

## ABSTRACT

**Title:** CUSTOMER'S SATISFACTION WITH WEIBO

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Social media is exploding worldwide, and China is leading the way. A new McKinsey survey of 5,700 Internet users in China has found that 95 percent of them who live in Tier 1, Tier 2, and Tier 3 cities are registered on a social-media site, with 91 percent of respondents saying they visited a social-media site in the previous six months, compared with 30 percent in Japan, 67 percent in the United States, and 70 percent in South Korea. The survey, which explores the behavior of Chinese consumers on social networks, is the first of its kind in China. (Read the full report, on McKinsey's Greater China Web site.) The latest research undertaken by Synovate shows that Weibo is the most popular social networking tool amongst Chinese citizens, with a user age ranging from 15 to 44. What's more, the number of users has been steadily rising, with up to 24% of the population in China's major cities of Hong Kong, Beijing and Shanghai having an account. China has the most population in the world. Since the 21st century, China has by far the world's most active social media population. It also pointed out that social media has a greater influence on people's lives in China. Chinese people gain access to the Internet primarily through personal computers; however, they are moving quickly to mobile devices. About 50 percent of mobile-phone users in our survey said they were planning to buy a smartphone in the next six months, 35 percent said they have used a tablet computer. Now in China, there are many big internet giants, like Alibaba, Baidu and Tencent, especially, Sina Weibo is one of the channels for the online users to share and express their personal thoughts towards any specific topics, but at the same time, it has also changed and impacted many Chinese people's lives since it was launched by Sina company. In China, the government has forbidden Facebook and Liveleak as one of the most popular social media sites in China, environmental

and social issues that would affect their , Chinese people have a new platform to express their personal thoughts .here is no doubt that the social media world has such a great influence in our daily lives. A post or a blog can already create a great debate to the public. Especially in China, Weibo has changed the Chinese's attitudes towards the society. It has brought the people all together. As we observe the characteristics of the Chinese online users compared to the past, any recent issues about the environment or society, would arouse the concerns of the people and huge disputes would then occur. Consequently, Weibo is definitely influencing China, and the local people's behaviors towards the country.Sina executives invited and persuaded many Chinese celebrities to join the platform. The users of SinaWeibo include Asian celebrities, movie stars, singers, famous business and media figures, athletes, scholars, artists, organizations, religious figures, government departments, and officials from Hong Kong, Mainland China, Malaysia, Singapore, Taiwan, and Macau, as well as some famous foreign individuals and organizationspeople,they can use weibo to express their attitudes towards the society.From the research, we can know that customers with different occupations, different time of using Weibo, different original reasons to choose it and different frequency of using it have different level of satisfaction withWeibo . While the factors of gender, age, education background, salary (after tax) and marriage have no effect on that. For the mainWeibo function ,there are voting and tagging friends function , forwarding function , visibility function , format message function, meta -voice function , comment function As to the occupation groups, the student group has a moderate level of satisfaction while other groups such as customer who work in state-owned enterprise / institution / government agency, private enterprise and foreign/joint enterprise have a high level of satisfaction. wholooking to expand their profile in China can benefit a lot from Weibo. It seems its influence not only limited to online activity, focusing on the power of Weibo to sell products, over 46% people are likely to follow sponsorship messages placed on Weibo and will visit the product's page

**Keyword: Social media, Weibo ,population ,user, function**