CITY UNIVERSITY OF HONG KONG
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What Determines the Effectiveness of Social Media Marketing? As fsQCA-based Study of the Joint Effect of Influencer Characteristics and Content Features
什麼決定了社交化媒體營銷的效果?基於 fsQCA 方法的聯動效應研究

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摘要

社交化媒體平臺逐漸成為新品牌宣傳的主陣地。如何有效利用社交化媒體平臺吸引流量，進而轉化為消費者購買意願、銷量是企業和學術界共同關注的熱點問題。本研究基於影響者營銷視角，以 731 條小紅書筆記為案例，運用模糊集定性比較分析（fsQCA）方法，探討影響者特徵、發佈內容對社交化媒體營銷效果提升的聯動效應及其路徑選擇，探索式識別出了三種推動高點贊、四种推動高收藏、三种推動高評論的社交化媒體營銷適配性選擇方案。

具體地說，第一，高點贊有 3 種社交媒體適配模式：這 3 種適配模式包括自我營銷—商品去營銷型、自我營銷—關係構建型、自我營銷—小眾情感表達型。具體而言，（1）自我營銷—商品去營銷型是指這部分的影響者對帳號的經營力度較大，但在發佈中避免出現"金錢化" 的營銷語言，但使用權威性、聯繫性、或產品導向的語言可以輔助提升點贊數量；（2）自我營銷—關係構建型是指在沒有對產品描述，或弱化對產品描述時，通過權威性建立從屬關係，或通過聯繫性建立社群關係，可以有效提升點贊數量。（3）自我營銷—小眾情感表達型是指在社會化條件缺失時，通過發佈更集中於自身感受的情緒化內容，而不是自己的社交關係，如親友、聯繫性、產品導向和金錢用語的使用，進而可能在社交媒體上打造私人關係的社群。 因此，對於企業來說，尤其是在推廣新品牌的過程中，渴望獲得高點贊的企業。在使用社交化媒體營銷時，需要關注影響者特徵和發佈內容之間的組合搭配，以自我營銷為基礎，結合商品去營銷、關係構建、小眾情感表達這三種發佈內容特徵來獲得高點贊。這樣就能更好地促進新品牌的推廣，提升自身的新品牌的知名度和受歡迎度。

第二，高收藏有以下 4 種適配模式：它們包括自我營銷—話題專家型、自我營銷—去情緒型、自我營銷—關係導向型、自我營銷—產品導向型。具體而言，（1）"自我營銷—話題專家型"，其顯著特點為影響力高、自我宣傳多、發佈內容彰顯權威性，並避免出現金錢化語言。（2）"自我營銷—去情緒型"，特點為影響者高自我營銷趨勢，但不依賴於情緒化語言，而是通過宣傳去營銷化、內容權威性起輔助作用。（3）"自我營銷—關係導向

型”，主要特點為影響者高度的自我宣傳傾向，可能已經是高影響力者，或是潛力新星，通過內容的聯繫性感，來提高收藏數量。（4）“自我營銷—產品導向型”，體現為對產品的充分介紹，及利用描述自身的社會關係，支撐產品的使用感。因此，對於企業來說，尤其是渴望獲得或者預期獲得高收藏營銷效果的新品牌推廣企業。在通過社交化媒體挑選影響者達人進行營銷時需要儘量採用自我營銷分別與話題專家、去情緒、關係導向，以及產品導向相結合的營銷推廣策略，從而增加新品牌營銷內容的高收藏率。這樣就能更好的擴大新品牌的知名度，獲取更加忠誠的追隨者，從而提高企業自身的經營績效。

第三，高評論社交媒體的適配模式有以下 3 種。具體包括超級明星—去營銷化型、超級明星—關係構建型、草根—產品營銷型。具體而言，（1）“超級明星—去營銷化型”，以影響者高影響力，發佈內容去營銷化去營銷化為核心特徵，在不以產品為導向時，通過權威性、非情緒化的內容，或聯繫性、情緒化、社會化的內容，提高評論數量。在以產品為導向時，則可以弱化對內容關係屬性的要求。（2）“超級明星—關係構建型”，主要特徵為發佈人高影響力，通過權威性或聯繫性關係的構建輔助獲得評論。（3）“草根—產品營銷型”，主要特徵為影響者用心經營帳號，但尚未形成大的影響力，通過用心產品的測評，指代清晰的營銷動機，在去情緒化、第三方中立的描述下，可以獲得較高的評論數目。就高評論這一指標。則需要推廣新品牌的企業在通過影響者進行社交化媒體營銷過程中，通過更深入的瞭解消費者的需求、提供針對性的非營銷化去營銷化策略，如通過情緒、權威性、關係、產品資訊等來吸引消費者的注意力，增強新品牌下的追隨者活躍度，從而更好地實現營銷效果。

同時，研究也發現：（1）單一條件並不構成社交化媒體營銷效果提升的必要條件，但影響者的受歡迎程度在高吸引力社交化媒體營銷上發揮著較為普適的作用。（2）影響者特徵和發佈內容特徵條件“多重併發”，形成驅動社交化媒體營銷高吸引力的多樣化組態，即其驅動路徑具有“殊途同歸”的特點。（3）在跨案例的比較中進一步發現，視頻類社交化媒體營銷高吸

引力的驅動路徑存在明顯差異，即發佈內容的营銷化成為條件組態中的核心條件。

關鍵字：社交化媒體营銷；模糊集定性比較分析；影響者特徵；發佈內容；聯動效應

Abstract

Social media platforms are increasingly becoming the main venue for new branding. How to effectively use social media platforms to attract traffic and turn it into consumers' purchase intention and sales is a hot issue for both companies and academics. Based on the perspective of influencer marketing, this study uses 731 Little Red Book entries as a case study and uses fuzzy set qualitative comparative analysis (fsQCA) to explore the joint effects of influencer characteristics, posting content on the effectiveness of social media marketing and their paths. Specifically, firstly, there are three types of social media adaptation models for high likes: self-marketing-good marketing, self-marketing-relationship building, and self-marketing-niche emotional expression. Specifically, (1) self-marketing-demarketing means that this group of influencers is more aggressive with their accounts, but avoids "monetary" marketing language in their posts, but uses authoritative, connected, or product-oriented language to help increase the number of likes. (2) Self-marketing - relationship building is the use of authority to build a subordinate relationship or connection to build a community relationship when there is no product description or a weak product description, which can effectively increase the number of likes. (3) Self-marketing - niche emotional expressions are used when social conditions are lacking, by posting emotional content that focuses more on one's own feelings than on one's own social relationships, such as friends and family, connectivity, product orientation and the use of monetary terms, to potentially create a community of personal relationships on social media. This is why it is important for businesses, especially those promoting new brands, to gain a high level of popularity. When using social media marketing, it is important to look at the combination of influencer characteristics and posting content, based on self-marketing, combined with the three posting characteristics of product de-marketing, relationship building and niche emotional expression to achieve high levels of likes. This will better promote the new brand among consumers, thus increasing the awareness and popularity of the new brand. Secondly, there are four adaptation models for high likes: self-marketing-topic expert, self-marketing-de-emotional, self-marketing-relationship oriented and self-marketing-product oriented. Specifically, (1) the 'self-marketing-talk expert' model is characterised by high influence, self-promotion, authoritative content and the avoidance of monetary

language. (2) 'Self-marketing - de-emotional', characterised by a high self-marketing trend among influencers, but not dependent on emotional language, and supported by de-marketing of publicity and authoritative content. (3) 'Self-marketing-relationship-oriented', characterised by a high tendency for influencers to self-promote, perhaps already high influencers or potential rising stars, and to increase the number of favorites through the connectedness of the content. (4) The 'self-marketing-product oriented' type is characterised by a thorough presentation of the product and the use of the description of one's own social connections to support the perception of the product's use. Therefore, it is important for companies, especially new branding companies, to obtain or expect high collection marketing results. When selecting influencers for marketing through social media, it is important to use a marketing strategy that combines self-marketing with topic expertise, de-emotion, relationship orientation and product orientation to increase the popularity of the new brand's marketing content. This will increase the awareness of the new brand and gain a more loyal following, thus improving the performance of the company itself. Thirdly, there are three types of high-review social media adaptation models. Specifically, these include the superstar-demarketing model, the superstar-relationship-building model and the grassroots-product-marketing model. Specifically, (1) the "superstar-demarketing type" is characterised by high influence of influencers and de-marketing and de-marketing of content, and increases the number of comments through authoritative, non-emotional content, or connected, emotional and social content when not product-oriented. When product oriented When product-oriented, the requirement for relational content can be weakened. (2) "Superstar-relationship building", which is characterised by the high influence of the publisher and is supported by authoritative or relational relationship building. (3) "Grassroots - Product Marketing", which is characterised by influencers who operate accounts with care but have not yet developed significant influence, and who are able to obtain a high number of reviews through the measurement of a heartfelt product that refers to a clear marketing motive and is described in a de-emotional, third-party neutral manner. This is an indicator of high reviews. The study also found that: (1) the new brand is a good example of a social media marketing strategy that can be used to attract the attention of consumers through the use of emotion, authority,

relationships and product information; and (2) the new brand is a good example of a social media marketing strategy that can be used to attract the attention of consumers through the use of influencers, and (3) the new brand is a good example of a social media marketing strategy that can be used to attract the attention of consumers through the use of emotion, authority, relationships and product information. The study also found that: (1) a single condition is not necessary for social media marketing to be effective, but influencer popularity plays a more general role in highly attractive social media marketing. (2) Influencer characteristics and posting content characteristics "multiply" to form a diverse set of conditions that drive the high appeal of social media marketing, i.e. the driving paths are "homogeneous". (3) The cross-case comparison further reveals that there are significant differences in the pathways driving high appeal in video-based social media marketing, with the marketing of the content posted becoming a core condition of the condition set.

Keywords: social media marketing, fuzzy set qualitative comparative analysis, influencer characteristics, posted content, joint effect.

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