

## **Exploring the Consequence of Factors Influencing of Consumers on Tencent Conference Brand Satisfaction**

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**Abstract:** With the development of information technology, more and more people realize that the development of online conference software has a broad prospect by using information technology. With the continuous expansion of online conference user groups, the market scale of conferences will have greater development, Tencent Conference has a huge market development space. The questionnaire was distributed to consumers who have experienced using The Tencent conference in China and obtained valid data from 385 participants. Moreover, convenience sampling and snowball sampling are the sampling procedure. The research was quantitative research which applied Cronbach's Alpha, Descriptive Analysis, and Multiple Linear Regression to analyze the factors influencing independent variables. The results of this research indicated that four independent variables which are brand experience, brand personality, brand image and advertisement had a significant influence on brand satisfaction. Moreover, some recommendations of this research were that Tencent Company should actively care about consumers' evaluation of brand personality, timely grasp the development direction of brand personality, and should increase advertising investment, increase advertising funds, which can establish a corporate brand, improve consumer brand satisfaction to promote the sustainable development of Tencent conference.

**Keywords:** Brand Satisfaction; Brand Experience; Brand Personality; Brand Image; Advertisement

### **1. Introduction**

With the development of information technology, more and more people realize that the development of online conference software has a broad prospect by using information

technology. Many institutions, universities, and education and training companies at home and abroad are exploring, building, and developing online conference software. Since January 2020, COV-19 has spread around the world and has had a huge impact on all walks of life in society. This epidemic is a major challenge to the direct contact between people, but it also makes us more clearly aware of the opportunities and challenges brought by the Internet era to Tencent Conference. Is the consumer brand satisfaction to pick the important influence factors of online conferencing software from a lot of, for example, ZOOM, Dingding etc., Tencent NetEase how can gain a competitive advantage in much online conferencing software attention to the influence factors of brand satisfaction is Tencent reference to discuss important issues. Li Tao (2019) mentioned that integrating the rating experience process into different forms of traditional consumption categories can have a positive impact on consumers' subjective feelings and make the consumption process more human. Enterprises can seize marketing opportunities, increase interaction with consumers, deepen consumption experience and derive more opportunities. Experience or experience economy is occurring in all industries, especially online office form, which has become a trend of social and economic development (Boswijk & Thijssen, 2021).

Under the background of a big brand economy, enterprises pursue higher brand experience, that is, brand satisfaction to achieve greater competitiveness in the market, manufacturers should not only pay attention to product design and enhance the brand feelings to create a customer-pleasant brand satisfaction, stimulate and awaken consumers' inner emotions to attract customers and obtain satisfaction. Commercial giants have conveyed various stimuli to consumers through different angles and ways, such as cool advertising effects, extensive advertising slogans, and fun brand

activities. Different forms of experience attract consumers, build goodwill and trust, generate personal preference and brand satisfaction and drive consumer behaviour and behavioural satisfaction. It can be seen that people have certain fixed preferences or subjective preferences for the corresponding brands. At present, in the field of science and technology, people highly approve of Apple and Google, while in the field of beverage, Coca Cola deeply rooted in people's hearts. The influence of the brand can then be seen. Therefore, brand satisfaction is very important for the survival and development of Tencent.

## **2. Research Objective**

The purpose of this research is to discuss the influence of China consumers' satisfaction with the Tencent conference brand. The researcher will emphasize brand satisfaction and its related factors; such as brand experience, brand personality, brand image and advertisement in this study. The objectives of this study are as follows:

1. To study the factor influencing the brand satisfaction of Tencent conferences in China.
2. To use the result to recommend the business strategy to the Tencent company.

## **3. Literature Review**

### **3.1 Brand Experience**

Brand experience refers to how consumers talk about and express their feelings to others when using products, while brand selling refers to how customers perceive the quality of products (Dai & Li, 2018). Brand experience is a way for a person to obtain consultation, which can provide a basis for future decisions (Schmitt, 2021).

In existing research on brand management, a positive brand experience can often bring positive emotions and cognition, thus making consumers psychologically satisfied with the brand and thus improving consumer satisfaction (Kim, 2015).

### **3.2 Brand Personality**

Brand personality refers to a series of human traits related to brands (Aaker, 2015). Aaker (2017) defines personality as personality, not other psychologists. In terms of brand characteristics. Consumers' evaluation of products is often based on their consistency

with brand personality (Freling & Forbes, 2018).

Some people think, in case of personalized products, can better meet the need for themselves, so you can purchase and use of certain brand personalized products, to highlight their individuality and personality, improve consumer satisfaction, in this way, brand personality will produce a very big effect on brand satisfaction (Britt, 1966).

### **3.3 Brand Image**

Keller (2018) defined brand image as "the impression that brand association reflects in customers' memory". These associations are aimed at consumers' memories of any brand (Aaker, 2016). Brand image refers to consumers' perceptions and feelings about the brand (Roy & Banerjee, 2017).

Previous studies have shown that brand image has a great impact on consumers' decision-making, so it can be concluded that consumers' brand image has a significant positive effect on brand satisfaction. (Flavian *et al.*, 2015).

### **3.4 Advertising**

Kotler and Armstrong (2008) defined advertising as a process of "paid, impersonal communication". Advertising is an approved sponsoring agency whose purpose is to influence people's perception of a person, product, institution, idea or service (Belch & Belch, 2017).

To use an advertising budget to measure the best return on investment, you must know how to capture and retain the attention of customers, while also effectively engaging customers and increasing their satisfaction with the brand (De Ros, 2008).

### **3.5 Brand satisfaction**

Brand satisfaction is a formal response based on individual consumption experience (Chen-Yu *et al.*, 2017). Similarly, Grisaffe and Nguyen (2011) define brand satisfaction as a consumer's overall assessment of a brand, product or service. Brand satisfaction is generated by the customers' good attitude toward the brand and will generate brand loyalty in the long run (Erci *et al.* 2012).

## **4. Conceptual Framework**

**4.1 Hypothesis**

H1<sub>o</sub>: Brand experience has no statistically significant impact on brand satisfaction.

H1<sub>a</sub>: Brand experience has a statistically significant impact on brand satisfaction.

H2<sub>o</sub>: Brand personality has no statistically significant impact on brand satisfaction.

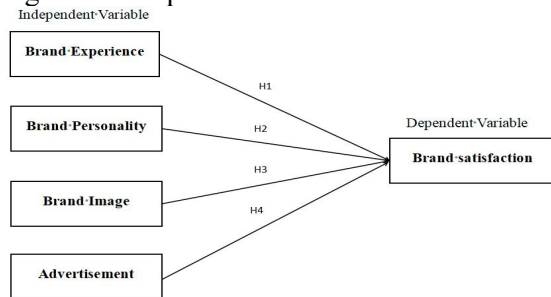
H2<sub>a</sub>: Brand personality has a statistically significant impact on brand satisfaction.

H3<sub>o</sub>: Brand image has no statistically significant impact on brand satisfaction.

H3<sub>a</sub>: Brand image has a statistically significant impact on brand satisfaction.

H4<sub>o</sub>: Advertisement has no statistically significant impact on brand satisfaction.

H4<sub>a</sub>: Advertisement image has a statistically significant impact on brand satisfaction.



**Figure 1. Influence of Chinese Consumers on Tencent Conference Brand Satisfaction**

**4.2 Methodology and Data Collection**

In this paper, preliminary data collection is

carried out quantitatively. First, Jamovi's Cronbach's was used to test the trustworthiness of each variable. Secondly, descriptive methods are used to make statistics and explanations of the survey objects. Thirdly, the correlation between independent variables and dependent variables was explored by multiple linear regression. In addition, this study is based on secondary data, such as online data and book data.

The target population of this study is the consumer over the age of 18 who had the experience of using the Tencent conference in Shenzhen, China. The samples were collected from the target population of 385 persons. The questionnaire was conducted online and distributed using the Wenjuanxing APP. The questionnaire included questions screening people who had used Tencent's conferencing app in Shenzhen.

**5. Findings**

The survey of 385 respondents was based in Shenzhen, China, and had Tencent conference experience. Take statistics on all survey data including sex, age, monthly income and job type. Predominantly female, 29-39 years old. In terms of monthly income, 144 respondents earned between \$1,001 and \$2,000 per month. In addition, from job types to Tencent Conference, most of them are managers.

**Table 1. Hypothesis Testing Results**

Hypothesis	Significant value	Standardized Coefficients	Result
		Beta	
H1 <sub>o</sub> : Brand experience has no statistically significant impact on brand satisfaction.	0.000	0.238	Rejected
H2 <sub>o</sub> : Brand personality has no statistically significant impact on brand satisfaction.	0.000	0.455	Rejected
H3 <sub>o</sub> : Brand image has no statistically significant impact on brand satisfaction.	0.000	0.185	Rejected
H4 <sub>o</sub> : Advertisement has no statistically significant impact on brand satisfaction.	0.000	0.316	Rejected

Note: Significant-value < 0.05

The significant difference is less than 0.05, indicating that the independent variable has a significant impact on the dependent variable. As can be seen from Table 1, the significance of all independent variables is below 0.05. The results show that H1, H2, H3 and H4 are all rejected, and the significance of brand experience, brand personality, brand image and advertiser is lower than 0.05. Therefore, the influence of brand experience, brand

personality, brand image and advertising on brand satisfaction is very significant.

**6. Recommendation**

The results of this research are advantageous for Tencent Conference to create a new strategy that appropriates the consumer. The first factor that needs to concern is brand personality because based on multiple linear regression. Brand personality refers to the

stable and lasting characteristics of people, which is crucial for improving the brand satisfaction of Tencent Conference. Company of Tencent should actively care about consumers' evaluation of brand personality, timely grasp the development direction of brand personality, and strive to make the enterprise's brand personality coincide with customers' expectations and improve customers' brand satisfaction.

The second important factor that affects brand satisfaction is an advertisement. Tencent Conference should increase advertising investment, increase advertising funds, advertising can establish a corporate brand, improve consumer brand satisfaction, corporate image and brand determine the status of enterprises and products in the hearts of consumers; Guide consumption, advertising caused by visual, to promote the sustainable development of Tencent conference.

The other important factor that affects brand satisfaction is the brand image. Tencent can improve the attention of the brand by focusing on the focus of society and integrating the social focus and hot topics into the brand image building. To improve the brand image is more advantageous, also can show the strength of enterprises, increase the credibility of the brand in the consumer, provide service for the spread of brand image and shape.

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