

Chapter 7

Study on a Mediation Model of New Brands Entering Competitive Markets Through to the Experience Sharing, Skill Teaching, and Value Perception

Liu Xinyu

Universidade Católica Portuguesa, Portugal

Liu Minghui

Guangzhou College of Technology and Business, China

ABSTRACT

The rapid growing of social media has created many live-influencers and playing an important role to leading consumer for new brand cognition in competitive market. This chapter examines the influence factors of experience sharing, skill teaching and value perception by live-influencer for a new brand enter into a competitive market. The result shows that the live-influencer's experience sharing (H1a), skill teaching (H1b), and value perception (H1c) are positive influences to customer loyalty; the live-influencer are negative influences to consumer brand satisfaction (H2); the live-influencer's customer loyalty are positive influences to consumer brand satisfaction (H3), which indicates that the live-influencer become a new mediation model and playing important role for new brand in consumer loyalty and consumer satisfaction.

DOI: 10.4018/978-1-6684-8351-0.ch007

1. INTRODUCTION

1.1 Research Background

In an era of over-information, a variety of brand information have appeared to confuse consumers (Pascual, P.A.C,2009). The new brands are facing on competitive market challenges nowadays (Wang, 2019). The effective of communication channels are important on brand (Bilgin, Y, 2018). At other hand, the rapid growing of the social media has created many communication channels which bring conveniences communication (López & Francisco,2020). The live-influencer is become a critical guide to the consumer brand cognition in their professional filed, and monopolize some of the major consumer markets. Among live-influencer are the professional musicians, accomplished dancers, elderly computer programmers, experienced lawyers, and engineers whose professional experience has drawn the attention of professionals (Christov et al., 2020). Through the live broadcast was attracted thousands of customers (Shi, 2018). And the customers have learned many special skills from professional experiences, sharing and making them a higher level in the professional field. While sharing their experiences on live, celebrity products recommendations are often lead consumers experience in superiority rather than advertising, because professional followers are feeling its value and they are very expected to reach the professional realm (Sousa et al., 2019). As a result, an intermediary media channel belonging to the live-influencer and consumer's brand cognition has been established, such that the product endorsement of internet celebrities has monopolized the consumer market of some professional products (Xue et al., 2022).

In the past, marketing emphasized how to let more consumers understand the brand and products in a wider and more comprehensive way, just like moveable bus advertisements and TV advertisements. Such accurate and efficient publicity, a better method than aimless publicity?

This article takes influencers as an example to explore whether it is a more efficient marketing method for brands to choose influencers promotions that match the product background when promoting on social media.

1.2 Research Topic

Internet marketing in China has been growing rapidly, bringing \$1.1 billion in revenue to the brand market (CB insight 2020, P.P& Albaum 2019). Huge revenue for brand marketing brings a happy win-win situation. On the one hand, brand value is converted, different sales channels are added, sales volume increases greatly, enterprises get working capital, can be more in product development and the brand can have better development prospects. On the other hand, brand value is quickly

23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/study-on-a-mediation-model-of-new-brands-entering-competitive-markets-through-to-the-experience-sharing-skill-teaching-and-value-perception/328725

Related Content

Professional Social Network Site Participation: A Longitudinal Examination

Craig C. Claybaugh and Peter Haried (2012). *International Journal of Virtual Communities and Social Networking* (pp. 19-32).

www.irma-international.org/article/professional-social-network-site-participation/75777

Viral Marketing via Social Networking Sites: Perceptions of Students in a University Environment

Ranadeva Jayasekera and Thanos Papadopoulos (2011). *Social Computing Theory and Practice: Interdisciplinary Approaches* (pp. 301-323).

www.irma-international.org/chapter/viral-marketing-via-social-networking/48861

Social Media Marketing In Emerging Economies: Case Study of Three Indian Firms

Madhupa Bakshi and Prashant Mishra (2014). *Harnessing the Power of Social Media and Web Analytics* (pp. 79-101).

www.irma-international.org/chapter/social-media-marketing-in-emerging-economies/102499

Dysfunctional Use of Online Gaming and Socio-Emotional Adaptation at School: A Research Hypothesis

Anna Maria Murdaca and Oliva Patrizia (2019). *Internet and Technology Addiction: Breakthroughs in Research and Practice* (pp. 208-218).

www.irma-international.org/chapter/dysfunctional-use-of-online-gaming-and-socio-emotional-adaptation-at-school/228858

Finding Similar Users in Facebook

Pasquale De Meo, Emilio Ferrara and Giacomo Fiumara (2012). *Social Networking and Community Behavior Modeling: Qualitative and Quantitative Measures* (pp. 304-323).

www.irma-international.org/chapter/finding-similar-users-facebook/61680