

Study of the Influence of Social Media Using Motivation on Brand Online Advertising Marketing Effect

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Abstract. Based on the analysis of motivation, advertising marketing and other related theories, this paper, according to the theory of Uses and Gratifications, taking Sina Weibo as an example, constructs a model of the influence of users' social media using motivation on brand online advertising marketing, and makes an empirical study by constructing structural equation model and doing regression analysis based on the questionnaire survey data. It is found that different users have different motivations for using Sina Weibo, among which users' leisure motivation has a significant positive impact on brand attitude, and it has a positive effect on users' purchase intention of products and services presented in different types of advertisements when brand attitude serves as an intermediary. This study provides the theoretical basis and practical reference for the brand to conduct online advertising marketing and for the social media platforms to optimize their advertising business.

Keywords: Social media; Online advertising marketing; Using motivation; Brand attitude; Purchase intention.

1. Introduction

In the digital age, with the continuous development of computer technology and network information technology, various social media platforms such as Weibo, WeChat and TikTok have emerged. Among them, Sina Weibo has achieved rapid development and growth in recent years and has become the leading platform in the domestic. In 2021, the number of domestic Sina Weibo users reached about 502 million, while this number is expected to increase to 557.4 million by 2025 [1]. At the same time, Weibo's constantly improving functions enable it to provide social, live, short video and other contents and services, which is very representative in social media platforms. Nowadays, the social media represented by Sina Weibo is not only a platform for users to have fun, share and communicate, but also the main tool for enterprises and brands to conduct advertising and marketing [2]. Weibo began to launch commercial advertisements in 2012, and now more and more enterprises and brands in different fields have launched advertising and marketing activities on Weibo [3]. At the same time, Weibo's advertising business is constantly developing and innovating. At present, there are many forms of advertisements on the platform, such as keyword advertisements, soft advertisements and feed advertisements [4,5]. Internet advertisements can intuitively display product information to many users on Weibo and they spread quickly. However, some types of advertisements on Weibo are expensive, such as trending topics, which means that enterprises must choose the appropriate strategy when advertising to achieve better marketing results [6,7]. Previous studies have found that the characteristics of advertising itself, such as information, credibility and novelty will affect consumers' attitudes towards advertising [8,9]; from the consumer level, the degree of consumers' perception of online advertising value and participation in advertising interaction will also affect the advertising effect [10]. Therefore, this paper mainly explores the influence of users' social media using motivation on the effect of different online advertisements from the individual level.

In psychology, motivation is regarded as the internal driving force that determines behavior. Motivation dominates people's behavior object, behavior direction and behavior intensity, and has an impact on all aspects of people's daily life [11]. Social media using motivation, as the application of the generalized motivation theory in specific disciplines, will also have an impact on the effect of online advertising. For example, users with information motivation may have a negative attitude

toward advertisements when browsing information, while users who seek entertainment may get fun from online advertisements, and they may have a positive attitude toward the brand [10].

Therefore, based on users' motivation to use social media, this study explores whether Sina Weibo users with different types of online motivation will have different attitudes towards different online advertisements and brands. It is found that among different using motivations, users' leisure motivation has a significant positive impact on brand attitude. The stronger the user's leisure motivation, the better the attitude towards the brand that carries online advertising marketing, and the brand attitude can act as an intermediary, which makes users' leisure motivation have a positive effect on users' purchase intention of products and services presented in different types of advertisements. The research results are helpful for brands to optimize advertising marketing strategy from the perspective of consumers, improve advertising efficiency and marketing effect, and also provide a theoretical basis for social media platforms to optimize commercial advertising business.

2. Literature review

2.1 Research on Online Advertising Marketing

Advertising is an important way of marketing on Weibo. About the classification of advertisements on Weibo, some scholars have divided Weibo advertisements into "Weibo keyword advertisements", "Weibo soft advertisements", "Weibo function-embedded advertisements" and "Weibo self-service advertisements (the accurate placement of advertisements)" [5]. Some scholars have also referred to the explicit client advertisements listed by Weibo Advertising Center, and classified Weibo advertisements into "exposure advertisements (such as the splash)", "feeds advertisements (such as advertisements in the blog comment)", search advertisements (such as trending topics) ", "video advertisements (such as Weibo story advertisements) [6]". Scholars have also found that users' attitude toward online advertising is influenced by their perception of online advertising value. Consumers' perception of advertising information, relevance and entertainment can bring a positive online advertising attitude, while the perception of target obstacles will bring a negative advertising attitude. Also, consumers' attitudes towards advertising, brand attitude and product purchase intention are significantly positively correlated [10]. When marketing using Weibo advertisements, enterprises should interact well with consumers to truly realize the advertising marketing value [12]; Moreover, it is necessary to make the characteristics and attributes of advertisements meet the motivation of consumers to realize the brand value and shape brand image [13].

2.2 Research on Users' Motivation to Use Social Media

In a broad sense, motivation usually refers to the internal motivation that can stimulate or maintain a certain behavior and use it to achieve a certain goal. Motivation is caused by demands and reflected by certain behaviors. From this perspective, users' motivation to use social media refers to users' willingness to use it when they perceive their own needs in some aspect and think that social media can meet these needs. In recent years, more studies have focused on the research field of users' motivation to use social media, and different theories and models have been applied, such as the Uses and Gratifications and Technology Acceptance Model [13,14]. In the existing researches, scholars defined the motivation for using social media as the motivation or factors that drive individuals to use social media, which reflects the needs of individuals [15]. Some scholars have analyzed the using motivation and participation ways of TikTok users from the perspective of Motivation-Participation-Performance Theory and found that pleasure-seeking, social and utilitarian motivations all significantly affect the sharing and cooperation activities of users in TikTok [16]; According to the Uses and Gratifications, some scholars have established the conceptual model of users' motivation in Weibo, and divided users' motivation to use Weibo into social motivation, information motivation and leisure motivation[15]. Based on the classification of users' motivation in the article published by scholars Zhao Ling and Zhang Jing in the Chinese Journal of Management, this paper divides users'

motivation to use social media into three categories: information motivation, social motivation and leisure motivation.

Through literature review, it is found that existing studies have focused on advertising classification and marketing strategies, users' motivation to use social media and its influence on advertising marketing effect, etc. However, most of the studies have focused on the analysis of advertising types and characteristics, lacking simultaneous detailed research on both users' motivation for using social media and types of advertisements, and most of them have focused on providing marketing suggestions for enterprises, which lack the research on the optimization of the advertising business of the social media. Based on this, this paper makes a detailed analysis of both users and advertisements, empirically analyzes the influence path of users' social media using motivation on the brand attitude and product purchase intention, and puts forward some suggestions for enterprises to conduct social media advertising marketing and for social media platforms to optimize their advertising business.

3. Research model design

3.1 Theoretical Analysis and Research Hypotheses

Uses and Gratifications discusses users' active media use behavior and analyzes users' motivation and demand for using social media. Generally speaking, the Uses and Gratifications divides users' motivation into four categories: information tracking, social tools, entertainment and personal identity [17]. In recent years, Sina Weibo has quickly become the head platform of social media in China, which can provide users with diversified functions and services so that users can meet their different motivations and needs by using Weibo [18]. Users can not only get information through trending topics, but also through directional search. At the same time, users on Weibo can build interpersonal networks by following others' accounts, and they can also browse and share interesting blogs, videos and pictures in their spare time. Therefore, according to the theory of Uses and Gratifications and the functional characteristics of the Weibo platform, this study puts forward that the main motivations of users to use Weibo are information motivation, social motivation and leisure motivation. Users with different motivations have different attitudes towards the advertisements and the brands [16]. For example, if users with the motivation of obtaining information or socializing frequently see product information unrelated to the content when browsing information, they may have the perceptions of goal impediment [17]. Information such as advertising pictures will disturb their access to target information, and at the same time, they may have certain negative attitudes towards the advertising brand. When users use Weibo mainly for leisure and entertainment, their attitude towards advertisements may not be too resistant. On the contrary, they may have a higher interest in the vivid and interesting graphic and video information in online advertisements and hope to know the latest products and services on the market through advertisements. Therefore, this study proposes:

H1: Users' social motivation negatively affects their attitude towards the brands that put online advertisements on Sina Weibo.

H2: Users' information motivation negatively affects their attitude towards the brands that put online advertisements on Sina Weibo.

H3: Users' leisure motivation positively affects their attitude towards the brands that put online advertisements on Sina Weibo.

At the same time, according to the existing research and the most common advertising types in Weibo's marketing practice at present [5,6], this paper divides the advertisements in Weibo into four categories: feeds advertisements, trending topics advertisements, advertorial advertisements and splash advertisements. Feeds advertisements refer to advertisements in the form of pictures, texts, videos, etc., appearing in the interface of the platform like the comment area of blogs and "attention page" of the user's homepage, etc.; trending topics advertisements point out some topics on the trending topics that change in real-time, and there will be signs showing their advertising attributes at the back of the topics; advertorial advertisements embed product information into other text

contents or videos. For example, bloggers promote a certain household vacuum cleaner in the VLOG that shares daily life; splash advertisements are full-screen interstitial advertisements that appear on mobile apps at launch, before the app content load.

Users' attitudes towards the brand will also affect their willingness to buy the products provided by brands that put various online advertisements [10]. Hence, this study puts forward the following assumptions:

H4: Users' brand attitude affects their willingness to purchase the products displayed in Weibo feeds advertisements.

H5: User's brand attitude affects their willingness to purchase the products displayed in Weibo trending topics advertisements

H6: User's brand attitude affects their willingness to purchase the products displayed in Weibo advertorial advertisements

H7: User's brand attitude affects their willingness to purchase the products displayed in Weibo splash advertisements.

3.2 Model Establishment

According to the research hypothesis above, the theoretical model of this paper is constructed as shown in Figure 1.

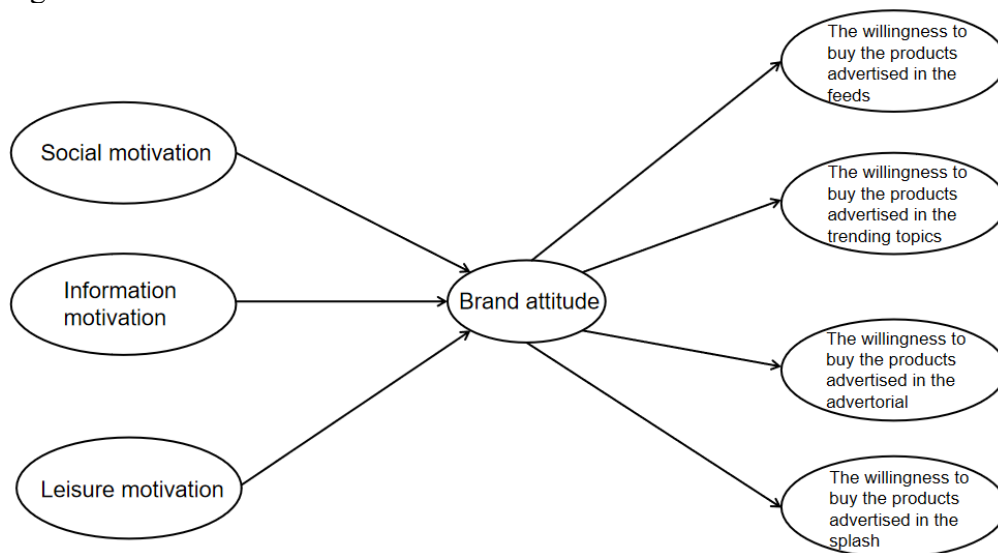


Fig. 1 Research theoretical model

4. Empirical Research and Analysis

4.1 Pre-research

First of all, considering the huge variety of advertisements on Weibo, to ensure the research effect of the formal survey, a preliminary survey was conducted, which was in the form of online questionnaires, and 104 valid questionnaires were collected, accounting for 37.5% of men and 62.5% of women. The ages are mainly between 19-25 years old and 26-36 years old. The questionnaire gave eight types of existing advertisements on Weibo, and respondents ranked these eight types of advertisements according to their familiarity. The final results are shown in Table 1.

It can be found that the four types of advertisements with the highest user familiarity are feeds advertisements, trending topics advertisements, advertorial advertisements and splash advertisements, while the familiarity and understanding of the other four types of advertisements are low. This shows that although there are a lot of official advertisements designed on Weibo at present, from the user's point of view, they have a higher perception of conspicuous advertisements, which also confirms the rationality of H4, H5, H6 and H7.

Table 1. User's familiarity with different types of advertisements on Weibo

Type of advertisement	Average score
Trending topics advertisement	5.76
Client popup window advertisement	2.78
Splash advertisement	5.55
Shopping window advertisement	2.21
Hot news advertisement	2.17
Special effects of "likes"	1.65
Advertorial advertisements	3.92
Feeds advertisements	3.81

4.2 Questionnaire Design

This questionnaire mainly uses Seven Grades Likert Scale, and it includes demographic information survey (gender, age, monthly income), Weibo usage survey (daily using time of Weibo and weekly frequency), Weibo usage motivation survey (information motivation, social motivation, leisure motivation), brand attitude survey and purchase intention survey of products displayed in online advertisements. Among them, for the design of the scale of using motivation, brand attitude and purchase intention, we all refer to authority scales at home and abroad, which can guarantee sufficient content validity. Information motivation was measured by seven questions; social motivation was measured by six questions; leisure motivation was measured by seven questions [10]; the measurement of brand attitude comes from the scale in Aaker and Jacobson's research, and it is measured by four questions; the purchase intention is measured by three questions [18].

4.3 Reliability and Validity Test

In the formal investigation stage, this study adopted the online survey method, in which 303 questionnaires were distributed, and 283 valid questionnaires were recovered, with a recovery rate of 93%, which met the requirements of statistical analysis. Demographic proportions of valid samples (N=283) are as follows. Gender: 38.7% male, 61.3% women, with a relatively harmonious gender ratio; The age stratification is mainly concentrated in the groups aged 19-25, 26-36 and 37 and above; The monthly income is mainly from 2,000¥ to 8,000¥. In addition, from the basic situation of their use of Weibo, the proportion of people who use Weibo for more than 2 years is the largest. The average daily use of Weibo is mainly distributed in less than half an hour and more than 4 hours, and the frequency of using Weibo is concentrated in more than seven times a week. On the whole, the respondents in this study have the habit of using Weibo and have a high degree of familiarity with Weibo, thus ensuring the validity of the follow-up research and the reliability of the data.

In this study, SPSS19.0 is used to analyze the internal consistency of the test data. The Cronbach α coefficient of the whole questionnaire is 0.979, and that of each variable is shown in the following table 2. According to the results, Cronbach α coefficients of variables are all greater than 0.7, which indicates that this questionnaire has good reliability.

Table 2. Cronbach α coefficient of each variable

Variable	Question number	Cronbach α
Social motivation	6	0.894
Information motivation	7	0.827
Leisure motivation	7	0.879
Brand attitude	4	0.938
The willingness to buy the products advertised in the feeds	3	0.922
The willingness to buy the products advertised in the trending topics	3	0.921
The willingness to buy the products advertised in the advertorial	3	0.918
The willingness to buy the products advertised in the splash	3	0.937

At the same time, KMO and Bartlett's Test of Sphericity are used to test the validity. According to the results in Table 3, the KMO values of all variables are greater than 0.5, each of the factor

loading are greater than 0.4, and the significance level of Bartlett's Test of Sphericity is 0, less than 0.005, which meets the requirements, indicating that the questionnaire has good validity.

Table 3. Validity test results of the questionnaire

Variable	Index	Factor loading	KMO	Cumulative variance explanation rate(%)	Sig
Social motivation	So1	0.852	0.884	65.56	0.000
	So2	0.734			
	So3	0.868			
	So4	0.783			
	So5	0.773			
	So6	0.839			
Information motivation	In1	0.686	0.791	48.84	
	In2	0.695			
	In3	0.681			
	In4	0.718			
	In5	0.725			
	In6	0.676			
	In7	0.756			
Leisure motivation	Le1	0.753	0.887	58.26	
	Le2	0.761			
	Le3	0.767			
	Le4	0.761			
	Le5	0.759			
	Le6	0.823			
	Le7	0.714			
Brand attitude	At1	0.911	0.861	84.43	
	At2	0.937			
	At3	0.899			
	At4	0.927			
The willingness to buy the products advertised in the feeds	Ba1	0.920	0.757	86.55	
	Ba2	0.942			
	Ba3	0.929			
The willingness to buy the products advertised in the trending topics	Bb1	0.907	0.742	86.46	
	Bb2	0.949			
	Bb3	0.933			
The willingness to buy the products advertised in the Advertorial	Bc1	0.918	0.758	85.90	
	Bc2	0.936			
	Bc3	0.926			
The willingness to buy the products advertised in the splash	Bd1	0.932	0.764	88.86	
	Bd2	0.945			
	Bd3	0.951			

4.4 Structural Equation Model

The questionnaire data with good reliability and validity is imported into AMOS, and the structural equation model is established and calculated. Table 4 is the overall fitting index of the structural equation model assumed in this study. From the overall effect of model fitting, the goodness-of-fit indexes such as CMIN/DF, RMSEA, CFI, AGFI, etc. all reach the judgment standard, which proves that the model has a good fitting effect and strong explanatory power.

This study uses the method of maximum likelihood to calculate the path coefficients between latent variables. As can be seen from Table 5 and Figure 2, five of the seven paths in this study's hypothetical model have significant path coefficients: "leisure motivation → brand attitude", "brand attitude → the willingness to buy the products advertised in the feeds", "brand attitude → The

willingness to buy the products advertised in the trending topics", "brand attitude→ the willingness to buy the products advertised in the advertorial", "brand attitude→ the willingness to buy the products advertised in the splash". Therefore, H3, H4, H5, H6 and H7 are verified, while H1 and H2 are not true.

Table 4. Fitting index of model

	CMIN/DF	RMSEA	NFI	IFI	CFI	GFI	AGFI
Criterion of index	<3	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Actual value	2.24	0.079	0.902	0.914	0.911	0.934	0.907
Fitting evaluation	good	good	good	good	good	good	good

Table 5. Path coefficient

	Estimate	S.E.	C.R.	P
brand attitude<---social motivation	0.259	0.223	1.226	0.220
brand attitude<---information motivation	0.173	0.306	0.672	0.502
brand attitude<---leisure motivation	0.406	0.206	2.562	**
the willingness to buy the products advertised in the feeds<---brand attitude	0.950	0.074	16.701	***
the willingness to buy the products advertised in the trending topics<---brand attitude	0.969	0.067	16.789	***
the willingness to buy the products advertised in the advertorial<---brand attitude	0.949	0.065	16.364	***
the willingness to buy the products advertised in the splash<---brand attitude	0.945	0.065	17.200	***

*** means P<0.001, ** means P<0.05, * means P<0.1

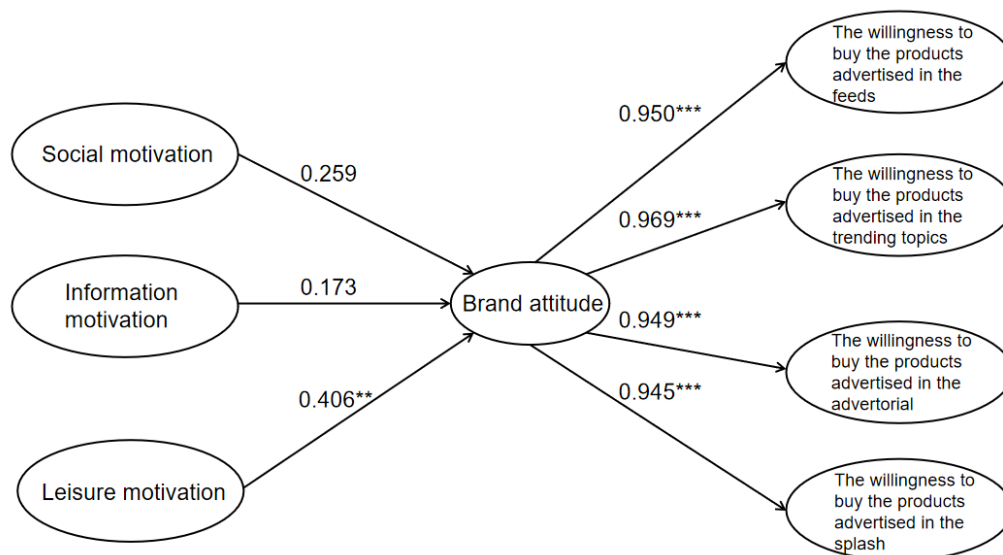


Fig. 2 Structural equation model and path coefficient

4.5 Analysis of the Intermediary Effect

After constructing the structural equation model, it can be found that among the three motivations, the leisure motivation has a significant positive correlation with users' attitude towards the brands that put online advertisements, while the brand attitude has a significant positive correlation with the purchase intention. Therefore, this paper analyzes the intermediary effect of "leisure motivation-brand attitude-purchase intention" by using the Process plug-in of SPSS19.0. The mediation model is shown in Figure 3, and the results of the mediation analysis are shown in table 6, table 7, table 8, table 9 respectively.

After analysis, it can be found that brand attitude acts as an intermediary in the four models, and leisure motivation has a positive effect on users' purchase intention of products and services presented in the four different types of advertisements when brand attitude serves as an intermediary.

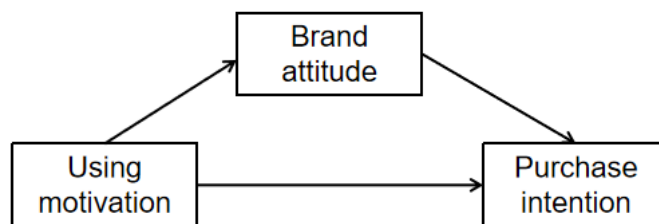


Fig. 3 The mediation effect model constructed in this study

Table 6. Analysis of mediating effect (dependent variable=willingness to buy the products advertised in the feeds)

	Effect	BootSE	BootLLCL	BootULCL
Total effect	0.993	0.06	0.87	1.12
Direct effect	0.449	0.07	0.31	0.59
Mediating effect of brand attitude	0.544	0.08	0.38	0.70

Table 7. Analysis of mediating effect (dependent variable= willingness to buy the products advertised in the trending topics)

	Effect	BootSE	BootLLCL	BootULCL
Total effect	0.905	0.06	0.79	1.02
Direct effect	0.327	0.07	0.20	0.46
Mediating effect of brand attitude	0.578	0.08	0.41	0.73

Table 8. Analysis of mediating effect (dependent variable= willingness to buy the products advertised in the advertorial)

	Effect	BootSE	BootLLCL	BootULCL
Total effect	0.926	0.06	0.81	1.04
Direct effect	0.413	0.07	0.29	0.55
Mediating effect of brand attitude	0.507	0.08	0.35	0.66

Table 9. Analysis of mediating effect (dependent variable= The willingness to buy the products advertised in the splash)

	Effect	BootSE	BootLLCL	BootULCL
Total effect	0.931	0.06	0.81	1.05
Direct effect	0.410	0.07	0.28	0.54
Mediating effect of brand attitude	0.521	0.08	0.36	0.66

5. Research Conclusion and Discussion

5.1 Discussion of Research Results

Through the processing and analysis of valid sample data in the fourth part, this paper empirically analyzes the relationship between users' motivation to use Sina Weibo and the effect of online advertisements and also verifies the hypotheses. The main conclusions are as follows.

5.1.1 Different using motivations have different influences on brand attitude.

According to the analysis results, leisure motivation has a positive and significant impact on brand attitude. For users who use Sina Weibo, the stronger their leisure motivation, the better their attitude towards the brand that puts online advertisements on the platform. However, the information motivation and social motivation of users have no significant impact on brand attitude. At present,

enterprises pay close attention to the appeal and the interactivity of advertisements when they are engaged in online marketing and advertising. Therefore, judging from the characteristics of advertisements on Weibo, most advertisements are more interesting and interactive, whether it is the topic words or the contents of pictures and videos. When users use Weibo for leisure and entertainment, the interest of online advertisements can meet their leisure and entertainment needs to a certain extent, and users are more willing to interact with advertisements and brands so that it is easy for users to have a favorable impression on brands, thus making leisure motivation positively influence brand attitude.

As for the result that social motivation and information motivation have no significant influence on brand attitude, the reasonable explanation is that, on the one hand, online advertisements on Weibo are being delivered more accurately, trying to make the advertising content more in line with the interfaces and feeds, which helps to reduce users' perception of advertising clustering and advertising avoidance and then reduce the negative emotions [17]. On the other hand, when users use Sina Weibo, they don't always have a clear motivation, especially for obtaining information or social motivation. For example, when they're waiting in line or waiting for the bus, they may not have a clear purpose to use Weibo and may just click on it due to personal habits.

5.1.2 Brand attitude has a significant positive impact on purchase intention.

It is found that the better the user's attitude towards the brand, the stronger their willingness to buy the products and services presented in online advertisements. This conclusion applies to advertisements in different forms. Some scholars in the field of marketing have proved that consumers' brand attitudes will have a positive impact on their purchase intention [19], and this paper focuses on online marketing and the relationship between users' attitudes towards online advertising and their purchase intentions. This paper also subdivides the types of advertisements, which proves that this conclusion is also applicable to online marketing and brands who put in diversified and multi-form online advertisements.

5.1.3 Brand attitude plays an intermediary role in the influence of leisure motivation on purchase intention

Leisure motivation has a significant positive impact on users' purchase intention of products and services, while brand attitude, as an intermediary, has a significant incomplete intermediary effect. Previous studies have confirmed that advertising attitude, brand attitude and purchase intention will form an intermediary effect [10], while this study introduced the independent variable of social media using motivation, and found that using motivation, brand attitude and purchase intention will also form an intermediary effect where brand attitude serves as the intermediary.

5.2 Marketing Suggestions for Brands

5.2.1 Pay attention to the satisfaction of advertisements for users' social media using motivations.

At present, Sina Weibo is still characterized by "pan-entertainment" as a whole. Therefore, for brands that advertise and market on Sina Weibo, compared with the social and information function of advertisements, it is more necessary to improve their interest, innovation and appeal to make advertisements match the overall attributes of the Weibo platform, and meet users' leisure and entertainment needs by carrying out interactive marketing activities or forming reward mechanisms to make users have a more positive attitude towards the brands, attract more users from Weibo, and then divert the users to their loyal consumers. Similarly, brands that advertise on other social media platforms, such as WeChat and TikTok, should also pay attention to the matching degree of advertising content and attributes with the main functions and characteristics of the platform to meet the different social media using motivations of users.

5.2.2 Use more intuitive forms to present advertisements and shorten the contact path of users to the advertisements.

Through the pre-survey of this study, it can be found that although there are many forms of advertisements on Weibo, for users who often use Weibo, the most familiar advertisements are still intuitive and eye-catching types like trending topics and splash, which can be easily accessed. However, although the advertising forms that appear after giving a like to certain specific blogs or clicking the client pop-up window are the product of the innovation of advertising forms and the continuous updating of social media functions, users and consumers have a relatively weaker perception of such advertising forms.

Therefore, enterprises should try to reduce the "contact cost" of users and choose more intuitive and simple channels when marketing through social media advertisements. Enterprises should also choose appropriate channels based on their own brand advantages and marketing strategies to improve marketing efficiency.

5.3 Suggestions for Social Media Advertising Business

Nowadays, advertising is one of the main revenue sources for many social media platforms, so each social media platform should pay attention to the optimization of its own advertising business. For Weibo, it is necessary to activate users' leisure and entertainment motivation by effective means or try to turn other motivations into leisure motivation so that users are more likely to have a positive attitude towards advertisements and brands and improve their purchase intention, thus achieving a win-win situation. Other social media platforms should also identify their user's motivation that is most beneficial to their advertising business and try to activate and transform the motivation.

5.4 Shortcomings and Prospects

This study mainly puts forward three types of motivation, which may omit some other motivations, and the emergence of one motivation may also be accompanied by other motivations. This paper does not study the relationship between motivations. At the same time, this paper investigates the brand attitude and purchase intention of users through questionnaires but does not study more indicators to measure advertising attitude and effect from other aspects of consumer behaviors such as memory and learning. Therefore, in future research, on the one hand, users' motivation can be further studied, and on the other hand, more variables can be introduced for research through experimental methods. At the same time, we can further study how to identify users' motivation more accurately, such as the relationship between users' motivation and their online time, to help brands create more suitable advertising content, help platforms push advertisements accurately, and help users obtain advertising content that can meet their different needs.

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