

Research on the Influence of Entrepreneurs' Micro-Blog on Corporate Brand Image

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ABSTRACT. *This paper explores the different influences of entrepreneurs' microblog behavior on corporate brand image. And these are influenced by the intermediary role of entrepreneur image evaluation and the adjustment of audience social responsibility awareness. The hypothesis were tested by experiment between two groups, Experiment 1 found that entrepreneurs' microblogging behavior can lead to higher entrepreneurs' image evaluation; Experiment 2 shows that audience's social responsibility awareness has a significant regulatory role. For an audience with a strong sense of social responsibility, altruistic behavior can lead to a higher evaluation of entrepreneur image than self-interested behavior; for an audience with a weaker sense of social responsibility, self-interested behavior can lead to higher entrepreneurial image evaluation than altruistic behavior. The audience's evaluation of the entrepreneur's image has a significant intermediary role between the entrepreneur's microblog and the corporate brand image evaluation. These conclusions have important practical value for microblog marketing.*

KEYWORDS: *entrepreneur microblog, social responsibility awareness, entrepreneur image, corporate brand image*

1. Introduction

In the age of self-media, entrepreneurs are constantly stationed on the micro-blog platform, and use micro-blog to interact with the audience. Micro-blog has become an irreplaceable self-Media propaganda platform for the new generation of enterprises [1]. Compared with the traditional media, microblog has the marketing advantages of high dissemination rate and low cost. It is this advantage that makes enterprises tend to display brand personality in micro-blog [2]. In addition, some studies have pointed out that the influence of microblog is mainly composed of audience breadth and attention [3]. Through the observation of Sina Weibo, the largest micro-blogging platform in China, it is found that the audience of

entrepreneurs' micro-blogging is generally much wider than that of enterprises' micro-blogging. For example, Ma Yun, founder of Alibaba, has 24.52 million micro-blogging fans^①, The number of Alibaba Group's official Weibo fans is only 750,000^②. Therefore, entrepreneur micro-blog is worthy of in-depth study by enterprises and scholars.

Some scholars have summarized the functional elements of social media and pointed out that different social media have different functions [4]. Other scholars pointed out that microblog as a social platform has the characteristics of equality and openness. Users can show themselves to the outside world through text, pictures and videos. They can also express their comments and opinions on other users' sharing [5]. And microblogging is different from blogs and other social networking sites. Users can use it for in-depth self-presentation and social display [6]. Previous studies have shown that sharing, social interaction, presence and reputation are important functional elements of microblogging [7]. In addition, users use microblogs for different purposes, including information acquisition, entertainment, social interaction and sharing etc. [8]. If enterprises want to attract audiences successfully in microblog, they should publish more visual content and interact with audiences appropriately [9]. The entrepreneurs behind the scenes will make consumers feel distant, and the entrepreneurs' micro-blog behavior will directly affect consumers' brand attitude [10], micro-blog has established a platform for instant communication between enterprises and consumers. Entrepreneurs can convey information, exchange ideas or evaluate current affairs to customers through the tangible display on micro-blog [11]. According to the definition of scholars, entrepreneurs' micro-blogging behavior is called entrepreneurs' front-end behavior, which will affect the image of corporate brand in the hearts of the audience. Existing studies have different criteria for dividing entrepreneurs' micro-blogging behavior. Huang Jing and others divide the motivation perception of entrepreneurs' front-stage behavior into altruistic motivation and egoistic motivation, and use grounded theory to define altruistic and egoistic behavior in detail [12]. This study uses Huang Jing's definition of "altruism and egoism" to classify entrepreneur micro-blog as altruism and egoism. How to manipulate entrepreneurs' altruistic and egoism micro-blogging behavior so as to enable the audience to produce more positive corporate brand evaluation will be the focus of this paper.

2. Theory and Research Hypothesis

2.1 Entrepreneurs' Microblogging Behavior and Evaluation of Entrepreneur Image

Information Processing Theory holds that people's evaluation and judgment of others are often based on the information they have acquired [13]. In addition, the

^① <https://weibo.com/mayun?topnav=1&wvr=6&topsug=1>

^② https://weibo.com/aligroup?is_all=1

decision-making process will be limited by the "rational threshold". When exceeding the rational threshold, audiences will adopt various shortcuts, such as enterprise brand information and entrepreneur reputation, to reduce cognitive pressure [14]. Not all decision-making comes from objective information, on the contrary, they rely more on non-objective factors such as experience to evaluate [15]. Compared with other front-end behaviors such as news, advertising endorsement and so on, entrepreneur's micro-blog behavior can make users respond, participate and interact more directly, because micro-blog information is more easily accessible and retained [16] (p10-14). In the micro-blog platform, the audience will evaluate the entrepreneur image according to the information transmitted by entrepreneur micro-blog. The entrepreneur micro-blog is an important channel for entrepreneurs to show their ability and charm to the audience, so as to establish a good impression of the audience on themselves [17].

To sum up, micro-blog is an important medium for entrepreneurs to manage their own image, and entrepreneurs in micro-blog hope to establish a positive public image through this platform. Therefore, this paper argues that both altruistic content and egoistic content can lead to more positive evaluation of entrepreneurs by audiences. The research hypothesis is as follows:

H1: entrepreneurs' micro-blogging behavior can cause significant positive entrepreneur image evaluation.

H1a: The entrepreneur's micro-altruistic behavior can cause significant positive entrepreneur image evaluation.

H1b: The entrepreneur's micro- egoistic behavior can cause significant positive entrepreneur image evaluation.

Entrepreneurs are different from ordinary micro-blog users because of their special identity. All micro-blog behaviors of entrepreneurs not only represent themselves but also represent the corporate brand he leads [18]. When entrepreneurs' micro-blogging behavior is altruistic, it is the same as the audience's moral cognitive model, which leads to more positive evaluation by consumers [19].

The research hypothesis is as follows:

H2: Compared with entrepreneur's micro- egoistic behavior, altruistic behavior will make audiences evaluate entrepreneurs' image more highly.

2.2 The Regulating Role of Consumer Social Responsibility Consciousness

The study of social responsibility from the perspective of consumers originates from the study of socially responsible consumption [20]. When consumer behavior not only meets individual needs, but also takes into account the adverse effects, it can be called social responsibility consumption [21]. From the perspective of social marketing, some scholars draw lessons from Kotler's social marketing point of view. They believe that individuals with strong sense of social responsibility will minimize the hidden dangers or injuries to society in the process of consumption

[22]. Based on Anderson's definition of social responsibility consciousness in 1974, this paper measures social responsibility consciousness from a comprehensive perspective [23]. Corporate social responsibility (CSR) can influence consumers' buying behavior and their personal characteristics also play an important role [24]. Consumers' sense of social responsibility will affect their image perception of entrepreneurs and corporate brands [25]. According to the theory of responsibility attribution, audiences' evaluation of entrepreneurs' image is influenced by their subjective consciousness and attitude [26]. When consumers' social responsibility consumption consciousness is strong, entrepreneurs' altruistic behavior will make them feel stronger normative identity, and the corresponding evaluation of entrepreneurs' image is also higher. On the contrary, when consumers' social responsibility consciousness is weak, their perception of social norms is also weak, and they often pay more attention to whether entrepreneurs' micro-blog can bring benefits to themselves. Thus we propose the following hypothesis:

H3: When the audience has a strong sense of social responsibility, compared with the entrepreneur's micro- egoistic behavior, the evaluation of entrepreneurs who display "altruistic behavior" micro-blog is higher.

H4: When the audience's sense of social responsibility is weak, compared with entrepreneurs' micro-blogging altruistic behavior, the evaluation of entrepreneurs' image of "egoistic behavior " micro-blogging is higher.

2.3 Entrepreneur Image Evaluation and Enterprise Brand Image Evaluation

The entrepreneur is the symbol of enterprise brand. The performance of entrepreneurs in public is reminiscent of corporate brands [27]. According to previous research results, entrepreneur image has obvious consumer effect [28]. Positive entrepreneur image will make consumers have a more positive attitude towards the corporate brand they lead [29]. Therefore, when the audience forms the evaluation or judgment of the entrepreneur in the microblog, it will also affect their evaluation and recognition of the enterprise brand led by the entrepreneur. So we hypothesize that:

H5: The audience's evaluation of entrepreneur image has a significant positive impact on its evaluation of corporate brand image.

3. Methodology

3.1 Choice of Study Subjects

In this experiment, entrepreneurs' micro-blog content is used as experimental stimulus material. <Sina Media White Paper 2018>[®] points out that Sina Weibo has 529 million users and is the most popular microblog platform in China. Therefore,

[®] <http://data.weibo.com/report/reportDetail?id=423>

we choose real-name certified entrepreneurs in Sina Weibo as the research object. According to the frequency of blogging, the proportion of original microblogging, the time of blogging and the number of fans, we classify the content of microblog of 10 entrepreneurs. The 10 entrepreneurs are CEO or enterprise of listed companies from Internet, manufacturing, e-commerce industry enterprises respectively. In order to ensure that the audience's evaluation of entrepreneurs' image is entirely from stimulating materials and not interfered by other factors, we will virtualize the entrepreneurs' personal information in the experimental process, and only retain the content of micro-blog text as the experimental stimulus. We collected 200 microblog messages in the past 18 months from 10 entrepreneurs. According to the definition of "altruistic behavior" and "egoistic behavior", 200 microblogs were identified and screened one by one by the tutor and research group of master's degree students in marketing. Through discussion, the final agreement was reached, and 30 microblog texts were selected as experimental materials. In order to classify micro-blogs accurately, we have made simple modifications to 30 micro-blog messages: deleting their nicknames and avatars, authenticating the real name of micro-blogs, commenting on each micro-blog, forwarding number and publishing time, etc. to form the initial experimental materials.

3.2 Sample Selection

<Sina Weibo e-commerce white paper 2018>^④ shows that the main audience of Weibo is concentrated in young people aged 18-29. Fans of this age group have a better ability to accept new things, and have a clear self-judgment about things. The main audience of Weibo is also concentrated in this age group. Therefore, this group of people is the main carrier of information dissemination and potential customers that enterprises need to fully tap. In conclusion, it is very reasonable to select young people aged 18-29 as experimental samples.

3.3 Selection of Scales

3.3.1 Social Responsibility Awareness Scale

There are many scales to measure social responsibility awareness, and different scholars will develop and modify them according to their own research focus. Scholars who initially measured consumers' social responsibility awareness measured consumers' general social responsibility from their attitudes towards the state, politics, the public, work and friends [30]. Anderson (1972) revised and improved SRS scale on this basis. This study used Anderson's revised scale to measure consumers' social responsibility awareness. The scale contains seven items: it's no use focusing on current affairs and public affairs. I can't do anything anyway; everyone should take some time to do good to his hometown and his motherland; maybe it's not so bad to disappoint your friends. After all, you can't always think for everyone; It's our duty to do our part best; people will live better if we can stay away

^④ <http://data.weibo.com/report/reportDetail?id=420>

from others and don't do anything for them; I often volunteer for special projects in school; I feel very frustrated when I don't fulfill my commitments [31]. Likert 5 subscale was used for measurement.

3.3.2 Entrepreneur Image Scale

As early as 2004, foreign scholars Park and Berger studied the impact of entrepreneur image from five different dimensions and widely used by scholars in the follow-up study. After appropriate adjustment, this paper formed seven items, using the Likert 7 subscale. Items are: I think the entrepreneur is sincere; I think the entrepreneur is responsible; I think the entrepreneur is kind; I think the entrepreneur is trustworthy; I appreciate the entrepreneur; I support the entrepreneur; I agree with the entrepreneur [32].

3.3.3 Enterprise Brand Image Scale

On the scale of enterprise brand image, some scholars mainly measure brand image from empathy and credibility [33]. Jennifer L. Aaker(1997) studies corporate brand personality from five dimensions. Five items are formed to measure the evaluation of corporate brand image by audiences in this study. The specific items are as follows: I think the entrepreneur's enterprise is frank; I think the entrepreneur's enterprise is dynamic; I think the entrepreneur's enterprise is trustworthy; I think the entrepreneur's enterprise is charming; I think the entrepreneur's enterprise can be long-term development [34].

4. Pretest

4.1 Pretest purposes and questionnaires

Before implementing formal research designs, we need to conduct pretest for three main purposes: Firstly, we screen out the microblogging stimulus materials needed for the formal experiment, and communicate with the subjects the problems in the questionnaire design and modify them. Secondly, we test the reliability and validity of the entrepreneur image evaluation and the enterprise brand image evaluation scale. Thirdly, we test whether the subjects can clearly identify our classification of entrepreneur microblogging behavior by statistics. The first part of the questionnaire is a survey of the use of microblogs by the subjects. The subjects who do not use microblogs and who use microblogs less frequently are deleted from the recycled questionnaires. The second part is the discrimination of entrepreneur's micro-blog information. The pre-collected entrepreneur's micro-blog information is sorted into questionnaires, and then the entrepreneur's micro-blog information is classified by the selection of "I think the entrepreneur's micro-blog is altruistic behavior" and "I think the entrepreneur's micro-blog is egoistic behavior". The third part is about the two scales. The reliability and validity of the selected scales are measured according to the experimental data collected in the pre-experiment.

4.2 Experimental process

A total of 75 undergraduates were recruited to participate in the preliminary experiment, of which 46.67% were boys and 53.33% were girls. All the subjects were between 18 and 22 years old. The participants were told that it was a class interest test. All the participants volunteered to participate in the experiment and were rewarded with exquisite greeting cards. In the experiment, the subjects were asked to read the experimental materials we prepared (containing 30 micro-blog messages) and tell them that this was published by an entrepreneur in his micro-blog. After reading each microblog message, participants were asked to categorize the microblog into altruistic or egoistic information. After reading all the microblogs, they will be asked to fill in the questionnaire of entrepreneur image and corporate brand image, which contains 7 and 5 items respectively, and all of them use the Likert 5 subscale.

4.3 Experimental result

Of the 75 subjects, 29 did not use microblogging or used microblogging less than once a week. Therefore, this part of the sample was removed, and 46 valid samples remained. The valid sample data are analyzed, and the results are as shown in Table 1. The internal consistency coefficient (Cronbach's alpha) of the entrepreneur image evaluation scale and the enterprise brand image evaluation scale are 0.953 and 0.934, respectively, which are greater than 0.8, indicating that the scale is acceptable. The KMO values were 0.891 and 0.862 respectively, which were greater than 0.7, indicating that the scale had good content validity and aggregation validity.

Table 1 Reliability and validity test results

variable	Cronbach'α	KMO	Explanation variance percentage %	Sig
Entrepreneur Image Evaluation	0.953	0.891	78.46	0.000
Brand Image Evaluation	0.934	0.862	79.25	0.000

With regard to the classification of altruistic and egoistic behavior, 46 of the 30 microblog messages were selected according to the results. The consistency ratio of the classification reached more than 90%, which proved that the subjects could identify these microblogs more clearly. After discussion, four items of "altruistic behavior information" and four items of "egoistic behavior information" were selected as control materials for formal experiments.

5. Experiment one

5.1 Experimental process

The purpose of Experiment 1 is to verify whether entrepreneurs' micro-blogging behavior (altruistic behavior/egoistic behavior) can lead to positive evaluation of their image by audiences, that is, to verify hypotheses H1 (H1a, H1b) and H2. The experiment was designed to compare three groups: reference group, "altruistic behavior" information group and "egoistic behavior" information group.

Based on the results of the pretest, the microblog information selected by our pretest is used as the stimulating material of the two experimental groups. The format of the material is presented in the form of screenshots of the microblog website. The character lengths of the two types of information are basically the same, and the personal information that may interfere with entrepreneurs' names, avatars, publishing time, the number of comments forwarded and the equipment used is shielded.

A total of 115 undergraduate students from Nanjing University of Science and Technology were recruited. The subjects were between 18 and 22 years old. After eliminating some students who did not use microblogs and who did not use microblogs frequently, the remaining 100 valid samples were randomly divided into three different groups, of which 48% were boys and 52% were girls.

The two experimental groups read entrepreneurs' profiles and microblog messages (altruistic behavior and egoistic behavior) respectively, while the control group only read entrepreneurs' profiles, and then measured the three groups' evaluation of entrepreneurs' image. In order to further confirm our clear definition of micro-blog information, we put forward two questions for the two experimental groups: "I think the above entrepreneurs' micro-blog behavior is altruistic behavior" and "I think the above entrepreneurs' micro-blog behavior is self-interest behavior". Test subjects' recognition of altruistic and egoistic behavior. If there is significant difference between the two groups for the same question, it shows that our classification of microblog is clear.

5.2 Experimental result

5.2.1 Manipulation test

The results of the data analysis are shown in Table 2. The variance analysis of the question "I think the above entrepreneurs' micro-blogging behavior is altruistic behavior" proves that there are obvious differences between "altruistic behavior" information group and "egoistic behavior" information group: M egoistic group = 3.64, M altruistic group = 5.16, $F = 4.066$, $P < 0.001$; The variance analysis of the question "I think the above entrepreneurs' micro-blogging behavior is self-interest behavior" shows that there are also significant differences between "altruistic behavior" information group and "self-interest behavior" information group: M self-

interest group = 4.69, M altruistic group = 3.30, $F = 5.131$, $P < 0.001$. The above results show that our manipulation of microblogging behavior is successful.

Table 2 Matched t-test of discriminant scores of altruistic behavior and egoistic behavior

		Mean/Mean	STD	SE of Mean	t	df	Sig.
Altruistic Behavior Content	Altruistic/egoistic behavior	5.16/3.64	1.665	0.195	14.976	72	0.000
Egoistic behavior Content	Altruistic/egoistic behavior	3.30/4.69	1.78	0.208	11.899	72	0.000

5.2.2 Hypothesis test

The mean value of entrepreneur image evaluation of the three groups was M control group = 3.979, M altruism group = 5.062, M egoism group = 4.806. The evaluation of entrepreneur image in altruistic group was also significantly higher than that in control group ($F = 36.721$, $P = 0.000 < 0.05$).

In addition, comparing the experimental group, the results showed that there was no significant difference between altruistic group and egoistic group ($F = 3.079$, $P = 0.084 > 0.05$). In summary, when entrepreneurs publish "altruistic" and "egoistic" information on micro-blog, they will cause the audience to have a higher positive evaluation of their image, and the difference between the two types of micro-blog audience evaluation is not significant. Therefore, suppose H1, H1a, H1b are established, H2 is not. As shown in Figure 1:

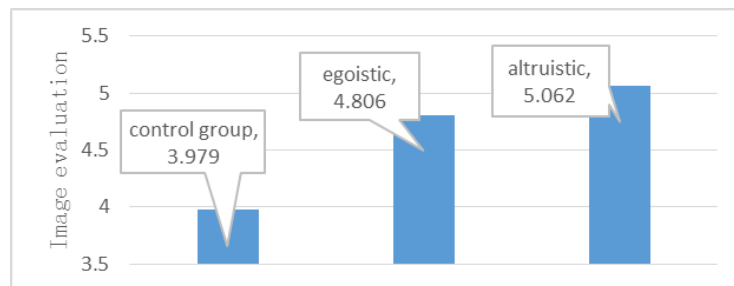


Figure. 1 A comparison chart of entrepreneur image evaluation scores

6. Experiment two

6.1 Experimental process

The purpose of Experiment two is to verify the moderating effect of audience's social responsibility consciousness on entrepreneur's micro-blog behavior and

entrepreneur's image evaluation, that is, to verify hypotheses H3 and H4. Experiments two (entrepreneur's micro-blogging behavior: "altruistic" VS. "egoistic")*2 (audience's social responsibility consciousness: strong VS. weak) were used in the inter-group comparative experiment. We recruited a group of MBA students with more work experience and social experience as experimental subjects to improve the external validity of the conclusions. A total of 250 MBA students were recruited as experimental subjects, 223 of whom met the requirements of this paper after screening. Among them, 51.18% were males and 48.88% were females. 223 subjects were randomly divided into four experimental groups. Firstly, they need to manipulate their sense of social responsibility. We revised the scale developed by Anderson (1972) and got seven questions, and arranged them to fill in the scale. Then they were given a ready introduction to virtual entrepreneurs and a micro-blog information script. Half of the subjects read "altruistic behavior" information, and the other half read "egoistic behavior" information (same as experiment 1). Finally, the evaluation of entrepreneur image and corporate brand image was measured. The Social Responsibility Awareness Scale adopts the Likert 5-point scale, while the other scales adopt the Likert 7-point scale.

6.2 Experimental result

6.2.1 Manipulation test

Firstly, the reliability and validity of the social responsibility awareness scale were analyzed. The internal consistency coefficient (Cronbach's alpha) and KMO values of the social responsibility consciousness scale were 0.971 and 0.935, respectively, indicating that the reliability and validity of the scale met the requirements. In this study, the adjustment variable audience's sense of social responsibility is averaged, and the score of more than 3 is classified as strong sense of social responsibility, while the score of less than or equal to 3 is classified as weak sense of social responsibility, so as to ensure that the control of social responsibility awareness in this study is correct [18]. When the regulatory variable is a continuous variable and the independent variable is a category variable, the independent variable and the regulatory variable are de-centralized, and the regression coefficient test of the interaction between the two variables is done [35]. In this study, a group with weak social responsibility consciousness is assigned a virtual value of 0, while a group with strong social responsibility consciousness is assigned a virtual value of 1. It is necessary to classify the data according to the classification criteria of social responsibility consciousness, and then make a regression analysis of entrepreneur image. Similar to the experiment, the participants can also distinguish the "altruistic" and "egoistic" micro-blogging behavior, so the manipulation of micro-blogging behavior is also effective.

6.2.2 Hypothesis test

Before doing variance analysis, the data of entrepreneur image evaluation are averaged. The results of data analysis are as follows: When the audience has a strong sense of social responsibility, altruistic behavior can lead to a higher evaluation of entrepreneur image than egoistic behavior (M egoism = 3.93, M

altruism = 5.06, $F(0,1) = 229.028$, $P = 0.000 < 0.001$); when the audience's sense of social responsibility is weak, compared with altruistic behavior, egoistic behavior can cause higher evaluation of entrepreneur image (M self-interest = 4.68, M altruism = 4.13, $F(0,1) = 64.428$, $P = 0.000 < 0.001$).

Regression analysis of entrepreneur image evaluation with social responsibility awareness (see table 3) shows that the regression equation has significant effect on the strong group of social responsibility consciousness $\Delta R^2 = 0.672$, $P < 0.001$, which explains 66.9% variance variation of entrepreneur image evaluation; the weak group of social responsibility consciousness $\Delta R^2 = 0.376$, $P < 0.001$. The regression equation has significant effect, which explains 37.0% variance of entrepreneur image evaluation. As shown in Table 4, in the group with strong social responsibility awareness, the coefficient of influence of altruistic and egoistic behavior on entrepreneur image evaluation is $\beta = -0.820$; in the group with weak sense of social responsibility, the influence coefficient of altruistic and egoistic behavior on entrepreneur image evaluation is $\beta = 0.613$, $P = 0.000 < 0.001$, which indicates that entrepreneur micro-blog behavior has a significant predictive effect on entrepreneur image evaluation.

In order to verify whether the regression coefficients of the above equation have significant differences, this study makes regression analysis on the evaluation of entrepreneurs' image based on the audience's social responsibility awareness, entrepreneurs' micro-blog behavior and their interaction variables. The results are shown in Table 5. The coefficient of entrepreneur's micro-blog behavior * audience's social responsibility awareness is $\beta = -0.716$, $p = 0.000 < 0.001$, which shows that the difference of the above grouping regression coefficients is significant. This shows that the audience's social responsibility awareness has a significant moderating effect on the impact of entrepreneurs' micro-blogging behavior on entrepreneurs' image evaluation. H3 and H4 have been verified.

Table 3 Testing of Regulatory Effect

Social Responsibility Awareness (SRA)	Model	R ²	ΔR ²	St. error	df1	df2	sig
1	1	0.669	0.672	0.401	1	112	0
0	1	0.37	0.376	0.354	1	107	0

Table 4 Standardized regression coefficients

SRA	Model		Non-standardization		standardization	t	Sig.
			coefficient	SE	coefficient		
			β		β		
1	1	constant	5.063	0.053	-0.82	95.436	0
			-1.135	0.075		-15.134	0
0	1	constant	4.132	0.048	0.613	86.505	0
			0.545	0.068		8.027	0

Table 5 Regression analysis results

Model	Non-standardization coefficient		standardization coefficient	t	Sig.
	β	SE	β		
constant	4.561	0.044		103.38	0
Microblog behavior(M-B)	-0.312	0.051	-0.266	-6.154	0
SRA	0.09	0.051	0.077	1.777	0.07
M-B* SRA	-1.68	0.101	-0.716	-16.562	0

7. The Test of the Impact of Entrepreneur Image Evaluation on Enterprise Brand Image Evaluation

We used the statistical regression method to test the influence between them. The evaluation of entrepreneur image is analyzed by regression method. The results of data analysis show that the standardized regression coefficient corresponding to the evaluation of entrepreneur image is $\beta=0.357$, $p=0.000<0.001$. It shows that audiences' evaluation of entrepreneur image has a significant positive impact on the evaluation of enterprise brand image, and H5 has been verified.

8. The test of intermediary effect of entrepreneur image evaluation

To verify the mediation effect, we first need to make a virtual valuation of the independent variable entrepreneur's micro-blog behavior, the value of the altruistic behavior is 0, and the value of the egoistic behavior is 1, and then regression analysis of the virtual variables. The results of the regression analysis of entrepreneur's micro-blog behavior on entrepreneur's image evaluation are shown in Table 6.

Table 6 The regression results of entrepreneur microblog behavior on entrepreneur image evaluation

variable	β	t	Sig.
Microblog behavior	-0.267	-4.127	0.000

The standardized regression coefficient of entrepreneur's micro-blogging behavior is $\beta=-0.267$, $p=0.000 < 0.001$, so the influence of entrepreneur's micro-blogging behavior on entrepreneur's image evaluation is significant. After that, we make a regression analysis of the evaluation of entrepreneur image on enterprise brand image. The data analysis results show that the corresponding $\beta = 0.357$, $P = 0.000 < 0.001$, so the impact of entrepreneur image evaluation on enterprise brand image evaluation is also significant. Finally, we make a regression analysis of the

corporate brand image with the entrepreneur micro-blog behavior and entrepreneur image evaluation, and the results are shown in Table 7.

Table 7 The regression results of entrepreneur micro-blogging behavior and entrepreneur image evaluation on enterprise brand image evaluation

variable	β	t	Sig.
Microblog behavior	-4.10	-6.918	0.000
Image evaluation	0.247	4.172	0.000

The $\beta=-4.10$, $p=0.000 < 0.001$ of entrepreneurs' micro-blogging behavior shows that entrepreneurs' image plays a part of intermediary role, and the intermediary effect is significant.

9. Research conclusions and management implications

This paper explores the different effects of entrepreneurs' micro-blogging behavior on corporate brand image evaluation. It proves that these influences are mediated by entrepreneur image evaluation and moderated by audience's social responsibility awareness. That is to say, the altruistic and egoistic behavior of entrepreneurs' micro-blog can cause higher evaluation of entrepreneurs' image, and the altruistic behavior is slightly higher than the evaluation of entrepreneurs' image caused by egoistic behavior, but the difference between them is not significant. The audience's social responsibility consciousness has a moderating effect between entrepreneur's micro-blogging behavior and entrepreneur's image evaluation. When the audience's social responsibility consciousness is strong, the image evaluation caused by entrepreneur's micro-blogging altruistic behavior is significantly higher than that caused by egoistic behavior; on the contrary, when the audience's social responsibility consciousness is weak, the image evaluation caused by entrepreneur's micro-blogging altruistic behavior is significantly egoistic than that caused by altruistic behavior. And the audience's evaluation of entrepreneur image has a significant positive impact on the audience's evaluation of corporate brand image.

Based on the above research results, we put forward the following suggestions for entrepreneurs' micro-blog operation mode, hoping to help entrepreneurs carry out micro-blog marketing.

Firstly, this study confirms that entrepreneurs' micro-blog altruistic and egoistic behavior can make audiences have a more positive evaluation of corporate brand image. Therefore, entrepreneurs can gain more fans and potential customers by opening micro-blogs and maintaining certain interaction with the audience on micro-blogs, which is conducive to entrepreneurs' marketing activities and product promotion in micro-blogs.

Secondly, the data analysis shows that entrepreneurs' micro-blogging behavior will bring different evaluation of corporate brand image, because consumers' social

responsibility awareness is different. Therefore, entrepreneur micro-blog cannot blindly publish enterprise products, brand promotion and other micro-blog beneficial to their own. Consumers with strong sense of social responsibility will regard such micro-blog as advertising interference information, thus the evaluation of entrepreneur image will be lower; similarly, we cannot blindly publish altruistic information such as helping others and contributing to society, which will reduce consumers' awareness of corporate brand, thus losing the role of entrepreneurs' micro-blog promotion. Therefore, entrepreneurs should balance the proportion of two types of micro-blogs when launching micro-blogs, taking into account the dual interests of micro-blog browsers and enterprises themselves.

Thirdly, in the conclusion of this study, consumers' social responsibility awareness plays an important role in image evaluation. Therefore, entrepreneurs should take into account the different characteristics of microblog browsers when launching microblogs. However, in marketing practice, the characteristics of consumers are difficult to identify and control. Therefore, entrepreneurs should set more scenarios to stimulate consumers' sense of social responsibility, and then obtain trust through micro-blogging altruistic behavior or through some activities to benefit the society at the same time can also benefit consumers, and then get higher evaluation.

10. Research Limitations and Future Research Directions

The limitations of this study are as follows: Firstly, the choice of research subjects is too single to determine whether the conclusion is applicable to all industries and enterprises of different sizes. Secondly, this paper uses scenario simulation to measure variables, but it is different from the real micro-blog environment. The research on the real micro-blog environment can be further analyzed with the help of large data. Thirdly, the selection of independent variables in this study is relatively single, which fails to pay attention to the more dimensions of the classification of entrepreneurs' micro-blog behavior, which may have an impact on the conclusions of the study.

For future research, the classification of entrepreneur's micro-blogging behavior can be more multi-dimensional and detailed, so that entrepreneur's micro-blogging behavior can be more systematically combed, for more in-depth research. Secondly, research methods can use data software to crawl real data in microblog, and then combine with experimental methods to make the research conclusions more widely applicable. Thirdly, the current research is relatively single for the consideration of dependent variables, which can be further explored in the future.

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