

Effects of Fashion Company's Marketing Activities Using Micro-blogging Services on Chinese Consumer's Attitude toward Company and Purchase Intention

Zhao Liang · Lee MiYoung*

E-Land Fashion (Shanghai) Co. LTD.

Dept. of Fashion Design & Textiles, Inha University*

Abstract

The purpose of this research is to investigate the effects of fashion companies' micro-blogging marketing activities on Chinese consumer attitudes and purchasing intentions. In this research, the technology acceptance model (TAM) was used as the research framework, and innovativeness, self-efficacy, and perceived enjoyment variables were included in the model. Through an online survey, 195 respondents participated in this study. The results were as follows: fashion innovation and self-efficacy have a significant positive effect on perceived usefulness, as well as ease of use. These two factors have a significant positive effect on perceived enjoyment. Furthermore, and most significantly, this perceived enjoyment has a significant effect on the consumer's attitude toward the company, and intention to purchase the fashion company's products.

Key words : China, fashion, micro-blog, technology acceptance model

I. Introduction

According to the "China Internet Network Information Center (CINIC)", by the end of June 2014, China had 632 million Internet users, an increase of 14.42 million over the previous year, and has 527 million mobile Internet users (CINIC, 2014). Many online users are also using

micro-blogging services, which have the advantage of simplicity, interactivity, and convenience. Micro-blogging is defined as "a form of blogging that lets you write brief text updates (usually less than 200 characters) about your life, on the go, and send them to friends and interested observers via text messaging, instant messaging, email or the web"

Corresponding author: Lee MiYoung, Tel. +82-32-860-8137, Fax. +82-32-8865-8137
E-mail: mylee@inha.ac.kr

(Wikipedia, 2010). Micro-blogging provides a new communication channel complementary to other media (Zhao & Rosson, 2009). Micro-blogging allows users to be engaged in many-to-many and many-to-one communication, as well as one-to-one and one-to-many communication, and applies short text input with word limits, thus precluding any significant burden from being placed on users. Micro-blogging also can be used in multiple ways, including mail, API (Application Programming Interface), messages, applications, among others.

China has emerged as the world's third top major consumption market, and China's apparel market is one of the fastest growing markets in the world. The rise of e-commerce and the boom in fast fashion have fuelled the rapid growth of the market in recent years ("China's apparel market", 2013) and China has attracted many global fashion companies, despite a downturn in the world economy. Particularly, the Chinese fashion market has seen fierce competition amidst the robust growth of Chinese local fashion brands as the Chinese government has strengthened the Chinese domestic market at the policy level. Under these circumstances, many fashion companies that have entered into the Chinese market are pressing ahead with various marketing activities to gain a competitive edge in this increasingly robust market. With a surge in the number of Chinese micro-blog users, as mentioned before, companies are leveraging micro-blogging as a versatile medium to introduce their products and highlight a company's vision or culture.

The "Technology Acceptance Model" (TAM) is often used in research to validate the acceptance of new products and highly innovative services. This model is also actively

used in research associated with the Internet, e-commerce, the mobile Internet, and mobile service acceptance, etc. In the fashion sector, the TAM model has been used in research investigating the acceptance factors and acceptance process of wearable computers (Chae, 2009; J. Hong, Chae, & Han, 2006; H. Lee, 2009), and has also been applied to purchasing intentions for smartware (Kang & Jin, 2007). In addition, TAM has also served as a research framework in explaining consumers' online behavior in the fashion industry (S. Lee, Lee, & Yu, 2011; H. Lee, 2012).

In this study, we aimed to investigate the effects of fashion companies' micro-blogging marketing activities on Chinese consumer attitudes and purchasing intentions. By adding the variable of perceived enjoyment to the technology acceptance model, this research examined the process by which Chinese consumers accept Micro-blog marketing activities based on the aforementioned studies.

II. Literature Review

1. The Chinese Micro-blog Market

Micro-blogging is a fast growing market in and receives a great deal of attention by the Chinese public. According to the data released by CNNIC, the number of micro-blog users in China is 275 million as of 2014, and 46% of Internet users' frequent micro-blog sites. The number of mobile micro-blog users was 189 million. Since the rapid growth stage from 2011 to 2012, the micro-blog market has gradually entered the mature stage. Micro-blogging has become the most popular way in which Chinese

netizens disclose information (CINIC, 2014). Currently, the primary micro-blog services are provided by Sina, Tencent, Natest, and Sohu in China.

Micro-blog marketing is a type of marketing leveraging the advantage with which information is shared and exchanged online, via a micro-blogging stream in real-time to achieve the goals of market surveys, product promotions, customer relationship management, and brand communication, etc. Specifically, micro-blog marketing has the advantage of lower capital requirements and efficient promotions, along with low maintenance costs, high efficiency and ease of use. Moreover, micro-blog marketing allows fast dissemination of information and the application of various ways of marketing. In particular, it can be used as a new marketing tool targeting a new generation of consumers familiar with micro-blogging services and can find multiple applications, such as market research, product promotions, customer relationship management, and brand communication, among others.

2. Theoretical Framework: Technology Acceptance Model (TAM)

The Technology Acceptance Model (Davis, Bagozzi, & Warshaw, 1989) is a model that explains and predicts the behavior of users of information technology (IT) based on the Theory of Reasoned Action (TRA) in the field of social psychology. This model is an extension of the relationship – which is the relationship between attitudes and behavioral intentions toward behavior in the TRA – into the research on the information technology (IT) adoption of IT users (Adams, Nelson, & Todd, 1992; Agarwal & Prasad, 1998; Davis, 1989).

TAM establishes the perceived usefulness and ease of use, which are confidence variables, as the most important factors influencing individuals' acceptance of information technology (IT). Perceived usefulness means the extent to which users perceive that a specific system will improve the performance outcome for users. The use or non-use of the system is determined by the degree of such usefulness. Perceived usefulness indicates the perception toward the amount of effort required to use a specific system or the perception toward the extent to which users believe that a specific system will be made easily available to them; moreover, it implies the refusal to use a specific system that is too difficult to use or requires more effort relative to its usefulness (Adams et al., 1992; Agarwal & Prasad, 1998; Davis, 1989).

An external variable which affects the perceived usefulness and ease of use is confidence level. Meanwhile, these perceptions affect individuals' attitudes toward information technology (IT), which in turn, influence technology acceptance intentions (behavioral intentions), and finally, technology acceptance intentions determine technology acceptance behavior. Attitudes toward use show users' positive or negative evaluations of a new technology, which may reflect the subjective feelings of users. Behavioral intentions to use refer to the inclinations of users to use a new technology. The behavioral intentions to use are considered to have a high correlation with actual system utilization; therefore, behavioral intentions to use will have a decisive effect on actual system utilization. This actual system utilization refers to behaviors that users practically use with new technologies (Adams et al., 1992; Agarwal & Prasad, 1998; Davis, 1989).

TAM and its revised version has been adopted

and validated by many scholars of online or mobile commerce in many areas, including China (Soroa-Koury & Yang, 2010; Wu & Wang, 2005; Yang, 2007; Yang, Liu, & Zhou, 2012; Zhang & Mao, 2008). In the fashion area, the TAM model has been used in research investigating the acceptance factors and acceptance process of wearable computers (Chae, 2009; Hong et al., 2006; H. Lee, 2009), and has also been applied to purchasing intentions for smartware (Kang & Jin, 2007). In addition, TAM has also been applied as a research framework in explaining consumers' online behavior in the fashion industry (Hong & Na, 2008; H. Lee, 2012; S. Lee, Lee, & Yu, 2011). In a study by Kang and Jin (2007), fashion innovativeness has influenced perceived usefulness, while technological innovation has influenced the perceived ease of use. This perceived ease of use, as well as perceived usefulness, has had an affect people's attitudes. Jin et al., (2011) created a research model by adding external variables such as enjoyment, habitual mobility, and social influence based on the innovative technology acceptance model in research related to micro-blog utilization factors. In the meantime, S. Lee, Lee, and Yu (2011) extended the TAM model by including self-efficacy, technological innovation, fashion involvement, and perceived enjoyment, in order to investigate the factors influencing intentions to purchase fashion products via T-commerce.

3. Related Studies

Innovativeness

Technological innovation represents the spontaneous ideas of individuals to test new information technology. According to previous research, technology innovation has influenced

the perceived ease of use and perceived usefulness toward new information technology and affects utilization intention (Park, 2004). A study by Agawal and Karahanna (1998) showed that a highly innovative group had greater interest in the perceived ease of use and perceived usefulness, and also had greater utilization intentions, compared to a low innovation group. Fashion innovativeness refers to the extent to which people accept the fashion of products that are susceptible to fashion trends (Jun & Rhee, 2009; Rhee, 1999). Kang and Jin (2007) found that fashion innovativeness had a greater influence on the purchase intentions and attitudes toward smart clothes than did technology innovativeness in connection with the effect of consumers' fashion innovativeness and technological innovativeness on the purchase intentions and attitudes toward smart clothes. Thus, consumer behavior may vary, depending on fashion innovativeness, according to the preceding studies. In this study, we have examined innovativeness based on both fashion and technology.

Hypothesis 1-1: Fashion innovativeness will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.

Hypothesis 1-2: Fashion innovativeness will have a positive (+) effect on the perceived ease of use of fashion marketing activities using micro-blogging services.

Hypothesis 1-3: Technology innovativeness will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.

Hypothesis 1-4: Technology innovativeness will have a positive (+) effect on the perceived ease

of use of fashion marketing activities using micro-blogging services.

Self-efficacy

Self-efficacy is defined as being the judgment and self-confidence that one can successfully carry out specific activities (Bandura, 1982, 1997). In other words, the successful completion of specific tasks requires a combination of abilities to carry out a specific action with the judgment and motivation that drives a person to succeed in the specific action, regardless of competence and skill. Previous studies, or the results thereof, show that a group with low self-efficacy has a strong tendency to accept weak self-confidence when using a system or information (Murphy et al., 1989). Eastin and LaRosa(2000) developed an eight-item Internet self-efficacy scale and found that prior Internet experience, outcome expectancies and Internet use were significantly and positively correlated to Internet self-efficacy judgments. On the other hand, Internet stress and self-disparagement were negatively related to Internet self-efficacy. The previous studies showed that self-efficacy had an influence on the perceived ease of use and the perceived usefulness (Agawal & Karahanna, 2000; Bae, 2010). In a study by S. Lee, Lee, and Yu (2011), which investigated the factors influencing fashion T-commerce purchase intentions, it was found that self-efficacy directly influenced perceived ease of use and indirectly influenced perceived usefulness. Based on these preceding studies, the following hypotheses were established:

Hypothesis 2-1: Self-efficacy will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.

Hypothesis 2-2: Self-efficacy will have a positive (+) effect on the perceived ease of use of fashion marketing activities using micro-blogging services.

Ease of use and perceived usefulness

Davis (1989) defined the perceived ease of use as the extent to which a system can be used without exerting much effort, and ease of use is an important factor affecting technology acceptance. As users feel difficulty in using a system, the perceived usefulness diminishes and utilization intentions are reduced. The former scenario would result in a better user experience and overall satisfaction. The previous studies (S. Lee, Lee, & Yu. 2011) examined the relationship between the perceived ease of use and the perceived enjoyment. The results suggested that perceived ease of use had a significant effect on perceived enjoyment. This finding may imply that improvement in the perceived ease of use can lead to an increase in consumers' enjoyment. Perceived usefulness highlights the outcome from the use of a new technology or system, meaning that users perceive the usefulness of such a new technology or system (Davis, 1989). Users may exert a positive effect on company attitudes when they consider a new system as being more useful than an existing one (Kang & Jin, 2007).

Hypothesis 3: Perceived ease of use toward fashion marketing activities that use micro-blogging services will have a positive (+) effect on perceived enjoyment from fashion marketing activities using micro-blogging services.

Hypothesis 4: Perceived usefulness toward fashion marketing activities that use micro-blogging services will have a positive (+)

effect on perceived enjoyment from fashion marketing activities using micro-blogging services.

Perceived enjoyment

Perceived enjoyment can be defined as the extent to which users feel fun or enjoyment in the course of utilizing new products and systems (Carroll & Thomas, 1988). In recent studies, perceived enjoyment is often applied as a new variable for the technology innovativeness model and is commonly used in research related to purchasing and utilization intentions. Hoffman and Novak (1996) proposed that intrinsic motivation, such as perceived enjoyment enhanced self-relevance, making an individual feel more involved in an activity. In the extension TAM, perceived enjoyment was added to TAM as an important factor that affected Internet use (Teo et al. 1999; S. Lee, Lee, & Yu, 2011). Hsu and Lin (2008) examined the acceptance of blog usage and found that perceived enjoyment significantly affected attitudes toward using web blogs. Similar to other social media, one of the major reasons for using micro-blogs is to share information and various items of interest, and consumers' perceived enjoyment would be an important factor in using micro-blogging services.

A study by Jin, Zhao, and Park (2011) showed that perceived enjoyment has an influence on micro-blog service utilization intentions. In addition, a study on T-commerce suggests that perceived enjoyment has an influence on behavioral attitudes (S. Lee, Lee, & Yu, 2011). This study applied the concept of perceived enjoyment to determine the effect on consumers' attitudes toward the use of micro-blogs by fashion companies.

Hypothesis 5: Perceived enjoyment from fashion marketing activities that are implemented via micro-blogging services will have a positive (+) effect on the attitudes of consumers toward companies using micro-blog services.

Attitude toward company and purchase intention

Attitude toward the company refers to consumers' evaluation of those with favorable or unfavorable impressions of specific companies. In general, companies or brands that have received the most favorable reviews from consumers are selected. Davis, Bagozzi, & Warshaw (1989) suggested that the attitudes toward technology show users' positive or negative evaluations toward the new technology and this affect the behavioral intention to use a new technology they may encounter. Purchase intention is defined as the consumer's possibility of purchasing in the future. Since it is expressed as a customer's will to promise certain activity related to future consumption, many studies have employed purchase intention to estimate a company's future profits (Ko, Kim, & Zhang, 2008). Cho and Yang (2012) found that site characteristics (e.g., robust value, convenience) and SNS subjective norms significantly influenced the consumer attitude towards social commerce, and the attitude of consumers positively influenced the purchase intentions of fashion products. Oh and Kim (2014) also found that consumer's attitudes towards fashion products has a positive effect on consumers' purchase intentions and online word-of-mouth. Given that attitudes toward the company have a decisive effect on consumer behavior, the following hypothesis was established for this study:

Hypothesis 6: Consumers' attitudes toward companies using micro-blogging services will

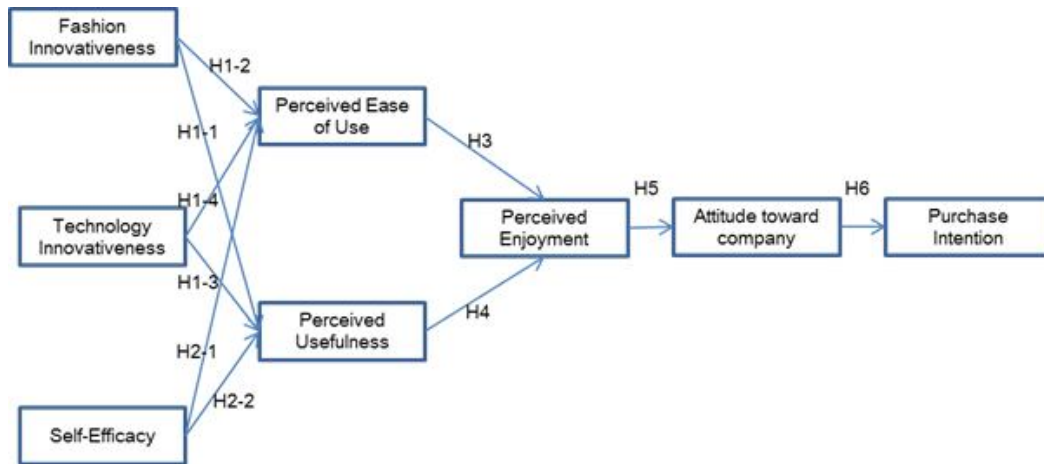


Figure 1. A Conceptual Research Model

have a positive (+) effect on consumers' purchase intentions for the products of such companies.

III. Method

1. The conceptual model

According to the hypotheses, a conceptual research model was developed and is shown in Figure 1.

2. Measurement and Questionnaire Development

In this study, we conducted an online survey of micro-blog service users among Chinese consumers. All measurement items were adopted from previous studies and reworded to reflect the current study context when necessary. Fashion innovativeness was defined as the degree of acceptance for new styles of products

with strongly fashionable aspects (Kim & Rhee, 2001) and measured with four criteria adopted from and Jun and Rhee (2009). Technological innovativeness was measured with two criteria adopted from Agarwal and Prasad (1998).

Self-efficacy was measured with three others from the Eastin and LaRose' study (2000). Perceived ease of use and perceived usefulness were measured with three items each adopted and modified from Davis, Bagozzi, and Warshaw (1989), and S. Lee, Lee, and Yu (2011). Perceived enjoyment was measured along with three additional criteria adopted and modified from Agarwal and Krahnanna (2000) and Jin, Zhao, and Park (2011). Consumer's attitude toward company was measured with three items taken from the study by K. Lee, Sung, and Jun (2008). Purchase intention was measured with three items adopted from Agarwal and Krahnanna (2000), Park (2004), and Oh and Kim (2014). All items were measured on 5-point rating scales, with anchors of 1=very unlikely and 5=very likely. Questions related to demographics and micro-blog usage characteristics were also included at the end.

Table 1. Respondents' Micro-blog Usage Characteristics

Characteristics		Frequency	%
Micro-blog used by participants*	Sina weibo	151	77.4
	Tencent	61	31.3
	NatEase	37	19.0
	Twitter	29	14.9
	Sohu	15	7.7
	Others	19	9.7
Daily time spent on using micro-blog (N=195)	Less than 10 min	25	12.8
	10 - less than 30 min	18	9.2
	30 - less than 60 min	64	32.8
	1 - less than 3 hours	59	30.3
	More than 3 hours	20	10.3
	Other	9	4.6
Area of interest in Fashion from micro-blog	Fashion information	66	33.8
	News	60	30.8
	Celebrity information	37	19.0
	Group purchase information	13	6.7
	Other	19	9.7

Note. *Participants were asked to check micro-blogs they had used and some participants may choose more than one option. Thus, the total number is more than 195.

The questionnaires were first developed in Korean. Measures such as technological innovativeness, self-efficacy were translated into Korean by the professional translator. Then the questionnaire was translated into Chinese by one of the researcher who is biligual, and then professional translator back translated the questionnaire into Korean to insure the questionnaire's validity.

3. Sampling and Data Collection

This study sample was comprised of Chinese consumers who have used micro-blogging services, and for data collection, a copy of the survey was also posted electronically to the uquestion site (www.uquestions.com.cn) by one of the researcher who is native Chinese. By posting question site, researchers informed the survey participants about the survey online

address, followed by the survey process to elicit their participation.

A total of 195 usable questionnaires were collected and used for the analysis. The collected data were processed by using SPSS18.0 for statistical analysis, including a frequency analysis, reliability analysis, and series of regression analyses.

4. Sample Characteristics

A total of 195 users (female - 58.5%; male - 41.5%) of Chinese micro-blogs participated in this study. Respondents in their 20s comprised 85.6% of the total respondents. Respondents in their 30s numbered 19, making up 9.7% of the sample. Among all respondents, 33.8% were students, the highest proportion, followed by clerical workers (15.9%), managerial workers (15.4%), sales workers (13.8%), technical

workers (6.7%), and self-employed people (6.2%).

The micro-blog usage characteristics of the sample are presented in Table 1. The micro-blogging service primarily used was found to be Sina Weibo, with 77.4%, followed by Tencent (31.3%) and NetEase (19%). The number of Twitter users was a rather low figure of 14.9% due to access restrictions imposed amidst the political climate in China.

Regarding the time spent on using micro-blog services per day, 30.3% of the respondents used them from 1 to 3 hours per day, and 32.8% of those surveyed had usage ranging from 30 minutes to 1 hour per day. Most participants answered that they used micro-blog services for more than 30 minutes, on average, per day.

5. Reliability Tests of Measures

Reliability tests were performed, and the results are shown in Table 2. Cronbach α , indicating the internal consistency, was used to examine the reliability of measures. George and Mallery (2003) and Kline (2000) suggested that measures with a Cronbach α score higher than 0.7 indicates "good" internal consistency and a Cronbach α score higher than 0.6 indicates "acceptable" internal consistency. Thus, all measures were used for further analyses.

IV. Results

1. Effects of Innovativeness and Self-efficacy on Perceived Ease of Use

We performed a regression analysis by defining fashion innovativeness, technology

innovativeness and self-efficacy as the independent variables and defining perceived ease of use as the dependent variable, in order to determine the effect of these consumer characteristics on their perceived ease of use. The results showed that both fashion innovativeness ($t=6.659$, $p<.001$) and self-efficacy ($t=9.471$, $p<.001$) had a positive significant effect on perceived ease of use (See Table 3). Thus, Hypothesis 1-2 and Hypothesis 2-1 were supported. By contrast, technology innovativeness ($t=-.185$, *N.S.*) had no significant effect on consumers' perceived ease of use. When consumers were more fashion innovative and had higher self-efficacy, consumers think micro-blog services are easy to use. Thus, hypothesis 1-4 was not supported.

2. Effects of Innovativeness and Self-efficacy on Perceived Usefulness

A regression analysis was conducted by defining fashion innovativeness, technology innovativeness, and self-efficacy as the independent variables and defining "perceived usefulness" as the dependent variable in order to determine the effect that the micro-blog marketing activities of the aforesaid fashion companies would have on the perceived usefulness, while consumer characteristics, such as fashion innovativeness, technology innovativeness, and self-efficacy, were established as the external variables. The results showed that both fashion innovativeness ($t=6.340$, $p<.001$) and self-efficacy ($t=7.146$, $p<.001$) had a significant effect on perceived usefulness (See Table 4). Thus, Hypothesis 1-1, and Hypothesis 2-2 were supported. However, technology innovativeness ($t=1.411$, *NS*) did not have any significant effect on perceived

Table 2. The Results of Reliability Test of Measures Used in This Study

Statements	Cronbach α
Fashion innovativeness I am always sensitive to the latest fashion trends. I buy quickly whenever I get the latest fashion information. I am interested more in future fashion, rather than what is currently in vogue. I always wear clothes in different ways.	.754
Technological innovativeness I tend to use high tech products less than my friends do (R). I am the last one to be acquainted with high tech among my friends(R).	.698
Self-efficacy I adapt myself better than others when using micro-blog services. I am familiar with the functions provided by micro-blog services, and I use them effectively. I am confident that I can obtain necessary information by using micro-blog services.	.757
Perceived ease of use I can obtain the desired fashion information easily through micro-blog services. I can find fashion information any time anywhere through micro-blog services. I can find fashion information or fashion product information in real-time through Micro-blog services.	.783
Perceived usefulness I can get useful information related to fashion brands by using micro-blog services. I can get various promotion benefits of fashion brands by using micro-blog services. Micro-blog services are useful when buying fashion products.	.797
Perceived enjoyment It is fun to get information by using micro-blog services. It is interesting to get fashion information or fashion product information by using micro-blog services. Using micro-blog services makes my life pleasant.	.851
Attitude toward company I have a good feeling toward fashion companies operating micro-blog services. I have a good feeling when I shop offline for fashion brands providing micro-blog services. I am interested in fashion companies providing micro-blog services.	.884
Purchase intention I am willing to buy products introduced by the fashion companies that I have followed by using micro-blog services. I want to recommend products introduced by the fashion companies that I have followed by using micro-blog services. I want to wear products introduced by the fashion companies that I have followed by using micro-blog services.	.817

usefulness. Thus, Hypothesis 1–3 was not supported. This finding suggests that fashion marketing activities using micro-blog services are perceived as being more useful as consumers' fashion innovativeness and self-efficacy increase.

3. Effects of Perceived Ease of Use and Perceived Usefulness on Perceived Enjoyment

A regression analysis was conducted to determine the effect that the perceived ease of use and perceived usefulness would have on perceived enjoyment. The results showed that perceived ease of use ($t=4.039, p<.001$) and perceived usefulness ($t=9.937, p<.001$) had a significant positive influence on perceived

enjoyment (See Table 5). In other words, fashion marketing activities using micro-blog services are perceived to have greater enjoyment as the perceived ease of use and perceived usefulness increase. Thus, Hypothesis 3 and Hypothesis 4 were supported.

4. Effects of Perceived Usefulness on Attitude toward Company

Perceived enjoyment toward the micro-blog fashion marketing activities was found to have a positive significant effect ($t=13.408, p<.001$) on consumer attitudes toward the fashion companies, indicating that consumers who perceived enjoyment using micro-blogs tended to have positive attitude toward the company (See Table 6). Thus, Hypothesis 5 was supported.

Table 3. Effects of Innovativeness and Self-efficacy on Perceived Ease of Use

Dependent variable	Independent variable	<i>B</i>	<i>SE</i>	<i>B</i>	<i>t</i>	<i>Sig.</i>
Perceived ease of use	Constant	.699	.247		2.836	.005
	Fashion innovativeness	.356	.054	.366	6.659	.000
	Technology innovativeness	-.008	.044	-.009	-0.185	.853
	Self-efficacy	.531	.055	.515	9.471	.000

$R^2=.538, \text{ Adjusted } R^2=.531, F(3,191)=74.071 (p<.001)$

Table 4. Effects of Innovativeness and Self-efficacy on Perceived Usefulness

Dependent variable	Independent variable	<i>B</i>	<i>SE</i>	<i>B</i>	<i>t</i>	<i>Sig.</i>
Perceived usefulness	Constant	.274	.282		.972	.333
	Fashion innovativeness	.061	.061	.363	6.340	.000
	Technology innovativeness	.050	.050	.076	1.411	.160
	Self-efficacy	.063	.063	.422	7.146	.000

$R^2=.457, \text{ Adjusted } R^2=.448, F(3,191)=53.521 (p<.001)$

Table 5. Effects of Perceived Ease of Use and Perceived Usefulness on Perceived Enjoyment

Dependent variable	Independent variable	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>Sig.</i>
Perceived enjoyment	Constant	.315	.181		1.746	.082
	Perceived ease of use	.275	.068	.249	4.039	.000
	Perceived usefulness	.642	.065	.612	9.937	.000

$R^2=.659$, *Adjusted R*²=.656, $F(2,192)=185.577$ ($p<.001$)

Table 6. Results of Regression Analyses

Dependent variable	Independent variable	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>Sig.</i>
Attitude toward company	Constant	.874	.180		4.844	.000
	Perceived enjoyment	.665	.050	.694	13.408	.000

$R^2=.482$, *Adjusted R*²=.480, $F(1,193)=179.776$ ($p<.001$)

Table 7. Results of Regression Analyses

Dependent variable	Independent variable	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>Sig.</i>
Purchase intention	Constant	.843	.162		5.217	.000
	Attitude toward company	.769	.049	.751	15.794	.000

$R^2=.564$, *Adjusted R*²=.562, $F(3,191)=249.465$ ($p<.001$)

5. Effects of Attitude toward Company on Purchase Intention

The results also showed that the attitude toward the company entity had a positive significant effect ($t=15.794$, $p<.001$) on consumer’s purchase intentions, indicating when consumers have more favorable attitudes toward fashion using micro-blog services, their purchase intentions were higher for the products of these specific companies. Thus, Hypothesis 6 was supported (See Table 7).

In this study, a conceptual model was created by establishing fashion innovativeness, technology innovativeness, and self-efficacy -- which can influence user characteristics -- as external variables and by adding perceived

enjoyment based on the technology innovativeness model on the basis of the previous studies. The results showed that all variables other than technology innovativeness among the external variables had a statistically significant positive effect. Especially the results show that micro-blog users’ self-efficacy more significantly affects their perceived ease of use ($\beta=.515$, $p<.001$) and perceived usefulness ($\beta=.422$, $p<.001$) toward micro-blog marketing compare to fashion innovativeness (perceived ease of use, $\beta=.366$; perceived usefulness, $\beta=.363$, both $p<.001$). In other words, micro-blog users’ self-confidence that they can successfully carry out activities through micro-blog services is the major significant factor affecting fashion companies’ micro-blog

marketing, indicating micro-blog marketing became more accepted considering more consumers use new media and eventually became more confident using these media. In addition, perceived playfulness played an important role between perceived ease of use

and usefulness and consumer's attitude toward the company. Perceived usefulness played affect more significantly ($\beta=.612, p<.001$) to perceived playfulness than perceived ease of use ($\beta=.249, p<.001$) did. The summary of the hypotheses and the testing results are presented in Table 8.

Table 8. The Results of Hypotheses Testing

Hypotheses	Test result
H1-1: Fashion innovativeness will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.	Supported
H1-2: Fashion innovativeness will have a positive (+) effect on the perceived ease of use of fashion marketing activities using micro-blogging services.	Supported
H1-3: Technology innovativeness will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.	Not supported
H1-4: Technology innovativeness will have a positive (+) effect on the perceived ease of use of fashion marketing activities using micro-blogging services.	Not supported
H2-1: Self-efficacy will have a positive (+) effect on the perceived usefulness of fashion marketing activities using micro-blogging services.	Supported
H2-2: Self-efficacy will have a positive (+) effect on the perceived ease of use of fashion marketing activities using micro-blogging services.	Supported
H3: Perceived ease of use toward fashion marketing activities that use micro-blogging services will have a positive (+) effect on perceived enjoyment from fashion marketing activities using micro-blogging services.	Supported
H4: Perceived usefulness toward fashion marketing activities that use micro-blogging services will have a positive (+) effect on perceived enjoyment from fashion marketing activities using micro-blogging services.	Supported
H5: Perceived enjoyment from fashion marketing activities that are implemented via micro-blogging services will have a positive (+) effect on the attitudes of consumers toward companies using micro-blogging services.	Supported
H6: Consumers' attitudes toward companies using micro-blogging services will have a positive (+) effect on consumers' purchase intentions for the products of such companies.	Supported

V. Conclusion

The results of this study showed that among consumer characteristics fashion innovativeness and self-efficacy had a positive significant effect on the perceptions of ease of use and usefulness, and perceived ease of use and usefulness significantly affect consumer's perceived enjoyment. Perceived enjoyment also significantly affect consumer's attitude toward the fashion company and eventually having positive attitude is a significant factor affecting consumer's behavioral intention toward the fashion company using micro-blogging services.

In this study, technology innovativeness had no significant effect on the perceived ease of use and usefulness. This result is considered primarily attributable to consumers' fashion innovativeness, rather than technology innovativeness, in connection with the perceived ease of use toward fashion product purchases via micro-blog services. This is consistent with the results of the study by S. Lee, Lee, and Yu (2011), which showed that technology innovativeness did not affect the perceived ease of use toward T-commerce among Korean consumers. This finding implies that fashion product technology has a significant effect, given that fashion product technology has a greater ease of use and usefulness for consumers in relation to the degree of the leading innovation of fashion than technology innovativeness has, unlike technologies such as computers, mobile phones, or even smart wear product, which have been researched by using the TAM model more extensively. When Kang and Jin (2007) investigated the consumer's smart wear acceptance, which is rather IT oriented product, both fashion and technological innovativeness were significant factors.

However, when the new fashion channel or media using IT technology, like in S. Lee, Lee, and Yu's (2011) and this study, fashion innovativeness is more significant factor affecting consumer's technology acceptance. This indicates for fashion marketing activities using micro-blog services, it was found that the fashion innovativeness of contents held greater importance for consumers than did technology innovativeness.

The results of this study also showed that the perceived ease of use and perceived usefulness toward fashion marketing activities using micro-blog services had a significant effect on perceived enjoyment. Between perceived ease of use and usefulness, perceived usefulness was more significant factor affecting consumer's perceived enjoyment of fashion company's micro-blog services. Furthermore, perceived enjoyment was found to have a positive effect on attitudes toward companies using micro-blogging services. In other words, consumers feel enjoyment in the course of acquiring information that is easy to use, and useful, and in the process, they develop favorable attitudes toward fashion companies. Thus, it is important to provide fashion information that is easy to use and diverse while providing enjoyment to spark the attention of users in an interesting manner, through various events. Therefore, fashion companies need to develop fashion contents conducive to increasing the enjoyment of users when operating micro-blogs.

Consumers' attitudes toward fashion companies using micro-blogs were found to have a significant effect on purchase intentions for the products of specific companies. Given these favorable consumer attitudes, consumers are more likely to have increased purchase

intentions for the products of such fashion companies. Therefore, fashion companies need to pursue strategies designed to strengthen the favorable attitudes of consumers toward their companies when they proceed with micro-blog marketing activities.

Despite the high interest in Chinese social networks including micro-blogs, there are not many studies on fashion marketing activities in China using this medium. Thus, the results of this study may provide practical guidance for Chinese local fashion companies or global fashion companies, who are making inroads into the Chinese market, to move ahead with more efficient micro-blog marketing.

Finally, while this study has offered some valuable insights, a number of limitations found in this paper require further in-depth reflection and examination. This study sampled micro-blog users using convenient sampling techniques. Therefore, it is difficult to generalize the results of this study for users of Chinese micro-blog services. In this respect, further research can be carried out to investigate a larger sample of users covering a wider and a larger range of consumers across China. In addition, future studies will need to cover even more diverse characteristics of Chinese consumers, considering that consumers' attitudes and purchase intentions may vary, depending on consumer characteristics (e.g., degree of interest in fashion, income level, and ethnicity). While we examined only consumer characteristics as external variables in this study, some researchers investigated the effect of characteristics of SNS (Cho & Yang, 2012; Oh & Kim, 2014) or the quality of media (Ahn, Rue, & Han, 2007) to consumer's technology acceptance. Other external variables including the quality of SNS (e.g., service quality, information quality) and

other characteristics of SNS also need to be considered for the future studies. Thus, based on the proposed model in this study, future studies may need to include more variables to this model, and validate the model through structural equation modeling.

References

- Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: A replication. *MIS Quarterly*, *16*(2), 227-247.
- Agarwal, R., & Prasad, J. (1998). A conceptual and operational definition of personal innovation in the domain of information technology. *Information Systems Research*, *9*(2), 204-215.
- Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, *24*(4), 665-692.
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of web quality and playfulness on user acceptance of online retailing. *Information & Management*, *44*(3), 263-275.
- Bae, D. (2010). User acceptance of mobile Internet: Integrated trust and self-efficacy with TAM. *The e-Business Studies*, *11*(5), 55-70.
- Bandura, A. (1982). Self-efficacy mechanism in human agency. *American Psychologist*, *37*(2), 122-147.
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. New York: WH Freeman.
- Carroll, J. W. & Thomas, J. C. (1988). Fun. *SIGCHI Bulletin*, *19*(3), 21-24.
- Chae, J. (2009). Consumer acceptance model of smart clothing according to innovation. *International Journal of Human Ecology*, *10*(2),

- 23–33.
- China Internet network information center. (CINIC) (2014). *Statistical report on Internet development in China*. China Internet network information center.
- China's apparel market. (2013). Retrieved October 10, 2014 from <http://economists-pick-research.hktdc.com/business-news/article/Economic-Forum/China-s-Apparel-Market-2013/ef/en/1/1X000000/1X09VKMQ.htm>
- Cho, Y., & Yang, H. (2012). The effect of characteristics in fashion social commerce sites and SNS subjective norm on consumer attitudes towards social commerce and purchase intention of fashion products. *Journal of the Korean Society of Clothing and Textiles*, 36(11), 1148–1161
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982–1003.
- Eastin, M. S., & LaRose, R. (2000). Internet self-efficacy and the psychology of the digital divide. *Journal of Computer-Mediated Communication*, 6(1). doi:10.1111/j.1083-6101.2000.tb00110
- George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed.)*. Boston: Allyn & Bacon.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: conceptual foundations. *The Journal of Marketing*, 60(3), 50–68.
- Hong, B. & Na, Y. (2008). The effect of the perceived hedonic value, usefulness and ease of use on attitude toward using in Internet shopping mall and purchasing intention of the fashion merchandise. *Journal of the Korean Society of Clothing and Textiles*, 32(1), 147–156.
- Hong, J., Chae, H., & Han, G. (2006). A study on the key factors in user acceptance of the smart clothing. *Journal of Emotion and Sensibility*, 9(3), 235–241.
- Hsu, C. L., & Lin, J. C. C. (2008). Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. *Information & Management* 45, 65–74.
- Jin, J., Zhao, L., & Park, J. (2011). A research on usage factors of mobile microblogging service. *Management Science & Financial Engineering*, 28(3), 83–94.
- Jun, D., & Rhee, E. (2009). The effects of fashion innovativeness and style-innovation attributes on fashion adoption. *Journal of the Korean Society of Clothing and Textiles*, 33(10), 1564–1574.
- Kang, K., & Jin, H. (2007). A Study on Consumers' Clothing Buying Intention Adopted By the Technology Acceptance Model. *Journal of the Korean Society of Clothing and Textiles*, 31(8), 1211–1221.
- Kim, H., & Rhee, E. (2001). Consumer segmentation of clothing products by fashion conformity / innovation and their reference groups. *Journal of the Korean Society of Clothing and Textiles*, 25(7), 1341–1352.
- Kline, P. (2000). *The handbook of psychological testing (2nd ed.)*. London: Routledge.
- Ko, E., Kim, K., & Zhang, H. (2008). A cross cultural study of antecedents of purchase intention for sports shoes in Korea and China.

- Journal of Global Academy of Marketing*, 18(1), 157-177.
- Lee, H. (2009). A study on the acceptance of wearable computers based on the extended technology acceptance model. *The Research Journal of the Costume Culture*, 17(6), 1155-1172.
- Lee, H. (2012). A study on consumers' buying intention toward fashion goods through global Internet shopping malls. *The Research Journal of the Costume Culture*, 20(4), 573-593.
- Lee, K., Sung, J., & Jun, S. (2008). Effects of interactivity of Internet sponsorship on the website attitude. *Journal of Marketing Management Research*, 13(3), 21-35.
- Lee, S., Lee, U., & Yu, J. (2011). Antecedents of purchase intention toward fashion T-commerce: Application of technology acceptance model. *Journal of Marketing Research*, 22(1), 93-115.
- Murphy, C.A., Coover, D., & Owen, S.V. (1989). Development and validation of the computer self-efficacy scale. *Educational and Psychological Measurement*, 49, 893-899.
- Oh, M., & Kim, I. (2014). The effect of consumer attitude toward fashion products on SNS's characteristics to purchase intention and online word of mouth. *Journal of the Korean Society of Fashion Design*, 14(1), 101-120.
- Park, J. (2004). The impact of the consumer's innovativeness on online shopping behavior: Based on the Technology Acceptance Model. *Advertising Research*, 63, 79-101.
- Rhee, E. (1999). *Fashion marketing*. Seoul: Kyomunsa.
- Soroa-Koury, S., & Yang, K. (2010). Factors affecting consumers' responses to mobile advertising from a social norm theoretical perspective. *Telematics and Informatics*, 27(1), 103-113.
- Teo, T. S. H., Lim, V. K. G., & Lai, R. Y. C. (1999). Intrinsic and extrinsic motivation in Internet usage. *International Journal of Management Science*, 27, 25-37.
- Wikipedia (2010). *Micro-blogging*. Retrieved November 24, 2010 from <http://en.wikipedia.org/wiki/Micro-blogging>.
- Wu, J. H., & Wang, S. C. (2005). What drives mobile commerce?: An empirical evaluation of the revised technology acceptance model. *Information & management*, 42(5), 719-729.
- Yang, K. (2007). Exploring factors affecting consumer intention to use mobile advertising in Taiwan. *Journal of International Consumer Marketing*, 20(1), 33-49.
- Yang, H., Liu, H., & Zhou, L. (2012). Predicting young Chinese consumers' mobile viral attitudes, intents and behavior. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 59-77.
- Zhang, J., & Mao, E. (2008). Understanding the acceptance of mobile SMS advertising among young Chinese consumers. *Psychology & Marketing*, 25(8), 787-805.
- Zhao, D., & Rosson, M. B. (2009). How and why people twitter: The role that micro-blogging plays in informal communication at work. In *Proceedings of the ACM 2009 International Conference on Supporting Group Work Sanibel Island*. Florida: ACM press.

Received (November 26, 2014)

Revised (December 20, 2014)

Accepted (December 22, 2014)