JÖNKÖPING INTERNATIONAL
BUSINESS SCHOOL
JÖNKÖPING UNIVERSITY

Cross-culture study of the use of social media in Sweden and China

Bachelor thesis within Business Administration

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Jönköping   May 2015

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Date: 2015/05/11

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Abstract

Purpose: The thesis aims to explore a comparison study of the use of social media in Sweden and China, as a brand launch strategy. Moreover, the research is adressed into an example with a sepcific product category-the accessory industry that has been intensively affeced by social media.

Method: In order to gather the findings comprehensively, mixed methods research were conducted in the thesis. For quantitative research, 100 questionaries were distributed to college students in both Sweden and China online. For qualitative research, the authors interviewed an assistant professor of marketing Angelika Löfgren from Jönköping University.

Empirical Findings: With the help of SPSS software and the interview, the findings indicated both merits and shortcomings of the use of social media to launch a brand. Merits are: the use of social media is a prevalent trend in the future, it spreads the information quickly and widely in a most cost-effective way. Also it is a platform for viral marketing strategy to be applied. Shortcomings are: it is hardly to control the attributes of information flow on social media, people are easily being affected by the information they have received, excessive advertising on social media will cause bad influences to the brand.

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1. Introduction

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This chapter provides background information for the study. The background information is described to clarify the succeeding problem. Based upon the issue, the purpose of this thesis and two research questions are presented, which act as a guide throughout the research.

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1.1 Background

The Internet is an important medium through which information on products and services are intensely and frequently being delivered. Its salient role in Business-to-Consumer relations has resulted in it being integrated into the marketing communications mix (Fill, 2013). The era of social media as we understand today started about decades ago, when Bruce and Susan Abelson founded "Open Diary", an early social networking site that brought together online diary writers into one community (Kaplan &Haenlein, 2009c). This concept, amplified by the growth in availability of Internet and the rapid advancement of technology, has led to the extensive usage of social media sites now familiar to us (Kaplan &Haenlein, 2009c). With more established and adaptable digital-marketing approaches such as search engine and social media marketing, companies can become more successful in their outreach to their target consumers (Chaffey, 2010).

Today, the concept of Social Media is a significant agenda for many business executives, decision makers, as well as consultants, trying to identify ways that their firms can make a more profitable use of the available applications such as YouTube, Facebook, Twitter and Instagram (Kaplan & Haenlein, 2010). Internet access among the population has increased on an annual basis, from 2% in 1995 to 89 % in 2012 in Sweden, and the numbers continue to rise. Social media is the go-to function when going online. 48% of Swedes visit a social media website at least once a day. Facebook is the most popular social media platform for users aged 16-25. In the same way, China also has the world's most active environment for social media with more than 513 million people using social media sitesin 2012, more than double the 245 million users in the United States, despite the bans on foreign sites such as Facebook. China's internet users instead have access to their own version of Facebook, blogs and microblogs, such as Weibo, Renren and Douban (Chiu, Lp & Silverman, 2012). From companies' perspective, the numbers

are significant as shown by a recent study by OgilvyOne in China that found that 55% of China's citizens had initiated or participated in online discussions about companies, which makes social media for companies an imperative tool to be used. (Crampton, 2011). Social media and World Wide Web have been a game changer for marketing teams, not only connecting consumers to each other on a scale that was never possible before, but also allowing businesses to connect to consumers on the same scale.

Kapferer (2012), Keise& Garner, (2012) stated that branding goes beyond merely naming or creating a product or service, but also ensuring that the product or service has been stamped with the mark and imprint of the organization that can be clearly seen by the consumers. Fill (2013) believes that online branding is the strategy in which the brand associations are developed and valuable relationship with consumers is sustained. This concept deviates from the consumers' traditional perception and senses used to interpret brands. Launching a new brand effectively means knowing its implicit and intangible values and it is these values that should be focused on in the marketing strategy to build the brand into a symbol that consists and delivers a much broader and deeper meaning then face value (Kapferer ,2012). In our globalized market, it is not uncommon for companies to do business all over the world and as a result, it has become increasingly important to identify and understand multiple dimensions regarding psychic distance and market attractiveness (Yeniyurt, Townsend & Talay, 2007).

1.2 Problem

Chaffey (2010) suggests that there is a fundamental form of change associated with digital marketing that relates to how organizational strategy and structure need to change to create new opportunities and threats to a business. Pelsmacker, Geuens and Bergh (2010) illustrated that most companies strive to Top-Of-Mind-Awareness (TOMA) of consumers. This can only be achieved when companies address the issues that come about when launching a brand, since it is different from just launching a physical product. Brand image is the mental picture retained in a customer's mind when they encounter the brand name.

Past researchers have only either emphasized issues on launching a brand or addressed the challenges and opportunities of social media application. As such, this thesis will fill in the gap by combining the two concepts and further increasing the understanding behind social media marketing for new brand. The thesis will be based on consumer behavior within the accessory industry, where social media is now among the most valuable tools for brands to monitor consumer sentiment and provide real-time customer service (Lee, 2009).

Moreover, this thesis addresses multicultural aspects in the form of two culturally opposing markets: Sweden and China. As Yau and You(1994) have recognized, consumer behavior may vary from one culture group to another. The research has also been limited to the 16 – 24 years age range as according to Findahl's study (2012), the 16 to 24-year-old age group consists of the biggest daily users of the Internet, with around 92% of them using Internet daily. Besides, 48% of Nordic businesses use social networks and social media to find new customers and businesses, and a lot of Swedish brands such as H&M and Acne studios, have numerous fans on their social media sites. Social media in China differs in several ways: Given the People's Republic of China government's effort to censor the Internet, rather than eliminate social media, restrictions on foreign websites and social media have resulted in a flourishing homegrown, state-approved ecosystem in which Chinese-owned properties thrive (Crampton, 2011). Weibo (meaning Microblog), as an example, has 55.4% of the total number of social media users in China as its users (Sina, 2014). For the month of September 2014, Weibo boasted 168 million monthly active users (Sina, 2014), with the biggest group born between 1980 and 1989 (Milward, 2012). Generally, China has been growing rapidly for over two decades (Lam, Qin&Yang, 2012), and as the second largest economy, it has the potential of being the largest consumer market in the world (Piron, 2006). Thus, by comparing these two significant but different countries on social media usage, the paper hopes to provide an in-depth study on the models used to understand all concepts above, and measure the various customer attitudes towards the launch of a new brand through the social media.

1.3 Purpose

The thesis aims to utilize a comparison study to explore the usage of social media in Sweden and China, based on the investigation of consumer behavior across cultures. This is done through the example of a specific product category-the accessory industry that has been intensively affected by social media.

1.4 Research questions

1. What are the differences between the consumers' attitude towards the usage of social media in Sweden and China?

2. How can companies effectively launch a brand through the use of social media, based on consumer behavior?

2. literature review

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In this chapter, key models and theories based on the existing literatures are established. RACE model, IBP process and FCB matrix are the three main frameworks deeply investigating in this study.

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2.1 Social media

Social media is a collective term for the various social network and community sites including such online applications as blogs, podcasts, and reviews. (Charlesworth, 2009). Whereas Kaplan and Haenlein (2010) also define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content in which Web 2.0 is a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social, processes (Charlesworth, 2009).

2.1.1 Types of social media

Mangold and Faulds(2009) illustrated that social media is a hybrid element of the promotion mix with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid in that it springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilizes multimedia formats (audio and visual presentations) and numerous delivery platforms (Facebook, YouTube, and blogs, to name a few), with global reach capabilities. The term " social media" is becoming more and more prevalent in recent years (Fill, 2013).

		Social presence/ Media richness		
		Low	**Medium**	**High**
Self-presentation/ Self-disclosure	**High**	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Figure 1, Classification of social media (Fill, 2013)

To be more specific, Kaplan and Haelein(2010) have identified two key factors of social media (Figure1): social presence/media richness whereas applications such as collaborative projects (e.g., Wikipedia) and blogs score lowest, as they are often text-based and hence only allow for a relatively simple exchange. Another element is self-presentation/ self-disclosure whereas blogs usually score higher than collaborative projects, as the latter tend to be focused on specific content domains. In a similar spirit, social networking sites allow for more self-disclosure than content communities. In Kaplan and Haelein(2010) 's statement of classification of social media, self-disclosure is a critical step in the development of close relationships but can also occur between complete strangers whereas the concept of self-presentation states that in any type of social interaction people have the desires to control the impressions other people form of them (Goffman, 1959). This is done with the objective of influencing others to gain rewards; on the other hand, it is driven by a wish to create an image that is consistent with one's personal identity (Kaplan& Haelein, 2010).

2.1.2 RACE Model

Chaffey(2010) develops a practical framework RACE to help the company better achieves their business goals in which it consists of four elements: reach, act, convert and engage.

-Reach: build awareness of a brand.

-Act: engage audience with brand on its website or other online presence.

-Convert: Achieve conversion to marketing goals.

-Engage: build customer relationships through time to achieve retention goals.

Along with the purpose of engaging audiences with brand on its websites to encourage them to act or interact with a company or other customers, ACT factor is considered as a major part of this model. Consumers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. They also consistently demand more control over their media consumption. Moreover, they require on-demand and immediate access to information at their own convenience (Rashtchy et al., 2007; Vollmer & Precourt, 2008). Traditional media are predominantly push strategy where the marketing message is broadcast from company to customer and other stakeholders (Chaffey& Chadwick, 2012). In addition, the flow of information outside the boundaries of the paradigm has generally been confined to face-to-face communications among individual consumers, which has had minimal impact on the dynamics of the marketplace due to its limited dissemination (Mayzlin, 2006). In contrast, Deighton (1996) states the importance of interactivity in which the customer is searching information or an experience and a company can gather and store the response of the individual, in other words it is a pull strategy where consumers can interact with the medium, firms can provide content to the medium and in the most radical departure from traditional marketing environments, consumers can provide commercially-oriented content to the media (Hoffman& Novak, 1997). To be consist with their findings, Shah and Halligan (2009) also introduce a concept of Inbound Marketing which explains that the consumer is proactive in actively seeking out information for their needs and interactions with brands are attracted through content, search and social media marketing. Taking advantage of the benefits of social media is important to start and participate in customer conversations, and these can be related to products, promotions or customer service and are aimed at learning more about customers and providing support so improving the way a company perceived. Hoffman and Novak (1996) also mention that new media are many-to-many media so customers can interact with other customers via a website, in independent communities or on their personal websites and blogs.

Another aspect of RACE model-Engage factor also takes a major part in this model. It refers to build customer relationships through time to achieve retention goals (Chaffey,2010). Moreover, cScape (2008, P43) describes customer engagement is re-

peated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand in which it drives another new concept of Electronic customer relationship management (E-CRM). Chaffey and Chadwick (2012) explain that E-CRM is to use digital communications technologies to maximize sales to existing customers and encourage continued usage of online services through techniques including database, personalized web messages, customer services, email and social media marketing. The use of E-CRM enhances the company's ability to increase depth and breadth of information and the nature of relationship and deeper customer understanding and more relevant communications can be delivered through a sense and respond approach as well as delivers loyalty programs (Chaffey& Chadwick, 2012). Most of the previous researches (Cheffey & Chadwick, 2012) on the flow of information and influence through the networks has been done in the context of epidemiology and the spread of diseases and affet audiences over the network. From the perspective, viral marketing could illustrate this situation well in which it can be thought of as a diffusion of information about the product and its adoption over the network (Leskovec, Adamic& Huberman, 2007). Besides, viral marketing is a form of electronic word-of-mouth marketing. Whereas word-of-mouth (WOM) communications are characterized as informal, unplanned and unsolicited conversations and those recommendations provide information and purchasing support and influence individual's purchasing decisions (Fill, 2013). There is a group of people called opinion leader who were predisposed to receiving information and then reprocessing it to influence others (Katz & Lazarfeld, 1955).However, Fill (2013) states that the credibility of opinion leaders is vital for communication effectiveness, if there is a suspicion or doubt about the impartiality of them, it might also cause damage to the reputation of the brand also. The major advantage of viral marketing is that it can reach a larger audience in a cost-effective way which is consistent with the statement of Kumar *et* al. (2007): within social networks, major influencer can help spread the message more widely. Brands and promotions are discussed and awareness of them transmitted in two main forms, either as pass-along e-mail or discussion in a social network (Chaffey& Chadwick, 2012).

2.2 Consumer Behavior

Marketing strategy is a guiding light in brand launch process, it provides a consistent direction for the overall brand's marketing activities (Chaffey, Chadwick, Mayer&Johnston, 2009). As Hawkin and Nithersbaugh (2009) emphasize, all marketing tactics are built on explicit or implicit belief in relation to the consumers' behavior, thus knowledge of consumer behavior can be a crucial competitive advantage. Moreover, marketeers can only satisfy these needs by understanding the people who take interest in the products they are trying to sell. Measuring consumer response is a ideal indicator of whether marketing strategy has succeeded (Solomon, Bamossy,Askegaard&Hogg, 2013). Therefore, for this research, the FCB Matrix is captured as a framework here for the study of consumer behavior.

2.2.1 FCB Matrix

Over the years, many frameworks have been developed to illustrate consumer's attitudes towards a brand or product, most scholars believe that an attitude has three components: affect, behavior and cognition, where affect refers to an audience's feeling of a product, behavior concerns an audience's intentions to do something about the objective product, the last component cognition involves the knowing an audience has of the product. (Solomon et al., 2013). These frameworks vary but similar from each other, which could widely consistent approved the classic theory developed by Vaughn in 1980: The FCB Grid (Figure2).

	Thinking (Rational)	Feeling (Emotional)
High Involvement	**Expensive, Commitment products** Ex: Cars, homes, furnishings Informative appeals: Heavy copy, provide detailed information on the product. Use two-sided arguments, present the strongest argument last.	**Appearance Products** Ex: Jewelry, cosmetics, fashion goods Psychological appeals: Heavy imagery, little copy, vicarious emotional experiences.
Low Involvement	**Habitual Products** Food, household cleaning items Responsive appeals: Use one-sided arguments, present the strongest argument first, and provide a conclusion for the consumer. Use reminders to keep product on top of mind.	**Impulse / Self-satisfaction Products** Cigarettes, liquor, candy Social appeals: Glitter, lights, and everything showy allowed here. The key is to use attention-grabbing designs and arrangements.

Figure 2, FCB grid (Vaughn, 1980)

This grid is a visually coherent matrix, combining high-low involvement and left-right brain specialization as feeling versus thinking. The level of involvement indicates extents of the importance of decisions, the waste of choosing the wrong brand and the required thought. (Vaughn, 1980) The consideration of think-feel meausres a purchse decision whether logical or objective, expressing personality or not, and has high or low sensory effects (Vaughn, 1980). The four advertising strategy quadrants "Informative" －"Habit Formation"- "Self-satisfaction"-"Affective" are generated based on the different level of involvement, and thinking/feeling. The FCB grid gives a useful direction to help analyses and understand the relationships between consumer's attitudes to types of product. (Fill, 2013)

The consequence of various ordering of learn-feel-do sequence can be observed in each quadrant, thereby showing how varied communication strategy works differently. Communication vehicle could select a method based on the types of product they are advertising, and the attitudes that consumers are likely to have towards the product(Vaughn,1980).

2.2.1.1 Informative -(Learn-Feel-Do)

The products in Informative category adopt "Learn-Feel-Do" hierarchy of consumer attitude, where customers are thinkers. They are rational and highly involved in the purchasing decision and information is designed to be reliable, Examples of the types of products usually associated with this purchasing attitude include cars, houses and furniture. Based on this concept of consumers as active thinkers, the product's marketing strategy should include a high level of creativity, specific information and demonstrations. Long copy format and reflective, interactive media could be necessary to access the key points of consumer interest(Vaughn,1980).

2.2.1.2 Habit Formation -(Do-learn-feel)

The habit formation quadrant follows the "Do-learn-feel" model, in which customers are doers. They purchase the products, such as household items and food, without much

consideration of how it appears to them before purchase, but judge mainly on how the experience is for them when using it. As a result, the information delivered to audiences should act as a reminder of their previous usage, essentially using past user experience as a marketing tool.

2.2.1.3 Self-satisfaction- (Do-feel-learn)

The quadrant of self-satisfaction focuses on the purchases that are made with low involvement from the consumer, where consumers perceive the brand or product through "Do-Feel-Learn" process. Products like cigarettes and candies attract consumers mostly by simple stimulus rather than brand or specifications. Hence, the strategy for such products would be to draw customer's attention through delivery of information in a consistent manner (Dempsey&Mitchell, 2010). Consumers must be able to associate such products with a comforting habit.

2.2.1.4 Affective-(Feel-learn-do)

Product decisions for purchases ranging from accessories to motorcycles belong to the affective quadrant which contains high involvement, but low in-depth information. The response sequence here follows a "Feel-Learn-Do" pattern, whereby "Feeler" consumers and their purchasing behavior are driven by feelings and emotions (Vaughn, 1980). Emotional response is addressed to be a major aspect of an attitude: consumers act based on their emotions and feelings toward the product (Solomon et al., 2013). As mentioned before, consumers' attitudes have three stages in perceiving accessory products. It starts from Feeling a product, then moves on to Learning about product, followed by having intentions to Do something with respect to it. Notice that all these directly involve the customer's internal considerations of the product. Therefore, it can be said that it is the intangible attributes that strongly influence the attitudes of customers. Advertisers must appeal to target audiences' emotions in order to persuade them to change their attitudes, as well as to stimulate the appropriate emotions (Solomon et al., 2013). As such, a fitting advertisement would be one that is creative and appealing enough to create a lasting impression on the audience, perhaps one that tugs at their

heartstrings. Media considerations would include methods such as dramatic print exposure or "image" broadcast specials(Vagughn,1980).

While emotional messages are significant here, Pieters and Baumgartner(1993) point out that emotional responses from consumers may vary from one group to another. To be specific, even though the information presented by advertisers is effective and emotional, how people feel about it may not uniformed due to their different culture backgrounds(Sanaktekin, 2008). Furthermore, Mooij(2010) addresses culture values being at the root of consumer behavior. Hofsted(1983) defines culture as the "collective mental programming of people in an environment" , which is not a characteristic of individuals, but a number of people who were conditioned by the same education and life experience. Consistently, culture was explained as "a unique pattern of shared meanings that characterized a societies" (Wells & prensky, 1996) that includes values, ethics, languages, material objects, rituals, and norms, consumer behavior may influenced by any of these components. As a core factor of consumer behavior, culture values should be integrated into all of the consumer behavior related framework, in order to properly understand the impact of culture on it (Mooij, 2010). Many researchers have studied culture's effect on customers' attitude. Both Mooij(2010) and Eurobarometer(2007) argue people who have individualistic, low-context cultures prefer to acquire and collect infornation of products through social media than people having collectivistic high-context cultures, due to the fact that the former perceive reliability in information from interpersonal communication. It is not only the way of information acquistion that differs from culture to culture, but also the way information is preceived. Therefore, marketers should be aware that the communication strategy developed to appeal to an audience group is not unlikly to fail with an audience belonging to another culture (Kitayama, Markus, Matsumoto& Noraskunkit, 1997).

Despite of marketers have had high expectations of online marketing，as a newly interactive communication channel with its ability to unifying consumers worldwide. The worldwide web's elimination of geographical barriers has allowed advertisers to gain insight into the perceptions specific groups in society towards advertising as an institution. With the rapid internationalization of marketing efforts, understanding the differ-

ences between countries in perceptions and attitudes toward advertising becomes pertinent (Pieters &Bamgartner, 1993).

2.3 Launching a new brand

Launching a new brand means acting before the product name becomes a brand symbol, with a much broader and deeper meaning than previously (Kapferer, 2012). A successful launch requires, from the very beginning, the new brand must be treated and considered in full, endowing it with both functional and non-functional values, not as a mere product name presented in advertising (Kapferer, 2012). Thus, launching brand is not merely a phase or a stage of building brand, unlike the product launch. It is a long-term project aiming at engaging brand extensions and brand's equity into related product categories (Aaker, 1991). As Kapferer (2012) concerns the brand in the digital context by illustrating the relationship among the brand in media and creator of digital content, the client and the community. These three elements mutually affect and multiply each other via communication and recognition flows where social media could be in center as a medium. To appreciate the importance and significant of launching a new brand, there might be some considerations regarding its implement within communication mix, to be more specific and following the previous paper, the usage of social media cross culture.

2.3.1 Integrated Brand Promotion (IBP) in launching brand

Integrated brand promotion (IBP) is a process of using a wide range of promotional tools working together to create widespread brand exposure. (O' Guinn, Allen, Semenik, 2009) The IBP tools include promotion methods from traditional ones, such as advertising in mass media, sale promotion to digital media, in form of, blogs and social media. The purpose of these tools is to impress and persuade consumers(O' Guinn, etc, 2009). From the concept of *Integrated Marketing Communications (IMC)* (Schultz, 1992) emphasizing the communication effort and need of coordinated and synergistic messages to Integrated Brand Promotion, the focus has been moved to "brand", as building brand identity, awareness and its performance eventually. As to brand identity and awareness, researchers (Kapferer, 1986; Keller, 1998) have highlighted its importance gaining world-wide recognition, Kapferer (2012) has further identifies it as a

contemporary concept to be specific guidelines to ensure that there is indeed only one brand forming a solid and coherent entity. Three sorts of brand awareness ought to be pursuerd (Kapferer, 2012), including Top of mind meaning what brand of the competitive class comes to customers mind first, Spontaneous standing for all the brands that come to mind and Aided or Prompted by which brand do audiences know. Along with launching brand, IBM implies a long-term position where audiences identify brand concept that associates with name awareness, psychosocial meanings and perceived performance (Riezebos, 2003). In addition, from a strategic perspective, Walton (2007) suggests to mix these three elements into integration, which in turn can lead to differentiation and deliver added value. It is the strategic role of branding, being used to attack competitor brands and win market share or providing a way of deterring potential competitors from entering the market (Fill, 2013). Integrated brands provide opportunities to be perceived as different from another, so that customers can recognize and understand what a brand stands for, with extra benefits where customers may be more emotionally based advantages derived through the augmented aspects of the products, new-entry brands to associate themselves closely with the market leader (Fill, 2013)

To conduct the branding strategy and accomplish integrated brand, communications must be used within Integrated Brand Promotion to develop and maintain the brand that are consistent and meaningful, from the very beginning of branding strategy, brand launch.

2.3.2 Factors influencing brand launch

There are some opinions that argue brands are under attack by an emerging countercultural movement (Holt, 2012) and failing to providing product differences within correct identifying market segmentation (Horkheimer & Adorno, 1996). Meanwhile, Yeniyurt, Townsend and Talay (2007) explores factors influencing brand launch in a global market place regarding culture and cognitive factors effecting organizational resources and overall globalization strategy, and brand equity facilitates.

2.3.2.1 Culture influence

To further address the identified issues, Asia's branding culture (Kapferer, 2012)is identified to be a strong belief in the future, a speed to action once decisions are made, collective decision-making processes to ensure adhesion and through education and a remarkable ability. These advantages and characteristic could extent brand identity and platforms that directly influence and reshape strategies regarding brand awareness creation and customer behaviors. Consumer culture is the ideological infrastructure that undergirds what and how people consume and set the ground rules for marketers' branding activities. (Holt, 2002)

For brands established in western countries, it is important to understand psychic distance in between (Eriksson, Maikgard & Sharma, 2000). Alone with the concept of launching brand, indicating the situation that brands are magically transformed by advertising to embody psychological and social properties through symbols, metaphors and allegories (Heller, 2000), which could, to some extent, distort and even damage initial brand identity and position.

2.3.2.2 Category influence

Brand positioning has been emphasized within brand launching. Positioning is identified to be a two-stage process (Kapferer, 2012): firstly, indicate the competitive set the brand should be associated and compared, secondly, the brand's essential difference in comparison to the other products and brands of that set, which aim to identify and take possession of a strong purchasing rational that gives the audiences real or perceived advantages. However, regardless the significant of competitive advantages from brand personality, the McDonald's positioning ladder (Kapferer, 2012) addresses a fundamental position of features and functions. Associating with the importance of identifying market segmentation (Horkheimer & Adorno, 1996) and levels of need in Maslow's hierarchy theory (1943, 1954, 1970) from a consumer motivation perspective, brand category might be pointed out as a factor influencing in launching brand process. The Maslow theory illustrates five levels of need from up to down: self-actualization, ego needs, belongingness, safety and physiological, in which appearance products like accessories could fall into categories belongingness or up indicating the needs of ac-

ceptance by others as a part of the group or customers' accomplishments (Solomon, Bamossy, Askegaard&Hogg, 2013). Solomen etc. (2013) further suggests the participation of social media in order to satisfy needs at different levels of Maslow's hierarchy, which could access to invitation- only communities providing status and connect with people having similar tastes, like a communication channel, in higher levels of needs especially.

3. Method

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This chapter clarifies the research methods used in the thesis and also explains the reasons behind the methods for this research.

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3.1 Deductive research

Concerning the design of a research project, there are two approaches based upon the reasoning adopted: deductive or inductive (Saunders, Lewis & Thornhill, 2012). In inductive reasoning, there is a gap in the logic argument between the conclusion and premises observed, the conclusion being 'judged' to be supported by the observations made (Ketokivi & Mantere, 2010). In contrast, deductive reasoning occurs then the conclusion is derived logically form a set of premises, the conclusion being true when all the premises are true (Ketokivi & Mantere, 2010). Since the research starts with theories of the academic literature, and the following design of research means to test the theories, the thesis is using a deductive approach. The theoretical models of Social Media, Launching Brand and Consumer behaviors have presented their mutual influences in literature review. The study explores the usage of social media in launching brand by testifying consumer attitude in terms of a specific product category within two countries, Sweden and China.

3.1.1 Research method

One way to differentiating quantitative research from qualitative research is to distinguish between numeric data and non-numeric data (words, images, video, etc.). (Saunders, Lewis & Thornhill, 2012) To conduct a deductive approach to a study, both quantitative and qualitative research methods can be employed or combined as mixed methods research (Creswell, 2007) However, the level of integration of these two methodologies may vary considerably. Both methods are used, but only on a complementary manner, so that each set of data are collected, analyzed and presented separately in order to support the interpretation and conclusion reached (Saunders, Lewis & Thornhill, 2012). As to the timing issue, mixed methods research may be conducted sequentially or concurrently (Creswell & Plano Clark, 2007). In a double-phase research design, a

sequential exploratory research design that quantitative follows qualitative method could be applied in this thesis. In terms of relative status of the two components, a concurrent embedded design (Saunders, Lewis & Thornhill, 2012) that be embedded within the other during a single means to collect data could be employed, implying some interview questions might require qualitative response. Mixed methods research could aid the authors in developing the thesis and design the following research based on relevant literature.

3.2 Research approach and study design

Based on the literature framework, the research seeks to test the usage of social media by measuring consumer attitudes, which is approached by the collection of data through the survey method. There are two categories of data in any form of research; primary data and secondary data. Secondary data include existing data collected by third parties for some other purpose and published summaries in which researchers are expected to consider undertaking further analyses. Secondary data collected by authorized orgnization was used in the introduction of the paper to prove the importance of social media in both countries. Whereas, Primary data is more original and designed according to specific purpose. Within business and management research, the greatest use of questionnaires is made within the survey strategy (Saunders, Lewis & Thornhill, 2012) From other perspective, the qualitative method is used by interview with company from marketing strategy aspect, associating with qualitative response from potential customers. Combing two methods, the purpose of the study could be accomplished and integrated from both company strategy and consumer attitude aspects.

Daniel Wellington, as a newly established watch company based in Sweden, is presented to be an example company aiding the study to be practical. The company has been active on social media promoting the brand and has earned certain awareness. Since the thesis specifically discusses the topic in two countries China and Sweden referring with the company, primary data ought to be required.

The authors investigated consumers' attitude towards to the companies' usage of social media between two countries.The survey method collects sample of the population who are recognized as the target group of the company in both Sweden and China. In qualita-

tive method, authors attempt to see a general trend of social media promotion and its related mutual affect with audiences by interviewing marketing professor Angelika Löfgren at Jönköping International Business School, from an academic perspective. The interview was conducted by asking open questions focusing on general social media trend and its related issues and opportunities. Through mixed methods research, attitudes. an integrated view could be presented regarding the use of social media across cultures.

3.3 Data collection

—the finding and gathering or generating of material that the researcher will then analyze" (Strauss, 1987)

The data collection process was divided into two approaches: qualitative approach and quantitative, it aiming to analyze how to launch a brand in social media and also consumer behaviors in Sweden and China. As primary data, interview and questionnaire were mainly used in the data collection process in which a interview with Daniel Wellington was designed to provide an in-depth company's insights about the marketplace and the questionnaire was designed to generalize consumer's perspective about the product and social media as well. According to the marketing research, the target group of Daniel Wellington is mainly young people, so, the online questionnaire was published on SurveyMonkey and sent out to colleague students in both Sweden and China . In addition, 100 questionnaires were released in each country on the 23th of March and was closed one month later on the 23th of April.

3.3.1 Quantitative research

The survey consists of 24 questions in which it was based on findings of previous literature review that aiming to analyze two different markets from consumer perspectives. The survey was divided into 2 parts, firstly researched the consumer's attributes about social media generally, and then used Daniel Wellington to make the test more practical. To be more specific, Daniel Wellington are mainly concentrated on the young people, so the first 4 questions are based on consumers' backgrounds in order to ensure that

their ages and personal status fall into the target intervals. Then, from question 5 to question 11, primarily aim to test consumer's attitude towards social media such as how often they use social media and what they usually do on social media, etc. Most of these questions above were based on Kaplan and Haelein(2010)'s classification of social media in order to investigate the interaction between consumer and social media platforms as well as the usage and recognition of social media among the target group. The rest of questions were more detailed. Those questions were built upon both RACE model (Smart Insights, 2010) and FCB grid (Vaughn,1980) by using Daniel Wellington as an example so as to look into the respondents' perception of the brand. With regards to "Reach" and "Engage" factors in the RACE model (Smart Insights, 2010), questions above were examined whether if Daneil Wellington had built awareness of the brand and strong customer relationships in a long term orientation as well. As Daneil Wellington's watch belongs to a type of accessory in which it falls into the Affective category of FCB grid (Vaughn,1980) , the remaining questions especially question 15,16,17,19 and 20 were focused on consumer's attitude towards the brand, in other words, those questions concerned consumer's respond and the following purchasing behavior about the product. Moreover, those questions can also test if activities that the company are carrying out online have achieved their objectives by investigating respondent's attitudes toward the brand.

3.3.2 Qualitative research

The part two the data collection processing is qualitative research aiming to companies' marketing strategy perspective. Relating with the example company Daniel Wellington, the qualitative research is conducted with it via interview. Through the interview research, it could be seen that how does Daniel Wellington use social media in launching brand and what has it achieved from a company perspective. The qualitative research is processed after quantitative research, since some questionnaires requires qualitative responses in order to have reflections from company according to customer's attitude. Unlike the survey with closed questions, open questions are conducted in the interview due to the fact that they are useful for exploring new areas in which the researchers has limited knowledge; and generating fixed-choice format answers (Bryman &Ben, 2003). Semi-structured interview form (Bryman &Ben, 2003) refers to a context in which the interviewer has a series of questions that are in the general form if an interview schedule

but is able to vary the sequence of questions. Also, the interviewer could have some latitude to ask further in-depth questions in response to what they see as significant replies (Bryman &Ben, 2003). Additional questions may be occurred to further explore the research questions and objectives given the nature for events within particular organizations (Saunders, etc, 2012). The respondent would be encouraged to give personal opinions and experiences relating to research questions. The authors investigated consumers' attitude towards to the companies' usage of social media in launching brand between two countries. From an academic perspective, authors attempt to see a general trend of social media promotion and its related mutual affect with audiences by interviewing marketing professor Angelika Löfgren. Also, connecting with the quantitative finding, an integrated perspective regarding social media in launching brand could be provided.

3.4 Sampling

Sampling is defined as using specific individuals from the chosen targeted group as representatives of the population. The selected individuals called are samples, while the entire target group is called a population (Watt & Berg, 2002).

The targeted population group in this research is university students. Reasons for selecting students as the target research group include the face that most of them are aged 18-24 years old, have a passion and interest in accessories, and are a major force on the social media platform. More importantly, these respondents were the most accessible and quickest to obtain results from.

In order to investigate the 2 research markets (Sweden and China), the survey was distributed online to students in both countries. 100 students from Jönköping International Business School and 100 university students from China were chosen to represent the whole population in this study. The method is called judgmental sampling, in which the population's elements are intentionally selected and relied upon for judgment and belief of the researchers. "The selection process of the sampling units is estimated through the respondents' profile where certain criteria should be fulfilled." (Raman& Stephenaus & Alam & Kuppusamy, 2008).

3.5 Reliability

Golafshani(2003) explained the notion of reliability as "the extent to which results are consistent over time and an accurate representation of the total population under study. If the results of the study can be reproduced under a similar methodology, then the research instrument is considered to be reliable."

The responses collected from surveys were conducted anonymously in order to protect privacy. In addition, the surveys were distributed online, therefore, the authors ensured that they designed the survey questions to be as explicit as possible (for example, images were used to show examples of advertising). These designs helped the respondent to get a clear perception and direct impression as well as avoid any misunderstanding of the questions which might lead to inaccurate data. Furthermore, the surveys were distributed to the students in Jönköping University, and University students in China; more than one hundred online surveys were collected in in each country. The researchers also eliminated useless data from the responses to ensure better reliability of data.

The interview was carried out with Angelika Löfgren, who is assistant professor of marketing in JIBS. The authors designed the interview questions based on data collected from the surveys in order to better investigate the academic's perspective and opinions of the consumer behavior and marketing strategies in China and Sweden. Having an interview with person who knows the overall conditions of academic marketing thinking would theoretically improve the trustworthiness of this research.

3.6 Validity

Validity of a research is often explained as "which data is to be collected and how it should be analyzed in order to reflect the issues predefined for the research"(Wainer &Braun,1998). Namely, Kimberlin& Winterstein(2008) constructed validity as "the extent to which an instrument measures what it purports to measure."

The survey questions were generated from consumer's perspective, to investigate consumer's lifestyle, habit, as well as the way of cognitive a brand. Before releasing the

surveys online, the researcher evaluated the draft of the questions, to check if the survey questions have covered all relevant ground needed for the research.

Correspondingly, the academic perspectives were explored via the interview. The design of interview questions was based on the result of data analysis from the previously mentioned survey, so as to understand the reasons behind consumer behavior in the two markets.

3.7 Limitation

Both of the methodologies have limitations in this research. One limitation in quantitative methodology in this case is the regional economic imbalance and unequal income distribution in China as compared to Sweden. This might led to the difference in consumer behavior, and the significantly different levels of prevalence of internet might result in the various cognitions of social media. Considering the overall population in both Sweden and China, using one hundred students in each country as a sample size might be considered insufficient to represent the population.

Another limitation may stem from the interview with the marketing assistance professor Angelika Löfgren. Although the researchers were trying to prepare easy-to-understand questions, however, the possibility of interviewees misinterpreting the questions and giving uncorrelated answers could occur. Besides that, some detailed and more in-depth information may have been left out. In contrast, the way of how the authors understand and perceive the answers from interviewees and the emotions and personal insights of the questions, could affect the final perception of the answer. Anyhow, these immaterial factors are inevitable, and though they could result in a bias in the research, the authors believe that these factors do not have significant effect on the result, and attempts have been made to ensure avoiding and limiting these errors in the research process.

4. Empirical Findings

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In this Chapter, the quantitative findings from 100 respondents in each target market are presented. Qualitative findings from the interview also stated after then.

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4.1 Demographic characteristics of respondents

The questionnaires were distributed online to the two research markets. The number of respondents in Chinese market was 104, which contained four invalid responses due to incomplete answers; 100 valid and completed responses were collected in Swedish market. In the end, the total amount of valid answers was 100 in each country and 200 in total.

4.1.1 Age distribution of respondents
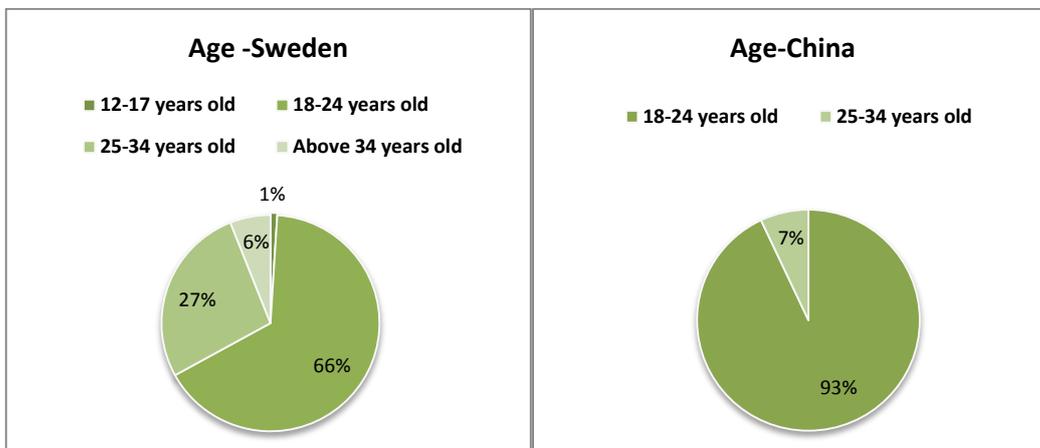
Figure 3: Age distribution of respondents from the Swedish and Chinese market

The Survey responses from Jönköping International Business School are shown in the following graph. Respondents' are divided into four age groups, 12-17 years old, 18-24 years old, 25-34 years old, and above 34 years old. The majority respondents are between 18-24 years old, accounting for 66% of the total. 27% belong to the age group 25-34 years old, 6% of them are above 34 years old, and 1% of the respondents are 12-17 years old.

The respondents of Chinese university students consisted of only respondents from the 18-24 and 25-34 years old age groups, with 93% of the total amount being aged 25 to 34, and the last 7% of the respondents are in the age group 18 to 24 years old.

4.1.2 Gender distribution of respondents
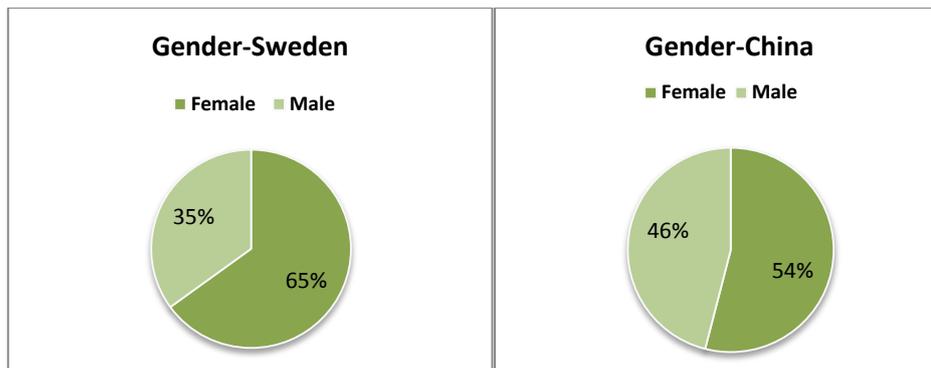
Figure 2: Gender Distribution of respondents in the Swedish and Chinese market

The gender distribution of the Swedish students can be seen from the graph below.It is clearly observed that 65% of respondents are female, which is a large proportion of respondents. The rest are male, accounting for 35% of those surveyed.

The gender ratios of respondents in the Chinese market are almost equal. 46% of those surveyed are female and 54% are male.

4.1.3 Employment Status

In the Swedish market, 89% respondents are students, in which 63% of them are full-time students, while the other 26% are students holding a part-time job. As for the non-students, 6% of the respondents are employed for wages, 1% is self-employed, and 4% are doing other jobs. This data can be seen more clearly in the following table. It can be observed the employment status of respondents in the Chinese market 85 out of 100 respondents are students, 12 out of all surveyed people are students but are also taking on a part time job. The other five surveyed people are employed. In both markets, students occupy more than 90% of total responses.

Employment Status	Percentage(Sweden)	Percentage(China)
Student	63%	83%
Student with part-time job	26%	12%
Employed for wages	6%	0
Self-employed	1%	15%
Others	4%	0
Total	100%	100%

Table 1: Employment status in the Swedish and Chinese market

4.1.4 Nationality

The respondents from the Swedish market consist of students from countries such as Sweden, Finland, Germany, Netherlands, China, and the United States.

The majority of respondents are Swedish, accounting for 62% of the total respondents. Because all of the respondents are living and studying in Sweden regardless of their nationality, they are considered part of the Swedish market for the purpose of this study.

On the other hand, all the respondents from the Chinese market are of Chinese nationality, and there was no respondent from other countrie

4.2 Frequncy

There were two multiple questions designed for the respondents, what kinds of social media they usually use and what they usually do on social media, and the results are emerged in the two charts below. From the first chart, it is obviouse to see that the frequencies for several options were distributed similarly in both Sweden and China. People in Sweden are more active in photo-sharing sites (62) while the frequency in China

is 43. However, there was a significant difference in the usage of video sharing sites between two countries, 65 people in Sweden have chosen this option while only 25 people in China chose it. Moreover, among the various options, most people preferred to use social networking sites as well as photo-sharing sites. Overall, the respondents in Sweden are more active than the respondents in China since there were 257 valid answers in total from Sweden by comparison with 202 answers from China.
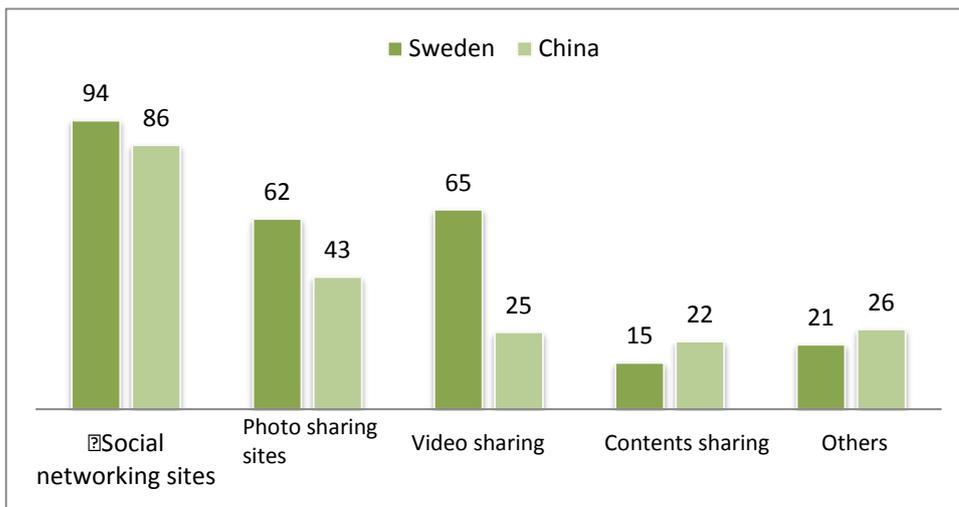
Figure 3: the usage of different kinds of social media

From the second chart, there was no apparent difference between a wild range of the options. 59 respondents in China preferred to update their status on social media by comparison with 30 respondents in Sweden. Besides, only 24 respondents in Sweden like to read blogs while 38 respondents in China like to do so. 358 answers were made by the respondents in China, while only 319 answers were made by the respondents in Sweden.
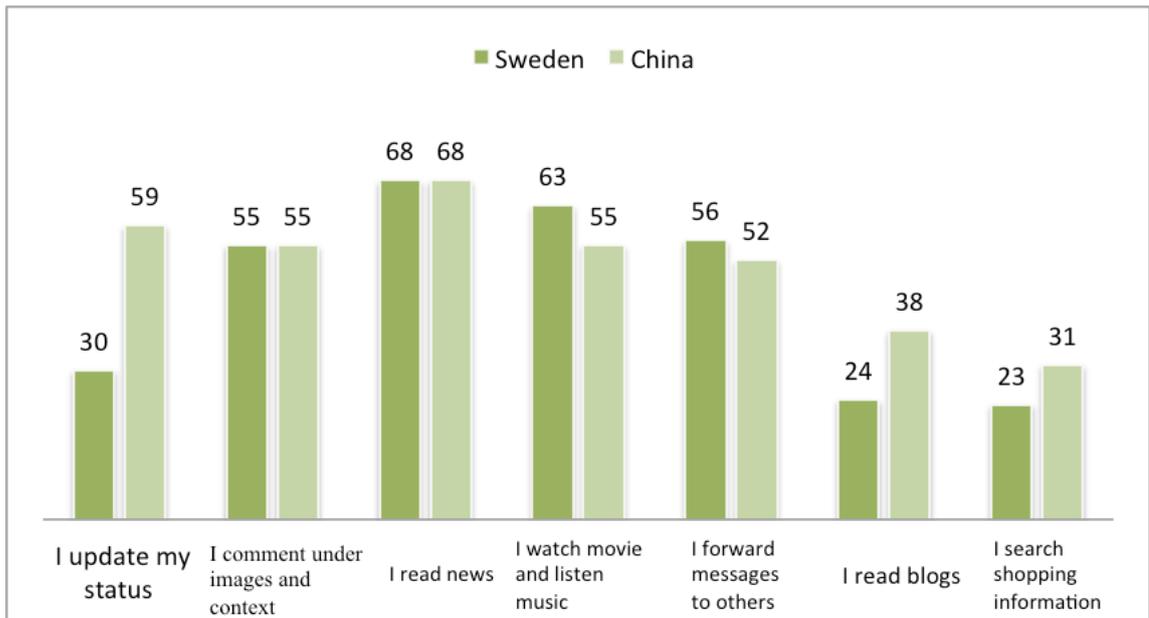
Figure 4: what do the respondents usually do on social media

The authors have chosen different area in social media to make respondents to choose which fields they are interested in. In general, the frequency for each field was distributed unequally, especially for the "Fashion" and "Celebrities" fields. It can be seen from the chart below that the Chinese respondents were more interested in fashion (60) and celebrities (46) on social media whereas only 43 and 28 respondents from Sweden were interested in "Fashion" and "Celebrities" respectivelt. There is also a significant difference in "movie and music" between two countries, only 65 respondents from China were interested in "movie and music" by comparison with 79 respondents from Sweden.
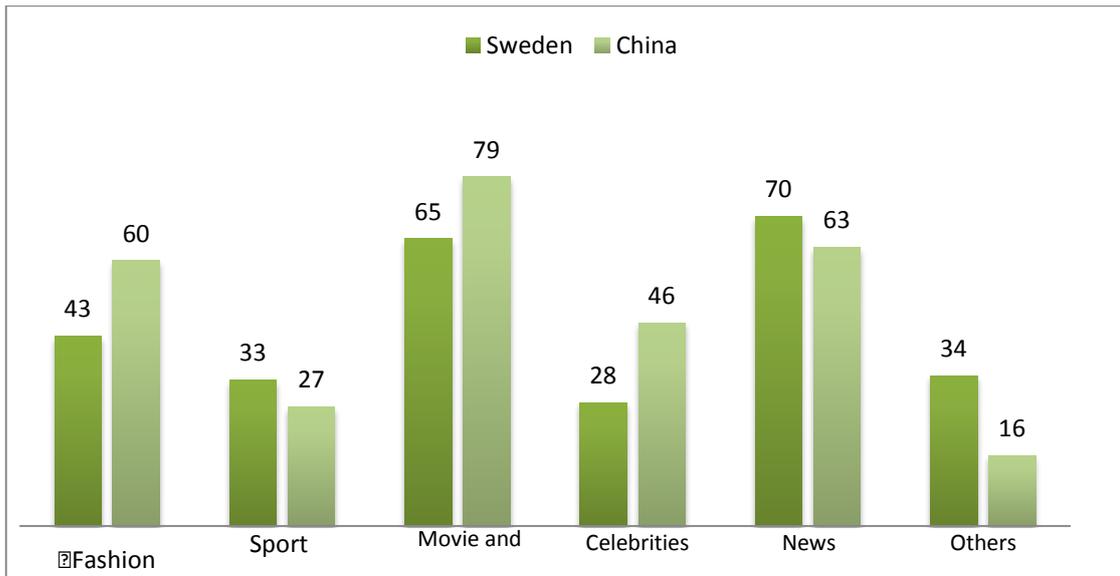
Figure 5: which fields are the respondents intrested in on social media

The eleventh question was regarding to whom that the respondents interact with usually on social media. The answers from each country were similar. They usually interact with friends on social media, reaching highest frequencies 98 and 91 respectively in Sweden and China. But respondents in Sweden interact with their families more frequently than those in China. The twelfth question was concering the factors the respondents consider when they buy a watch. From high to low, 87 respondents from Sweden and 80 respondents from China chose "look" and only a few people in both countries care about the reputation (28 from Sweden and 39 from China) and functions (29 from Sweden and 39 from China) of a watch from the results.

4.3 Hypothesis

The authors aim to build hypothesizes to test whether there is a significant difference between two groups, regarding their social media behaviors and attitudes to the case company-Daniel Wellington. Based on that, the evaluation is divided into two parts: the frequency of the use of social media, traditional media, commercial advertisements; and related overall impression on Daniel Wellington and its social media promotions. Accordingly, the authors used Independent sampling t- test and One-way ANOVA to analyze hypothesizes in SPSS where frequencies are translated from one to five degrees,

presenting the degree of frequencies from never to regularly. As to answers involving no, not sure or yes were interpreted to be one, two and three in order to find the average recognitions of subjects within two groups. The two samples' differences of variances are compared by T-test, whereas ANOVA is derived from the differences between means of groups. Thus, to the hypothesizes involving degrees in answers, T-test was utilized to compare the differences of variances in SPSS. ANOVA was used to find the differences of means with answers having yes, no or not sure rather than degrees. The Swedish and Chinese markets are marked as group 0 and group 1 respectively in following content. Generally, the hypothesizes are designed as:

$$H_0: \mu_0 = \mu_1$$

$$H_1: \mu_0 \neq \mu_1$$

A 95% of confidence level is set for the hypothesizes, so that if the p-value is smaller than a (0.05), the null hypothesis is rejected, which indicates there is 95% confidence that the two groups are significant different.

	Significant value	Average value: s for Sweden c for China
The frequency of usage of social media	0.283	$\mu_s = 4.8800$ $\mu_c = 4.7900$
The frequency of usage of traditional media	0.469	$\mu_s = 4.0000$ $\mu_c = 3.8800$
The frequency of seeing commercial advertisements	0.002	$\mu_s = 4.0300$ $\mu_c = 4.5200$
The amount of paying for a new watch	0.864	$\mu_s = 3.7100$ $\mu_c = 3.6600$
The overall impression on the brand	0.000	$\mu_s = 3.9300$ $\mu_c = 3.1100$
The recognition of DW	0.002	$\mu_s = 2.3200$ $\mu_c = 1.9200$
The intention of knowing the watch	0.624	$\mu_s = 1.8100$ $\mu_c = 1.7500$
The intention of remembering the brand name	0.073	$\mu_s = 2.4500$ $\mu_c = 2.2500$
The intention of images forwarding	0.272	$\mu_s = 1.3500$ $\mu_c = 1.2600$
The intention of searching further information	0.123	$\mu_s = 1.5900$ $\mu_c = 1.7700$

The intention of following relevant updates	0.037	$\mu_s = 1.4600$ $\mu_c = 1.6900$
The intention of sharing own DW on social media	0.335	$\mu_s = 1.5200$ $\mu_c = 1.6300$
The influence of celebrities endorsement	0.000	$\mu_s = 1.7200$ $\mu_c = 2.2200$
The attractiveness of interchangeable watch band	0.935	$\mu_s = 2.3200$ $\mu_c = 2.3300$
The intention of purchasing of spare watchband	0.936	$\mu_s = 2.2100$ $\mu_c = 2.2000$

The results show that Swedish and Chinese market are insignificantly different in most of subjects, especially with questions of general behaviors and frequency on social media, the results remain to be not rejected. Though two groups are insignificantly different in terms of these not rejected hypothesis, the mean values are not identical, as the table below showed. These mean values indicate whether respondents have positive responses or intentions of subjects for ANOVA tests items. Also these values could imply the average frequencies between two groups regarding T-test items. Average numbers could vertically compare different subjects to show a basic connection among some variables. For example, the average value of attractiveness and intention of purchasing of spare watchband are close.

On the other hand, as to the frequency of seeing commercial advertisement, the overall impression on the brand after see images, the recognition of Daniel Wellington, the intention of following relevant updates and the celebrities influences, the two groups are significantly different, which indicates certain essential differences of consumer behavior across cultures and nations. To further compare these average values between two groups, it can be observed some obvious variance in terms of the frequency of seeing commercial advertisements and celebrities influences. Associating with consumer behaviors perspective, the differences might imply audiences' attitudes towards to the use of social media across nations. By observing these mean values and row data, the differences are easier to be explained and analyzed.

4.4 Qualitative interview findings

During the interview with professor Angelika Löfgren, the use of social media in launching brand was discussed generally, associating with the quantitative results. Social media, for sure, is a trend as a promotion tool, especially for young target groups, but it is changing and tends to be universalized among older generation as well. Also, the format and type of social media is changing fast, so that companies must keep tracking the trend of social media in order to adjust their platform and overall marketing strategy. For an accessory industry like Daniel Wellington, it is a smart strategy that could target on its main customer group-young generation. In addition, using social media could help to build a long term relationship with customers by having they to be involving with companies' promotion campaigns. Comparing with traditional commercial advertisements that interrupt audiences with mess information, social media could interactively approach consumers without disturbing, which could promote the product in an optimal way.

Therefore, Angelika suggests nowadays, social media in launching brand is a doable and good strategy, especially for industries targeting their market on young generation. However, companies might face some drawbacks with social media due to the fact that world of mouth could imply uncertainties harming brand reputation. The frequency of using social media as a promotion tool needs to be measured as well. Daniel Wellington launched the brand by using buy-now strategy to encourage potential consumer purchasing. But Angelika thinks, it might harm the brand image in a long term that brand the company specifically and purposely promotes itself.

5. Analysis

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In this chapter, the findings of the previous research are analyzed and further discussed.

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The analysis will be conducted based on the findings from the questionnaires and findings of the interview with marketing assistant professor *Angelika Löfgren*. The whole structure of this analysis can be divided into two parts. Based upon the quantitative findings, the usage of social media, the process of launching a brand and consumer behavior will be analyzed in the first part and an overall analysis of the qualitative findings will be covered in the last part. The models from the theoretical framework will be tied-in closely with the empirical findings during analysis, in order to investigate the research questions as well as fulfill the purpose of this thesis.

5.1 Demographic of respondents

100 valid questionnaires were collected in each of the two research markets, in line with the literature.According to the data result, the majority respondents in both marketplaces are students in aged 18-24 years old. In the Swedish market, the gender distribution is such that there are more responses from females (65%) than males (35%). However, in the Chinese market, the respondents' gender distribution is approximately equal, with 46% being male and 54% female.

 Another factor affecting the demographic of those surveyed is the nature of the schools. The Swedish students surveyed are all attending Jönköping International Business School (JIBS), which is an international business school in result of respondents consist of students from different nationalities. However, this does not lessen the relevance of the results as a good reflection on the Swedish market as Hofsted(1983) mentioned that culture is not a characteristic of the individual, but the people who were conditioned by the same education and life experiences. Therefore, for the purpose of this research, we consider all the respondents studying and living in Sweden as a part of the Swedish market regardless of their nationality because of they all influenced by the Swedish environment and culture.

Another attribute of those surveyed that should be taken note of is the employment status. Even though the targeted group of the questionnaire was university students, due to the online distribution of the survey, a small number of respondents were no longer schooling but working. However, the number is insignificant and does not pose as threat to the accuracy of this study as 184 out of the total 200 are students, making up the majority of the total respondents.

5.2 Social media

In question 5, the authors used t test to test the usage of social media such as Facebook, Chinese weibo, Instagram etc. among Chinese and Swedish group. There were five alternatives to choose from and the results showed that there was no significant difference between two groups. To be more specific, 87 people from China and 92 people from Sweden used social media regularly which is consistent with the research statements from each country as the authors mentioned above, around half of Swedes use social media daily and more than 513 million people use social media in China in one year. Social media has become ubiquitous and important for social networking and content sharing (Asur &Huberman, 2010). Moreover, the results of question 5 indicated the importance and universality of different kinds of social media, especially Facebook, it direxctly fell into one class of social media from Kaplan and Haelein (2010)'s research. From Kaplan and Haelein (2010)'s research, social networking sites such as Facebook have high degree of self-disclosure which is a critical factor in the development of close relationships. Meanwhile, medium degree of media richness implied that people who are using social networking sites desire to know more about others and huge amount of information have been transiting between different people. Basically, from the results of this question, social media has been accepted and used really well among young people in both markets.

As Mangold and Faulds (2009) states that the 21st century is witnessing an explosion of Internet-based messages transmitted through these media. They have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, attitudes and communication. According to the "ACT" factor of

RACE model (Chaffey, 2010), managers should be aware of the significance of social media and take advantage from social media attempting to better participate in customer communication and engage with customers since social media, as a new digital technology opening up for new ways of interacting with each other (Olsen &Christensen, 2015). In addition, pull strategy should also be applied as a marketing strategy in order to stimulate customer to search for information and interact with the company actively and initiatively (Hoffman& Novak, 1997). After confirming that most of people from each country use social media regularly, question 7 and 8 ware asked to discover what kinds of social media the respondents usually use and what they usually do on social media. The results showed that almost all the respondents use social networking and photo sharing ones frequently in both countries. Combined with the information from question 5, it can be seen that 81% of Swedes visit Facebook daily and respondents in China also used Chinese version of Facebook called Weib regularly. Furthermore, due to the high degree of popularity of social network in Sweden as well as huge population of China, the use of different contents of social media are universal which occupies a dominant position in daily lives. According to Fill (2013)'s statement, electronic word-of-mouth communication may happen spontaneously through the help of those social networking sites. People are likely to share their feelings or belongings with others on social media, from the aspect of the company, electronic customer relationship management could also be build up on the frequent use of social networking sites by customers (Chaffey& Chadwick, 2012). From the result of this question, the respondents from China and Sweden both actively participate in the activities of different kinds of social media in which it better displays that social media is becoming more and more prevalent in recent years (Fill, 2013).

Moreover, it is clear to see that the answers for each alternative were distributed similarly from both Sweden and China from question 8, as a result of the respondents are around the same age and same segments of customer group may have similar needs or preferences. Also, there are three specific activities that people like to do on social media: search shopping information; comment under images and context and forward message to others. Even though people from Sweden are less active on shopping information searching than Chinese, those three things above indirectly indicated that people are more or less like to interact with others on social network platforms as there are no

limitations of information flow on social media, sometimes they may not even realize that they were involved in a company's strategy of viral marketing. Hence, it could satisfy the company's demand of building brand awareness widely. People feel more engaged with the company when they are free to give feedback. Apparently, word-of-mouth marketing takes a primary role in the company's plan (Chaffey & Chadwick, 2012). It is noteworthy that Chinese market cares more about others' oponions by searching information on social media. Hence, the information they receiving online may directly affect their purchasing decisions.

Even though social media is universal among young people, question 6 was applied in order to compare the preference of young people between social media and traditional media. The result showed that there was no significant difference of the usage of traditional media between Sweden and China. However, to look in details, the answers for each alternative differ from question 5. Only 38 people from China and 44 people from Sweden use traditional media regularly such as television and magazines etc. 25 Chinese respondents and 20 Swedish ones rarely uses traditional media. Hence, the results above were in consistent with the statement from Rashtchy et al., (2007) and Vollmer & Precourt (2008) that consumers are turning away from traditional source of advertising.Besides, social media is perceived by consumers as a trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix (Foux, 2006).

The respondents from both countries are less active on traditional media by comparison with social media, which implies that the advertisements or promotions on traditional have minimal impact on consumers based on consumer's frequency of the use of traditional media. Regardless the effect of traditional media, Rashtchy et al., (2007) and Vollmer & Precourt (2008) illustrate that people nowadays are requiring on-demand information. In other words, they want to know the message immediately by the convenience of Internet. Traditional media cannot fulfill that criteria therefore this could also be a reason why people are more likely to use social media rather than traditional one. As mentioned above, the respondents of this survey are mainly young generation, they are highly involved in social networks, in order to be better investigate the aspects the respondents interested in, question 9 contains six alternatives: fashion, sport, movie and

music, celebrities, news and others. The results displayed the number of Chinese respondents selecting " fashion" and " celebrities" is notable. To further look into the majority events of Daniel Wellington on social media, these events are highly connected with "opinion leaders" (Katz & Lazarsfeld, 1955). For example, well-known bloggers or celebrities show the product on different social networking sites attempting to influence the opinions of opinions as well as attract more customers for the company. Meanwhile. The statistical data indicated that Chinese market is more into those two areas, given the entertainment channels are very prosperous and " star effect" is very popular and powerful in China. Based upon all findings above, high level of activity of people on social media and high interest of people on specific areas provide the company like Daniel Wellington an opportunity to use viral marketing strategy comprehensively. As the authors mentioned above, viral marketing refers to a form of electronic word-of-mouth marketing (Chaffey & Chadwick, 2012). In consistent with "ACT" factor of RACE model from Chaffey (2010), the company should engage their audiences on different contents of social media, then the customers will spontaneously help the company to transmit message to others rapidly. Based on that model, question 11 was employed to see to whom the respondents usually interact with on social media. Nearly all the respondents from both countries interatct with " friends". Connected this result with the interview with Angelika Löfgren, once again performances that the messages or information spread frequently among peers. Young people were highly involved in diffusion of the message since they are the main force of using social media from the research above, moreover, the younger generation are more likely to discover latest things and to share with others. If the company performances a good strategy to attract their target group especially young people, the information of their product or brand will spread widely and quickly by the use of social networks (Kumar *et* al., 2007).

5.3 Consumer behavior

As Question15 Analyzed, the two groups had significantly different overall impressions of the brand after seeing the images of what the company posted on social media. The Swedish group had positive impressions of the image, whilst the Chinese group reacted and felt 'not that good'. But according to the findings of question 16 and 19, neither Chinese nor Swedish consumers had a desire to know more information or do further search on the product. As stated before, consumers' attitudes have three stages when

they perceive accessory products. It starts from feeling a product, goes on to learning about the product, then ends with having the intentions to do something with the object (Vagughn,1980). In this case, customers attitudes toward the product failed to proceed through the "Feel-learn-do" pattern, stopping even before the second stage. The reasons behind this may vary for each market. For example, for the Swedish market, we can refer to the survey result of question 8 for a possible explanation, where the Swedish respondents are shown to rarely search shopping information through social media, and less than half of the respondents were interested in fashion features in social media. For the Chinese group, their indifferent feeling towards the brand stemmed from their indifference toward the product itself. The negative perception of commercial advertisement in the example might also be an issue. Compared with the search habits of both markets, as Mooij (2010) stated in previous literatures, low-context cultures (Swedish Culture) are more likely to acquire infornation of products through social media than those of collectivistic high-context culture (Chinese Culture). Chinese customers prefer to trust peer-to-peer conversations and recommendations from their online social networking. A trend amongst Chinese consumers that was noticed was how Chinese celebrities played a key role on the social media platform. The data result from question 22 displays a marked difference between the two groups attitudes towards celebrities endorsement, with 49% of Chinese respondents having a stronger interest in the products if endorsed by celebrities, and only 17% of the Swedish respondents showing more interest to celebrity-fronted campaigns. The data indicates that Chinese consumers listen and observe closely to what public figures discuss or showcase on their social media sites, such as Weibo or blogs, and that many Chinese consumers are greatly influenced by their favorite celebrities' fashion styles. These followers of celebrities are potential customers of the endorsed fashion products, and are likely to become the actual customers of the product being used by their idols (Siu, 2012). An example of how this trend can be used to the marketer's advantage, to make an impression on the Chinese market, is when luxury shoe brand Jimmy Choo had an unintentional product placement on a Korean soap opera "My Love From A Star" which sparked a Jimmy Choo craze in China. This amplified the effect, and within a few days, some Chinese stores were sold out (Binkley, 2014) sales increased by 6%, share prices rise and sales growth in Asia reached up to almost $451 million (Jing Daily, 2015). We can observe that the Chinese customers' have a high level of trust in the opinions of others (be it friends or celebrities) and let

these endorsements affect their purchasing decisions. As Pieters and Bamgarterner(1993) suggested, advertisers should look into the perception and attitudes of different culture groups in society towards advertising to be able to fully understand and succeed in a market. As such, to increase the likelihood of customers' having the intention to 'learn' about a product, companies should find a more effective marketing approach suitable for the characteristics of their target market. Research also pointed out that marketing tactics should be built in relation to consumer behavior, as knowledge of consumer behavior is a vital competitive edge (Hawkin & Nithersbaugh, 2009). Therefore, to build up relationship with customers in Chinese market, brands should take advantage of the celebrity effect on social media platform, and cooperating with some celebrities can be an effective strategic approach. However, as Fill (2013) previously discussed, the credibility of the spokesman is vital for effective communication of a brand, and an unsuitable person might be detrimental to brand reputation. Brands should thus choose their opinion leader carefully.

Question 18and 21aim at investigating whether customers are willing to share their purchases on their Instagram/Weibo/Facebook pages or other social media accounts. Based on the data results, there is no significant difference between the behaviors of the two groups surveyed. Majority of the respondents would not share the images of products to others, even pictures of their own purchases. The reasons behind this can be seen from question 8, where the Swedish respondents state that they rarely update their status on Facebook but are more likely to use video sharing sites. The company used for this study had put in more effort on their Youtube Channel, as well as also encouraging fans to share photos of them wearing their watches via its instagram feed in order to interact and build relationship with its customers. In contrast to Swedish consumers, only 25% of Chinese respondents use video share sites, showing that the marketing approach via video-sharing sites might work in Sweden but fail in the Chinese market. Marketers should be conscious that communication tactics developed for one market is not unlikely to fail in a marketplace with a differing culture (Kitayama, Markus, Matsumoto& Noraskunkit, 1997).In this case, the authors once again stress the importance of "understanding the consumer behavior in different cultures context when the brand is expanding into foreign market"(Pieters &Bamgartner, 1993). The marketers have to build a

suitable marketing approach based on the knowledge of consumer behavior in China to enter the Chinese market effectively.

In spite of both of the groups' having passive attitudes when it comes to sharing images of a product or interacting with a company on social media, from question 17, it can be seen that social media is still very much a vital marketing tool in both countries. The question, which was regarding ability to retain the brand's name after seeing the advertising images, had 62% respondents from Swedish market answering "Yes", while only 47% of Chinese respondents answering "Yes" . Based on the result from SPSS, it is clear that the brand had successfully created brand awareness in both two markets through their social media strategy. In particular, the usage of images that could evoke emotion was an effective tactic as it caught the eye of their target audiences and grabbed their attention, ensuring that the brand name would be remembered after seeing the advertisement just once. The intangible attributes of products in the accessory category are the features that intensely influence customers' attitudes, thus the form of advertising that appeals to the emotions of the target groups will convince them to change their attitudes toward the product, thereby creating effective primary brand awareness (Solomon et al., 2013). More significantly, even though social media marketing has been created brand awareness successfully in both market place, but what can be observed from survey result is, more Swedish respondents had awareness of the brand after seeing the advertising images and this may be the result of the brand has had tremendous success in Sweden. However, it is important to control the amount of advertisement outflow as bombarding audiences with advertising can actually overwhelm and antagonize them and becomes counterproductive. Using images that pull at the heart strings of the audience is an impressive way to present the products, delivering a direct emotional impact. In both countries, the audiences started to associate the brand with a "feeling", beginning the"Feel-learn-do" pattern from the very first stage. In line with this, Solomon et al.(2013) also indicates that emotional response is a main factor of an attitude, and consumers act based on their feelings as well as emotions toward the product. Therefore, using emotional images to promote accessory products through social media is an effective marketing strategy in both two markets.

Specific to the watch products, question 12 and question 13 were intended to understand the consumer's attitude toward these products. Question 12 is in regard to the factors of

consideration during the decision making process. According to the data result, style and quality are the major primary concern of both groups when choosing the preferred watch. 39% of the Chinese respondents choosing reputation and function whereas only around 28% respondents from Swedish market think of reputation and 29% of them consider function. This indicates that when Chinese customers purchase a watch, they are more likely to look at reviews as well as the function about the product. What is also very interesting to see is that price level is the second key-deciding factor when for the Swedish group, with 77% of the respondents carefully considering the price level before purchase. As for Chinese group, merely 55% of respondents think price is a deciding factor; apparently, style and quality are the main aspects to Chinese customer when think about buying a new watch. To further understand the different attitude toward the price between the two groups, question 13 aimed to investigate and compare the acceptable price range for the watches. The data shows that the largest number (26%) in the Swedish group chose 1,000-1,500kr as an acceptable price range and only 9% respondents accepted the price range of over 2,500kr. The price position (1,000-1,500kr) of the Daniel Wellington watch is fitting to the buyer characteristics of Swedish consumers. In this context, the success of DW in Swedish market proves the point: marketers can only satisfy customers by understanding the needs of people who have interest in the products they are trying to sell (Solomon et al., 2013).

Unlike the relative balance of acceptable price ranges distribution in Swedish market, Chinese consumers have various attitudes toward some of price segment. 15% of the respondents choosing 1,000-1,500kr. Surprisingly, the largest group of Chinese respondents (21%) has the intention to spend more than 2500kr to purchase the watch, which is more than double the number of respondents in the Swedish market who picked this price range (9%). One main reason of this phenomenon could be the result of the rapid growth of the Chinese economy. The Economists (2014) illustrates that the economic growth and urbanization has created an increasing number of new social classes in China. People are now more likely to spend on luxury items to reflect their social status, which has resulted in the increasing domestic demand for high-end branded goods. Despite of the huge average income differences between two countries, the amount the respondents can accept of purchasing a new watch is insignificantly different.

5.4 Launching a new brand

The example company Daniel Wellington is newly founded in Uppsala, Sweden, a country with less than ten million population. However, it now has achieved certain market abroad, including China. As Integrated brand promotion (IBP)'s purpose to impress and persuade consumers by using a wide range of promotional tools to create widespread brand exposure (O' Guinn, Allen, Semenik, 2009), the company has put efforts on social media actives that might have a worldwide impact. Besides, Kapferer (2012) emphasized the importance of long-term brand extensions and brand's equity (Kapferer, 1986; Keller, 1998) in launching brand. Daniel Wellington intends to deliver a 'preppy' fashion style to its target audiences of young people as it states on their website. The company builds its brand value to be a fashion style rather than merely a watch product. The DW watches are all named after England's city, such as Sheffield, Oxford and Glasgow, to carry on its British fashion style.

Moreover, the watchbands and faces are interchangeable designs, so various combinations can be created by customers who purchases multiple bands or faces. From customer perspective, they seem to understand the non-functional value of the DW watch as well (Question 23 and Question 24). Along with the survey results that look is the factor respondents consider the most on purchasing a new watch, both Swedish and Chinese group have more than 50% of respondents with positive attitudes of spare watchband. Also, two groups are insignificantly different of interntions of having a spare watchband, which indicates they are willing to accept the English fashion style. However, the brand in the digital context might meet some differences when it is transferred cross culture via communication and recognition flows where social media is in center as a medium (Kapferer, 2012). Besides, the brand message delivery in launching brand phase is considered to be a long-term process that associates with name awareness, psychosocial meanings and perceived performance (Riezebos, 2003). As a company established in Sweden, Daniel Wellington has accomplished great brand awareness in its home country, in qustion 14 where respondents were tested if they can recognize the watch brand, only 27% students do not recognize the brand. Yet it might take longer to achieve the percentage in China, given the hypothesis of recognition of the brand between two groups is rejected, with only 39% respondents has certainly identified the brand. Daniel Wellington might intend to integrate its brand value of an English fashion

style, but the customers might have different appreciation of the brand given various emotional reflection to these derived advantages (Fill, 2013). Thus, the extra brand value might not be recognized or appreciated due to the difficulties to understand the values, which could directly reflect on the audiences' overall impression to the brand.

In addition, relating to Asia's branding culture (Kapferer, 2012) that indicates a speed to action once decisions are made, collective decision-making processes to ensure adhesion and through education and a remarkable ability. The collective decision-making processes might be strongly influenced by others, especially celebrities who subconsciously present high-level standards to brands or products from customers' perspectives. Nine promotion images on social media of Daniel Wellington watch were shown to respondents, whereas the results are shown to be a significantly different between two groups that more than 50% of Swedish respondents have good impression on the brand, but 44% Chinese ones think the brand is "not that good" after seeing these promotion images (Qusetion 15).

Chinese market might have more concern to who is wearing the product instead of the product itself, which can be implied from the question 22 in which almost half of Chinese group will be more interested if there are celebrities endorsing the product. Since there is no celebrity on these promotion pictures, Chinese market might have less positive expectation on the brand than Swedish one. In terms of category influence on launching brand, Maslow's Hierarchy theory (1943, 1954, 1970) illustrates five levels of need from a consumer motivation. Accessory products fall into categories belongingness or the needs of acceptance by others as a part of the group or customers' accomplishments (Solomon, Bamossy, Askegaard&Hogg, 2013) in which China now is one of the world's most sophisticated consumer markets, heavily skewed towards expensive goods (The Economist, 2014). Therefore, to the accessory category, regardless consumers' purchase power, Chinese market might generally be more interested in luxury and expensive goods than ordinary consumer ones, even for young consumers, due to its collectivism culture. It might, to some extent, explains the result of 44% of audiences deciding the product is not that good, and only 35% of them think it is very good compared with 56% of Swedish (Qustion 15).

5.5 Qualitative analysis

Social media is a trend of a promotion tool that combines mixed technology and media origins, which enable instantaneous, real-time communication, utilized media formats and numerous delivery platforms, with global reach capabilities (Fill, 2013). When a company's target market falls into young segment that requires an integrated and international strategy, social media can be utilized to approach its target group in a long-term relationship with global wide range. Different kinds of social media are identified (Kaplan & Haelein, 2010) involving levels of social presence/ media richness and self-presentation/ self-disclosure. Thus, for various product category and target consumers, the types of social media should be adjusted. For Daniel Wellington, it has focused on social media containing high level of self-presentation and low to medium social presence in both China and Sweden. However, Kapferer (2012) specifically addresses Asia's branding culture that directly influences and reshapes companies' strategies regarding brand awareness and consumer behaviors. Daniel Wellington on the other hand, uses similar social media platform in both Sweden and China. Moreover, it refers itself as 'DW' as both brand name and logo in China instead of embedding it in Chinese characters, which aims to avoid the situation where brand identity and position are distorted and damaged (Heller, 2000). Professor Angelika thinks it could also build an international impression to Chinese audiences. Despite of general long psychic distance (Ericksson, Maikgard & Sharma, 2000) and various emotional responses (Pieters and Baumgartner, 1993) between Sweden and China, young consumers actually intend to accept an internationally integrated message from companies. As many academics attempting to identify the culture effect on customers' attitude (Mooij, 2010), the research implies Swedish and Chinese have a generally similar attitude toward to social media as a brand promotion tool. When the target group is young consumer, using social media in launching brand needs an integrated and international strategy, Angelika suggests. Since young generation tends to be more international than their parents generation, a company using a global marketing strategy might flatter the young group by making them feeling international, despite of the culture differences or psychic distances among them.

6. Conclusion

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In this chapter, the authors will answer the corresponding research questions based on the findings and show how it connected to the purpose of the research.

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－*The purpose of this research has been achieved by answering the following two research questions.*

Research question1: What are the differences between consumers' attitudes toward the usage of social media in Sweden and China.

The quantitative findings show that the younger generation have consistent attitudes toward some general aspects of social media in both of countries, such as the choice of platforms used and the frequency of usage. However, the most notable finding from the survey is that the Chinese respondents are more interested in fashion and celebrity matters on social media and read more mircoblogs than respondents from the Swedish group. The findings also indicate that Chinese respondents are highly influenced by celebrities on social media. Moreover, Chinese consumers recognize the existence of excessive commercial advertisements, which might lead to Chinese audiences' negative attitude toward commercial advertisements.

Research question 2: How can companies effectively launch a brand through the use of social media, based on consumer behavior?

The research found that social media marketing could effectively and efficiently help the companies in the accessories industry create brand awareness in both Sweden and China. Therefore, in brand launching phase, social media could become an ideal platform, acting as an integrated promotion tool, helping to keep a consistent brand image and identity worldwide. However, the companies should be aware of the differences between consumers' attitude toward the usage of social media and the marketers have to build a suitable marketing approach based on the knowledge of consumer behaviour in

China to enter the Chinese market effectively. Thus, social media marketing should take advantage of the celebrity effect on social media platform. Appropriate celebrity endorsements can be applied to enhance positive brand image and identity and stimulate further purchases, thus, cooperating with some celebrities can be an effective strategic approach. However, if a massive influx of accessory companies intends to enter into Chinese market, social media can become a double-edged sword, delivering an overload of information massively and almost all at once, and the brand could get lost in this sea of advertisements. The solution would be to stands out from the rest, and it could be through emotional appeals in advertising. Anyhow, it is important to control the amount of advertisement outflow as bombarding audiences with advertising can actually overwhelm and antagonize them, becoming counterproductive.

7. Discussion and further research

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Throughout the previous chapters, the authors have collected both qualitative and quantitative data in order to investigate the research questions of this thesis. Limitation and further research of this study will be discussed in this chapter.

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It is clear to see that the usage of social media is rising at a rapid speed and gives the company opportunities to launch a brand successfully or on a larger scale. Given the results of our hypothesis, frequency tests in SPSS and the interview with Prof. Angelika Löfgren, the perceptions of social media among young people in Sweden and China are generally similar. Academics have emphasized the influence of culture differences on consumer behaviours, but for the young generation, they might intend to discover and accept internationally consistent messages from companies. Thus, building an integrated brand image in launching a new brand is essential, since it requires a consistent brand identity and awareness. However, companies should enhance the monitoring of customers' reactions and attitudes on social media activities, considering the influences of cultural differences. Especially, when accessory companies expect to expend their market from western countries to China, some particular differences should be taken into consideration. For instance, the great influence of the celebrities in Chinese market as compared to public figure influence on Swedish consumers. In addition, the format of social media is changing rapidly and hence, companies need to stay updated and adjust their strategy spontaneously in order to better fit in.

Due to time constraints of the research, we only distributed 100 surveys each in Sweden and China. Since respondents from each country are mainly colleague students, the results from the survey can hardly represent other groups with different ages and occupations. Furthermore, due to resource constraints, answers for each question on the survey were fixed which restricted the details that could be collected from the respondents, and excluded their reasoning. The data is therefore not completely accurate and thorough. In addition, we were not be able to have interview with the case company Daniel Wellington due to the confidentiality regarding the company's marketing strategy. Instead, we had an interview with a marketing professor from Jönköping University. However, it would have been more practical to combine the theoretical knowledge and the compa-

ny's perspectives on the use of social media as a marketing strategy. This is another limitation of our research.

It is also good to note that this study only focuses on the consumers' attitude toward advertising in the accessory industry. Since many companies in other industries are also intending to take a share in the Chinese market, future research could take a look at other industries, such as clothing industry and auto industry. Furthermore, research could also explore which celebrities are suitable for the accessory industry as well as the proper form and frequency of their endorsements.

Overall, we believe this research was meaningful and interesting, providing a valuable reference for the companies that plan to launch their brands through social media in Chinese market, especially for the brands in accessory industry. Meanwhile, this research also offers certain reference value for Chinese companies who are looking to break into Swedish market.

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Appendix: Survey results

Q1. What is your age?

Ages	Sweden	China
Under 12 years old	0	0
12-17 years old	1	0
18-24 years old	66	93
25-34 years old	27	7
Above 34 years old	6	0

Q2. What is your gender?

	Sweden	China
Male	35	46
Female	65	54

Q3. Employment status: are you currently…?

	Sweden	China
A student	63	83
A student with a part-time job	26	12
Self-employed	1	0
Employed for wages	6	5
Others	4	0

Q4. Which country are you from?

	Sweden	China
Sweden	62	0
Finland	5	0
Germany	3	0
Netherlands	1	0

United Kingdom	0	0
China	5	100
United States	2	0
Others	22	0

Q5. How often do you use social media eg: Facebook; Instagram and Twitter?

	Sweden	China
Never	0	2
Rarely	2	1
Occasionally	6	10
Regularly	92	87
I don't know	0	0

Q6. How often do you use traditional media. eg: Magazine, newspaper, television and radio?

	Sweden	China
Never	1	0
Rarely	20	25
Occasionally	34	37
regularly	44	38
I don't know	1	0

Q7. What kind of social media do you usually use?

	Sweden	China
Social networking sites (Face-book)	94	86
Photo sharing sites (Flickr, Insta-gram)	62	43
Video sharing sites (YouTube)	65	25

Content sharing (Twitter)	15	22
Others	21	26
Total	257	202

Q8. What do you usually do on social media? (Multiple answers)

	Sweden	China
I update my status	30	59
I comment under images and context	55	55
I read news	68	68
I watch movie and listen music	63	55
I forward messages to others	56	52
I read blogs	24	38
I search shopping information	23	31
Total	319	358

Q9. Which field are you interested in on social media? (Multiple answers)

	Sweden	China
Fashion	43	60
Sport	33	27
Movie and music	65	79
Celebrities	28	46
News	70	63
Others	34	16
Total	273	291

Q10. How often do you see commercial advertisements?

	Sweden	China
Never	2	0

Rarely	1	2
Occasionally	10	6
Regularly	87	92
I don't know	0	0

Q11. To whom do you usually interact with on social media?(multiple answers)

	Sweden	China
Friends	98	91
Families	65	39
Classmates/colleagues	79	72
Bloggers/celebrities	3	8
Others	8	7
Total	253	217

Q12. What factor(s) do you consider when you buy a watch?(multiple answers)

	Sweden	China
Look	87	80
Price	72	55
Reputation	28	39
Function	29	39
Quality	62	70
Total	278	283

Q13. On average, how much do you spend when purchasing a new watch?

	Sweden	China
I don't purchase watch	18	26
0-500kr	12	8
500-1000kr	12	19

1000-1500kr	26	15
1500-2000kr	12	6
2000-2500kr	11	5
More than 2500kr	9	21

Q14. Do you recognize the watch brand above?

	Sweden	China
Yes	59	39
No	27	47
I'm not sure	14	14

Q15. What is your overall impression on this brand after seeing these images above?

	Sweden	China
Bad	1	1
Not that good	7	44
Good	56	35
Very good	23	11
I don't know	13	9

Q 16. Do you want to know more information about the watch?

	Sweden	China
Yes	33	24
No	52	49
I'm not sure	15	27

Q 17. It is a newly established Swedish watch brand called Daniel Wellington. Customers and bloggers share their Daniel Wellington watches on different kinds of social media platforms as images showing above. Will you remember the brand name Daniel Wellington after seeing these images above?

	Sweden	China
Yes	62	47
No	17	22
I'm not sure	21	31

Q18. Would you like to forward these images to others?

	Sweden	China
Yes	9	3
No	74	77
I'm not sure	17	20

Q19. Would you like to further search for information about the brand?

	Sweden	China
Yes	22	24
No	63	47
I'm not sure	15	29

Q20. Would you like to follow the relevant updates about the brand on social media?

	Sweden	China
Yes	16	20
No	70	51
I'm not sure	14	29

Q21. If you have the Daniel Wellington watch, would you like to share your watch on social media?

	Sweden	China
Yes	18	19
No	66	59
I'm not sure	16	22

Q22. Would you be more interested if there are celebrities endorsing or wearing the watch?

	Sweden	China
Yes	17	49
No	55	27

	Sweden	China
I'm not sure	18	24

Q 23. The watchbands and faces are interchangeable, so various combinations can be created for customers who purchases multiple bands or faces. Does it attract you?

	Sweden	China
Yes	56	61
No	24	28
I'm not sure	20	11

Q 24. Would you like to have a spare watchband for your DW watch?

	Sweden	China
Yes	53	48
No	32	28
I'm not sure	15	24

T-TEST

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
QH	Equal variances assumed	4,942	,027	,172	198	,864	,05000	,29112	-,52409	,62409
	Equal variances not assumed			,172	192,796	,864	,05000	,29112	-,52419	,62419
QE	Equal variances assumed	4,065	,045	1,077	198	,283	,09000	,08358	-,07481	,25481
	Equal variances not assumed			1,077	176,666	,283	,09000	,08358	-,07493	,25493

QF	Equal variances assumed	,340	,560	,726	198	,469	,12000	,16532	-,20601	,44601
	Equal variances not assumed			,726	197,982	,469	,12000	,16532	-,20601	,44601
QG	Equal variances assumed	11,520	,001	-3,161	198	,002	-,49000	,15501	-,79568	-,18432
	Equal variances not assumed			-3,161	170,292	,002	-,49000	,15501	-,79598	-,18402
QJ	Equal variances assumed	37,526	,000	5,794	198	,000	,82000	,14153	,54090	1,09910
	Equal variances not assumed			5,794	184,669	,000	,82000	,14153	,54078	1,09922

ANOVA.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,000	1	8,000	9,831	,002
Within Groups	161,120	198	,814		
Total	169,120	199			
Between Groups	,180	1	,180	,241	,624
Within Groups	148,140	198	,748		
Total	148,320	199			
Between Groups	2,000	1	2,000	3,259	,073
Within Groups	121,500	198	,614		
Total	123,500	199			
Between Groups	,405	1	,405	1,215	,272
Within Groups	65,990	198	,333		
Total	66,395	199			
Between Groups	1,620	1	1,620	2,396	,123
Within Groups	133,900	198	,676		
Total	135,520	199			
Between Groups	2,645	1	2,645	4,430	,037
Within Groups	118,230	198	,597		
Total	120,875	199			
Between Groups	,605	1	,605	,934	,335
Within Groups	128,270	198	,648		

Total	128,875	199			
Between Groups	12,500	1	12,500	17,031	,000
Within Groups	145,320	198	,734		
Total	157,820	199			
Between Groups	,005	1	,005	,007	,935
Within Groups	147,870	198	,747		
Total	147,875	199			
Between Groups	,005	1	,005	,006	,936
Within Groups	152,590	198	,771		
Total	152,595	199			

MEAN

Report

group		G	QE	F	H	I	J	K	L
0	Mean	4,0300	4,8800	4,0000	3,7100	2,3200	3,9300	1,8100	2,4500
	N	100	100	100	100	100	100	100	100
	Std. Deviation	1,29845	,47737	1,16342	1,88184	,87479	,85582	,90671	,77035
1	Mean	4,5200	4,7900	3,8800	3,6600	1,9200	3,1100	1,7500	2,2500
	N	100	100	100	100	100	100	100	100
	Std. Deviation	,84662	,68601	1,17448	2,22120	,92856	1,12721	,82112	,79614
Total	Mean	4,2750	4,8350	3,9400	3,6850	2,1200	3,5200	1,7800	2,3500
	N	200	200	200	200	200	200	200	200
	Std. Deviation	1,12056	,59120	1,16757	2,05350	,92187	1,07955	,86332	,78778

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