Exploring the Influencing Factors of Advertising Effectiveness on Micro Blogging

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ABSTRACT

Recently, the application of Community Websites on Internet prevailed quickly and causes the types of Marketing transferred in these few years. In the digital age, customers change their shopping habit from entity shop to electronic store. In order to create marketing value on internet for enterprise, it's necessary to choose the community media carefully. Microblogging has become the most popular platform in the latter half of year 2009. Microblogging has high extension, cost less and free blogging thus it gathers a lot of people and creates new type of business value and model. Therefore, enterprise starts to put emphasis on the business opportunities on the internet. They begin to adopt Microblogging to enhance enterprise popularity and the brand image and create competitive advantage. In order to provide some suggestions on the strategies of marketing and advertising for enterprise, we explore the influencing factors of advertising effects on Microblogging. In this paper, we discuss these variables which influence the advertising effectiveness from the perspective of the Characters of Microblogging. The main subject is the user of Plurk website, and 160 valid questionnaires are acquired form 161 recovered questionnaires and empirical analysis via Structural Equation Modeling (SEM) has been conducted on them. The findings of research are when the enterprises carry out the advertisement propaganda on Microblogging the "update regularly message" and "real-time interactive management" are very important factors. The brand image of enterprises is a significant influence in the users' acceptance and effectiveness of ads. In order to gain better advertising effectiveness, the enterprises have to change traditional marketing strategies and the new forms of advertising should be applied on Microblogging such as community management and interaction continually..

Keywords: advertising type brand image microblogging characteristics advertising Effectiveness

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