Research on the Influence of Self-brand Connection on Positive Word of Mouth------Taking Social Value Orientation as a Moderating Variable

Yue Cai

School of Economics, Shanghai University, 201800, Shanghai, China
Email:CoralYUE@outlook.com

ABSTRACT. Word-of-mouth behavior is divided into positive word-of-mouth and negative word-of-mouth. Positive word-of-mouth refers to a behavior that consumers recommend to others after purchasing satisfactory products and enjoying high-quality services, which can influence other consumers' purchasing decisions. The influence of the company has important management significance for enterprises and brand managers. In this paper, a questionnaire survey is used to analyze the data of 241 valid questionnaires using SPSS18.0, to study the effect of self-brand connection on positive word-of-mouth, and to explore the moderating role of social value orientation in the effect of self-brand association on positive word-of-mouth.

1. Introduction

With the upgrading of domestic consumption levels and the rise of the Internet, more and more word of mouth is emerging. Word of mouth is considered to be an important source of information that affects human behavior. Word of mouth behavior includes: positive word of mouth and negative word of mouth. Positive word-of-mouth refers to a behavior that consumers recommend to others after purchasing satisfactory products and enjoying high-quality services, which can influence other consumers' purchasing decisions. Positive word-of-mouth can enhance consumers 'trust and identity of the brand, thereby increasing consumers' willingness to buy. Therefore, research on the impact of positive word of mouth has important management significance for enterprises and brand managers.

Existing research on positive word-of-mouth mainly focuses on the impact of customer perceived value and product quality on positive word-of-mouth. Few studies have started from consumer-brand relationships to study the impact on

positive word-of-mouth, and self-brand connection is an important part of consumer-brand relationship. Studying its impact on positive word-of-mouth is crucial for companies to improve positive word-of-mouth. Important role.

When people make behavioral decisions, they not only start from the interests of individuals, but also consider others' evaluations of things or behaviors. Social value orientation refers to the balance between people and their own interests in the context of decision-making. The social value orientation is divided into pro-social and self-personal. Pro-social people are good at self-expression and can improve their self-expression ability. In person, we only focus on the pursuit of self-experience. Therefore, this article discusses the possible adjustment effect of social value orientation.

2. Theoretical basis and hypothesis

2.1 Influence of self-brand connection on positive word of mouth

Batra et al. (2012) showed the important relationship between brand relationship and self-concept in the study of brand relationship. Consumers choose to establish a relationship with the brand because this relationship helps them understand their identity and allows them to communicate with others. Sprott et al. (2009) believe that self-brand connection reflects the connection between a specific brand and self, and incorporates the degree of self-concept. Ahuvia et al. (2014) research shows that consumers may share brands that match their own image with others. Consumers with a high level of self-connection will have a good view when facing the brand. Therefore, consumers with high-level self-connection will often show a strong brand relationship and will generate a positive positive reputation.

Therefore, this study proposes research hypotheses:

H1: Self-brand connection has a significant positive impact on positive word of mouth. The higher the degree of consumer self-brand connection, the higher the positive word of mouth.

2.2 Influence of social value orientation

The social value orientation proposed in the management decision-making behavior refers to the difference between the self-interests and the interests of others in the context of decision-making. Van Lange divides social value orientation into pro-social and personal, which is recognized by most scholars at home and abroad. Pro-social means to pay attention to both personal interests and the interests of others, and personally we only focus on maximizing personal interests.

When consumers find that the gap between self and brand image is too large, it will weaken the self-expression of consumers. Pro-social people pay attention to the interests of both parties and are willing to share with others. They are good at

self-expression and can improve their self-expression ability. Only focus on the pursuit of self-experience, the pursuit of personal satisfaction and power. Pro-social people are more likely to express pro-social sexual behavior than those who personally, pro-social people can express themselves spontaneously, and personally we need to think and show more self-interest behavior (Qi Yanyan et al., 2017). Pro-socialists emphasize self-expression. Under the same self-brand connection, pro-social consumers may change the path of influence on positive word-of-mouth, and personally personal consumers may not change the path of influence on positive word-of-mouth.

Therefore, this article makes assumptions:

H2a: When consumers are pro-social, they can positively regulate the relationship between self-brand connection and positive word-of-mouth.

H2b: When the consumer is the person who is in person, the relationship between self-brand connection and positive word-of-mouth is not adjusted.

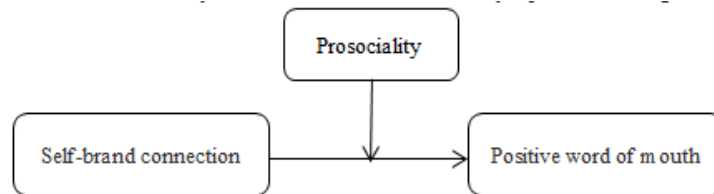Based on the above analysis, the theoretical model of this study is presented, see Figure 1.

Figure 1 Theoretical model

3. Research analysis

3.1 Validity and reliability test

Before testing the hypothesis, perform validity and reliability analysis on each construct. First, the KMO value of each construct is greater than 0.7, Bartlett's test value is significant (Sig. <0.05), the commonness value is higher than 0.4, and the factor load Both are greater than 0.5, and the cumulative variance of the extracted square and the loading are greater than 50%, indicating that the validity of each scale is good. Second, the α coefficient of each construct is> 0.7, indicating that the scale has good internal consistency and reliability, and passes the reliability test to retain all the items.

3.2 Model regression analysis

To test the hypothesis using the hierarchical regression analysis method, first,

Table 1 gives the mean, standard deviation, and correlation coefficient of each variable, indicating that the independent variable x1 self-brand connection has a positive correlation with y1 positive word-of-mouth, which meets theoretical expectations, and then performs hierarchical regression analysis.

Table 1 Variable mean, standard deviation and correlation coefficient

	Mean	Standard Deviation	Gender	Education	Self-Brand Connection	Prosociality	Personality	Positive Word of Mouth
Gender	.36	.481	1	.067	.163*	.032	.043	.129*
Education	.73	.445	.067	1	-.096	-.082	-.134*	.076
Self-brand connection	4.5975	1.04375	.163*	-.096	1	.137*	.313**	.446**
Prosociality	5.4633	.89529	.032	-.082	.137*	1	.210**	.124
Personality	4.8907	1.17440	.043	-.134*	.313**	.210**	1	.392**
Positive word of mouth	4.8195	1.20139	.129*	.076	.446**	.124	.392**	1

Note: *. Is $P < 0.05$, **. Is $P < 0.01$

Table 2 gives the test hypothesis results. Model 1 contains only the control variables (gender, academic qualifications); Model 2 adds the independent variable self-brand connection to test the hypothesis H1; Model 3 adds the adjustment variable prosociality; Model 4 further The self-brand interaction and prosocial interaction terms are added to test hypothesis H2a. Model 5 adds moderation variables to the self-identity on the basis of Model 2; Model 6 further adds the interaction items of self-brand connection and positive word-of-mouth to test hypothesis H2b;

Table 2 Verification of the prosocial and personal regulatory role

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Control variable						
Gender	0.312	0.12	.117	.102	.120	0.185
Education	0.183	0.313*	.327*	.318*	.397**	0.126**
Independent variable						
Self-brand connection		0.517**	0.507**	-.311	.414**	.205**
Moderator						
Prosociality			.097	-.582		
Personality					.304**	.178**
Interactive item						
Self-brand connection ×Prosociality				.147*		
Self-brand connection × Personality						-.045
R2	.021	.216	.221	.234	.294	.298
Adjust R2	.013	.206	.208	.218	.282	.283
F value	2.591	21.714**	16.711**	14.343**	24.616**	19.976**
Δ R2	.021	.194**	.005	.013*	.079**	.004

Note: *. Is $P < 0.05$, **. Is $P < 0.01$

R2 in Model 2 is significantly greater than Model 1 with only control variables,

and self-brand connection has a significant positive effect on positive word-of-mouth ($\beta = 0.517$, $p < 0.01$), assuming H1 is supported. The results of Model 4 show that the interaction terms of self-brand connection and prosociality are significantly positive ($\beta = 0.147$, $p < 0.05$), assuming that H2a is supported. The results of Model 6 show that the interaction between self-brand connection and personal identity is not significant ($p > 0.05$), and H2b is supported.

4. Conclusion and discussion

This study reviews relevant literature on self-brand connection, positive word-of-mouth and social value orientation at home and abroad, combs and analyzes the concept of variables and related theories, establishes a theoretical framework model and makes assumptions, and uses SPSS 18.0 statistical analysis software to collect 241 valid questionnaires were used for data analysis, and finally the hypothesis was verified by the analytic hierarchy process.

Through empirical research, it is found that self-brand connection has a significant positive impact on positive word-of-mouth. Consumers find self-brand connections by looking for brands that match their self-image and personality or match their desired self-image, which in turn encourages consumers to be able to Recommend products that meet self-image and self-personality to others, and generate positive word-of-mouth, while influencing other consumers' purchasing decisions.

In the field of marketing, there are few studies that use social value orientation as a moderating variable. This study further verifies the moderating role of pro-social consumers in the formation of positive word-of-mouth. Pro-social consumers can better express themselves. When the relationship between consumers is higher and the degree of trust is higher, consumers often recommend good things to friends and family around them, and at the same time maximize the interests of both parties, consumers are often more likely to trust the recommendations of friends and family . This result helps consumers understand the relationship between self-brand connection, brand attachment, positive word-of-mouth and social value orientation, and enables managers to establish positive word-of-mouth among consumer groups.

References

[1] Batra, Rajeev, Aaron Ahuvia, and Richard P. Bagozzi. 2012."Brand love." Journal of Marketing 76 (2): 1-16.
[2] Czellar S , Sprott D , Spangenberg E . The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale[J]. Journal of Marketing Research, 2009, 46(1):92-104.
[3] Ahuvia, Aaron C, Richard P. Bagozzi, and Rajeev Batra. 2014.Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. Marketing Letters 25 (2): 235-43. doi: 10.1007/s11002-013-9251-4.
[4] Mcneel M C P . An Issue on Cross-Cultural Studies ‖ Cross Cultural

Comparisons of Interpersonal Motives[J]. Sociometry, 1966, 29(4):406-427.

[5] Van Lange, P. A. M. (1999). The pursuit of joint outcomes and equality in outcomes: An integrative model of social value orientation. Journal of Personality and Social Psychology, 77 , 337–349.

[6] THOMSON M, MACINNIS D J, PARK C W. The ties that bind:Measuring the strength of consumers emotional attachments to brands[J]. Journal of Consumer Psychology, 2005, 15(1): 77-91.

[7] Park C W , Macinnis D J , Priester J R , et al. Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers[J]. Social Science Electronic Publishing.

[8] Zhao Jiekun. Research on the impact mechanism of customer perceived value on consumers' willingness to spread word of mouth [D]. Beijing University of Posts and Telecommunications, 2017.

[9] Qi Yanyan, Wu Haiyan, Liu Xun. The influence of social value orientation on prosocial behavior: evidence from behavior and neuroimaging [J]. Science Bulletin, 2017, 62 (11): 1136-1144.