is the opinion leader and trust chain proposed in this paper [Lei Hongzhen and Ding Wanjuan, 2015]. This study also demonstrates the positive role of trust and opinion leaders. Combined with the study of this paper, we can see that the WeChat public accounts platform can be used to enhance the overall consumer trust, solve the problem of information overload, and some big problems and conflicts, and they are also conducive to grasp consumer information [Zhang Rongrong, 2017].

Compared with the brand public accounts, the non-brand public ones are more prone to stimulate consumer's purchase intention, which can vitalize the whole purchase chain, that is, the chain of trust built by the opinion leaders mentioned above. This will not only bring about a one-time effect, but it will be a very favorable guarantee for keeping the enthusiasm of consumers and the degree of trust in the purchase of the goods. Based on the findings of this study, the interactive role of trust and opinion leaders is significant and positive. Many values of opinion leaders will have a direct impact on consumers, which can be reflected on the accumulation of customers' personal purchase willingness. Eventually, consumers will rely on the accounts to buy goods.

Variable	Measurement	Element	Commonality	Characteristic Value	Accumulated Explanation
Non-Brand-Purchasing Willingness	Three groups	0.935	0.857	2.752	87.9%
Brand-Purchasing Willingness	Three groups	0.889	0.752	2.272	75.5%

The information features have no significant regulatory effect on the development of WeChat, especially on the public accounts according to the research. This gives us a message that users are concerned most about opinion leaders, not the WeChat public accounts themselves. Even if they are

brand public accounts which have professional interactive value, their possibility of being opinion leaders is still relatively low. While some non-brand public accounts with good reputation but lack professionalism, the masses will still regard them as opinion leaders. This confirms the hypothesis of the conclusion in the study, that is, for the brand public accounts, though they are very professional and formal, it is still difficult to obtain the approval of too many people, especially the official push part. In addition, recipients of information need to feel goodwill before their reliability of the information is improved. For example, the nature, values, and concepts of the actual social class of the information dissemination are all important influencing factors. For those brand public accounts, consumers are not very fond of their special commercial promotion models, but tend to favor those non-brand accounts.

The personal consumption decision style of the consumers has an adjustment effect on different WeChat public accounts. His personal style has a positive influence on the meaning and trust level of leaders. For example, the time saving, brand value orientation; whether it is cheap enough or not, decision-making significance, orientation value, and the sufficient familiarity with the elements, all of these have a positive impact on each other. It can be drawn that these elements have direct and close relationship with the views of leaders. Among the above elements, consumers are more inclined to listen to opinion leaders. Therefore, their actual purchase style will also be affected. If the platform operators can make reasonable use of this feature, it will promote the overall development directly. There is no positive influence relationship if we only have any single element considered.

6. Summary and discussion

Based on the actual research, in terms of the effect of opinion leaders, trust degree, and the personal purchase willingness, the non-brand public accounts are better than the brand ones. In addition, opinion leaders have positive influence on non-brand public accounts, and trust degree can also restrict consumers' purchase behavior [Li Tan, 2016]. The role of opinion leader has a significant mediating effect on the relationship between the public accounts types and consumers' trust degree, which means that the trust degree cultivated by public accounts is realized through an intermediary, during which the opinion leaders have an important influence [Wu Youxiang, 2017]. There is no significant moderating effect of information characteristics on public account types, which means that consumers rely on opinion leaders to make choices rather than information features [Zhu Xiaojuan, 2017]. When other elements are the same, professionalism and interaction will closely influence the consumer's purchase behavior, and there is a positive interactive influence relationship between them. In addition, time saving, the brand's generosity, and perfection orientation are also factors which are needed to be considered [Lin Yanan, 2017].

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