A Study of motivation Factors of “Grab Red Envelopes” Phenomenon: a Case Study of Wechat

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Abstract

In recent years, Chinese people are enjoying the traditional Spring Festival, by holding a cell phone to variety of "grab red envelopes" activities, and the Spring Festival gala will also hand out "red envelopes" to the participate in a entire Chinese people. Therefore, "grabbing red envelopes" are becoming increasingly popular in China. Gradually, people not only participate in the activities of "grabbing red envelopes" during the Spring Festival, nor just " grab" "red envelopes" handed out by businesses, they even take "grabbing red envelopes" as a new kind of entertainment and method of social intercourse, and even a kind of life style of modern people. This paper mainly studies the motivation factors of the people to "grab red envelopes" constantly, and then makes classification.

This paper builds the theoretical framework of the study based on arrangement and analysis of documents, and researches from income motivation, social motivation, entertainment motivation and competition motivation; through free interviews, it sorts and amends the above four aspects; it sorts the data recovered in questionnaire survey and makes analysis of the data with statistical software, and then indicates the analytic results directly with graphs and in other forms, and then establish SEM model, to verify the prediction and make a conclusion.

Through data analysis, the author gives the following study conclusions: "grabbing red envelopes" is an interesting entertainment involving the entire populations, and also becomes a method of social intercourse, which is really inspiring; motivators for "grabbing red envelopes" are respectively entertainment, social interaction, income and competition. Finally, it put forward insufficiencies and prospect of the study.

Keywords: Red Envelope; Motivation factors; WeChat; Social Media; Marketing

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1. Introduction

In recent years, the Chinese people are enjoying the traditional Spring Festival, by holding a cell phone to participate in a variety of "grab red envelopes" activities, and the Spring Festival gala will also hand out "red envelopes" to the entire Chinese people. Therefore, "grabbing red envelopes" are becoming increasingly more popular in China. Gradually, people not only participate in the activities of "grabbing red envelopes" during the Spring Festival, nor just "grab" "red envelopes" handed out by businesses, they even take "grabbing red envelopes" as a new entertainment and method of social intercourse, and even a kind of lifestyle of modern people.

By comparing to the traditional "red envelopes" plus "cash", red envelop on the internet suit current people's life style well. We can pay and receive money without face to face, which eliminates the limits of regions. By the way, as the e-commerce is popular today, it is possible for users to shopping on the internet through the money in red envelop, which is very convenient. When sending red envelop, people can write down what they want to say at the same time, it's fast and reliable, no one else can see. As the third platform creates more ways to use on red envelop, fulfilling the entertainment, which turns the red envelop into a game, and let the people have fun in it.

27 January 2014, WeChat by Tencent company firstly launched the red envelop, during the spring festival in 2015, red envelop sending through WeChat, QQ, Alipay, Weibo and other social networks totally reach 10 billion RMB. The quantity of sending and receiving red envelop in 18 February of WeChat is 1.01 billion, QQ is 637 million, and the people takes part in reach 154 million, Alipay is 230 million and 4 billion RMB, Weibo is 101 million, among of them, 15 million people grabbed the red envelop of cash. (China News, 2016).The quantity of participants and the number of sending plus receiving red envelop in New Year's Eve in 2016, WeChat is 420 million and 8.02 billion, QQ is 308 million and 2.234 billion. The quantity of sending plus receiving red envelop of Alipay is 324.5 billion, nearly 0.8million people collected all special red envelop, and averaged the 215million bonus.

If every red envelop is down to 0.01 RMB, then the total number of red envelop in the New Year's Eve in 2015, WeChat counted 10.10 million RMB, QQ counted 6.37 million RMB, while in 2016, WeChat red envelop was up to 80.80 million RMB, QQ was 22.34 million RMB. In such a short time, which brings a large flow of fund, it fully presents the financial significant of grabbing red envelop, at the same time, it specifies the stimulated influence of grabbing red envelop.
Family gets together in spring festival, everyone would take out the telephone to grab the red envelop when the time comes. People not only wait for the platform in the network to send red envelop, but also wait for red envelop sent from their families, friends, colleagues, classmates through the third platforms. Whenever in a family party, there are several members taking out telephone to grab the red envelop, or the whole family grab red envelop at the same time, it's really grand. It seems easy to push one person to do something, but while in the spring festival, it is grabbing red envelop that stimulate thousands of families to take part in together.

2. Literature Review

2.1. Features of red envelop on the internet

So far, as the red envelop come out, there’s no a common opinion on the character of the red envelop in academia, opinions vary. Muli-subject as Chaolin Zhao (2015) mentioned, the red envelop not only included C2C mode, but also B2C, which can meet the need of personal sending and receiving red envelop, and satisfy the marketing for the enterprise. Jingwen Jia (2015) considered the red envelop as interactive, users on the internet could play the role as sending red envelop, meanwhile, they're also the receivers. So they can change their roles as they want, which makes the interaction continuous, and stimulates people's passion, and activates atmosphere. Sihong Fu (2016) mentioned that it is general, as the red envelop come out, custom has been spread to all over the society, and becomes an activity among the whole people. The red envelop includes such features, everybody could take part in, that is Multi-subject, convenient for operation, good activation, funny, becomes a way to social, passionate, stimulating well.

Zhen Liu (2016) indicated that the appearance of the red envelop on the internet reconstructs the traditional culture of the red envelop. The article pointed out that red envelop on the internet keep the traditional protocol and the monetary function, most of all sending and receiving red envelop on the internet relies on the social relationships in daily life. At the same time, red envelop on the internet becomes a way for entertainment to people, sending and receiving would be more flexible, which is exclude from the traditional culture of the red envelop. Chunyan Xu (2015) thought that red envelop on the internet was actually a new kind of culture which was created on the base of culture of red envelop by the media. The appearance of the red envelop on the internet was not only for the strong one in relationship when they sent red envelop, but also covered the weak one, which extended the range, and helped people to enlarge their relationship better.
2.2 Activity utility of grabbing red envelop

Promotion and social contact are the two representative functions in the phenomenon of grabbing red envelop. The merchant and the enterprise mainly pay attention to such functions, but to personal users who focus more on the function of social contact. Zhengliang Li (2016) mentioned that WeChat payment held the grabbing red envelop with 300 thousand merchants all over the China in 2016, in which many kinds of advertising promotional messages was implanted. As a new kind of media transmission medium, red envelop was on privilege of the promotion, and made the advertising value outstanding. Chun Li et al (2016) pointed out that as a way to promotional marketing, grabbing red envelop had a effect on stimulating consume. Such as, effect on society, the fast and easy operation of grabbing red envelop made it possible for everyone, which became a social activity. Effect on enterprise, enterprise as a role of sending red envelop in grabbing red envelop, promoted their brand awareness, and found a new and attractive mode to promote, besides, enhanced the use ratio of resource. Effect on consumers, grabbing red envelop was full of entertainment and mystery, consumers benefited from it, which is attractive for them. The promotional effect of grabbing red envelop cost little, but earned more. For this reason, more and more enterprises were stimulated to join in.

Luhuai Xiao (2015) mentioned that the key player in this fight are acquaintances, every sending and receiving red envelop is actually a communication. A red envelop may bring you back a out of touch friend in WeChat, or a group. Thus, grabbing red envelop is not only popular between the acquaintances, but also in the week relationships.

Qian Zhou (2015) mentioned in the article, most of people sending and receiving red envelop in moments of social platform or groups of classmates are not on the purpose of money, instead, they could make it better for their relationships. The interaction in groups is the point of grabbing red envelop.

2.3 Mental effect of grabbing red envelop

Shan Zhou (2015) pointed out that there is a mental account affect the behavior of grabbing red envelop, which makes it different on the mental value on the income, take the same 1 RMB for example, it is more than what it counts when we get it from grabbing red envelop. It also mentioned that the behavior of grabbing red envelop reflects the group psychology. It has less in common if you don't play the same thing as they do. It is the human's instinct and desire that keep the people grabbing red envelop.

Leixin Liao (2014) pointed out that the behavior of grabbing red envelop meet the needs of people's gambling psychology, people thirst for good luck , then they will be energetic for the grabbing again and
again. Besides, it's vanity, after succeed grabbing the red envelop, WeChat will show you who grabs the most, and people get used to post it out more or less, they can't even stop.

Yu Shi (2015) mentioned in the article, grabbing red envelop is treated as a kind of unexpected income, which makes people feeling good beyond the value itself, so people are willing to do so.

"Grabbing red envelop" exaggerates the phenomenon that people crave the uncertainty, and stimulates people's instinct and desire.

3. Research Methodology
3.1 Research Method

Based on reading and arranging large numbers of relevant references, this article arranged some unstructured interview for some "grabbing red envelop" participators, getting to know for what reason the interviewers will take part in "grabbing red envelop", after arranging, analyzing, induction, we laying foundations for our questionnaire. Then use questionnaires to collect data, providing original data support for further study. Finally use SPSS software, to do reliability analyze in order to prove the dependability of the information reflected by the questionnaire; then draw support from AMOS software, to identify and correct the structural equation model as we mentioned before; after that analyze the result of structural equation model and finally get the research conclusion.

The participators of this investigation are those who join "grabbing red envelop". The New Year's Eve of 2016, the numbers of red envelop in WeChat reach to 420 million, 384 sample size has been needed calculated by sample size formula. Divided by different subject, includes self-administered questionnaire survey and questionnaire survey on behalf of. This investigation use self-administered questionnaire and we will use “SOJUMP” website sending and receiving questionnaire, and then analyzing the data we get.

This article will use Likert scale to investigate the affection degree of different kind of incentive factors in "grabbing red envelop", and then ordering it based on the result. Descriptive statistics can directly observe the distribution situation of data, meanwhile, studding the mean value and standard deviation to describe the effect degree under different variable of each kind of incentive factor in "grabbing red envelop". Both reliability and validity analyzes is to ensure the efficiency and reliability when we setting the questionnaire, to make sure the follow-up data analysis is true, effective and credible.
3.2 Research framework

In reviewing the relevant references, it is not difficult for us to find out that the incentive factors of "grabbing red envelop" can be divided into three types: incentive factors of income motivation, incentive factors of social motivation, incentive factors of entertainment motivation. The competitive motivation factors have also been found after the author personally involved in "grabbing red envelop".

Thus this article from social motivation, entertainment motivation, income motivation and competitive motivation, to explore and analysis the incentive factors of "Grabbing red envelop".

As Figure 1: Research Framework shown below, based on the analysis of "grabbing red envelop", the relevant references of motivation and personal experiences of the author, summing up the four motivations of incentive factors: social motivation, entertainment motivation, income motivation and competitive motivation.

According to the incentive factors that involved four motivations, we did free interviews for small group participants who took part in "Grabbing red envelop". After arrange this activity, designed question and created the questionnaire, gathered more data to research and analysis, in order to draw more general conclusions.
3.3 Variable interpretation and research model

Based on the literature review, interview and SEM model, to explore incentive factor of "grabbing red envelop", build up specific explicit variable, through the data statistics and analyzes of specific explicit variable, thereby analyze, induce, and summarize the dependent variable result, finally summarizing the research result and conclusion. The specific structured variable can be shown as Table 1, and also the inventive factor observation mark of "grabbing red envelop".

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 Gender</td>
<td>F1 Income Motivation</td>
</tr>
<tr>
<td>X2 Age</td>
<td>F2 Social Motivation</td>
</tr>
<tr>
<td>X3 Education level</td>
<td>F3 Entertainment Motivation</td>
</tr>
<tr>
<td>X4 Average disposable income/month</td>
<td>F4 Competition Motivation</td>
</tr>
<tr>
<td></td>
<td>G grabbing red envelop</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Independent Variable</th>
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</tr>
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<tbody>
<tr>
<td>Y1 you can own it when you grabbed the envelop</td>
<td></td>
</tr>
<tr>
<td>Y2 it is also a revenue when you grabbed a red envelop from your friend</td>
<td></td>
</tr>
<tr>
<td>Y3 it is a bonus that you grab the red envelop from business parties</td>
<td></td>
</tr>
<tr>
<td>Y4 it is a great regard for the sender</td>
<td></td>
</tr>
<tr>
<td>Y5 (red envelop for business) we can join together during the spring festival</td>
<td></td>
</tr>
<tr>
<td>Y6 (red envelop for friendship), everybody can be a part of it, very interesting</td>
<td></td>
</tr>
<tr>
<td>Y7 getting to know more new friends</td>
<td></td>
</tr>
<tr>
<td>Y8 Get close to your friends</td>
<td></td>
</tr>
<tr>
<td>Y9 gain more than others</td>
<td></td>
</tr>
<tr>
<td>Y10 Joyful</td>
<td></td>
</tr>
<tr>
<td>Y11 it is like to open a present when you open a red envelop</td>
<td></td>
</tr>
<tr>
<td>Y12 check the random amount</td>
<td></td>
</tr>
<tr>
<td>Y13 see if I get the most</td>
<td></td>
</tr>
<tr>
<td>Y14 see if I get the least</td>
<td></td>
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</table>
This article will utilize structural equation model to explore the incentive factors of "Grabbing red envelop" and use causal model and path graph to illustrate the relationship. After collation and induction, the result can be shown as Figure 2.

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4. Research Results

From the gender statistics, women ranging 56.14% while a man is 43.59%, women's attention to "grabbing red envelop" and participation degree is slightly higher than men. There have several reasons come to mind:

(1) Owing to grant questionnaire is mainly through by some social platforms such as WeChat and QQ, therefore the social groups of men and women will influence reclaim the result?

(2) Women themselves are more sociality than men; they are more concern about entertainment news while men will pay more attention to the community political information.

(3) Women using mobile phone to carry on entertainment activities are more energetically than men.

From the Education level statistics, "Bachelor Degree" ranging 65% way ahead "beyond Master degree" which only holding 18.21%. There are two reasons for this outcome:
(1) Due to China's national conditions. Nowadays, go to a college is no longer a problem, most 80's and 90's have been in college before.

(2) Some objective factors, such as questionnaire. Author can release the questionnaire through WeChat, QQ and other social platform. Those who involved the survey most related to the author. Thus, the social groups of author will affect the result to some extent.

There are 374 people who "Knowing grabbing red envelope in Spring Festival", ranging 95.90%; 371 people who "Using mobile payment APP", the proportion is 95.13%, 372 people who "Involved grabbing red envelope", the proportion is 95.38%.

Based on the data we just mentioned, "grabbing red envelope" are an event that whole people can participate and have strong motivation for them. No matter what job you do, where are you, you will have the highly passion to take part in it as the others.

After analyzed the documents and relevant theories, this article believe that the main source of the inventive factors in "Grabbing red envelope" are income motivation, social motivation, and entertainment motivation and compete motivation. When Income motivation is dependent variable, its Independent Variable includes: "you can own it when you grabbed the envelope", "it is also revenue when you grabbed a red envelope from your friend", "it is a bonus that you grab the red envelope from business parties". We can take Social motivation as a dependent variable while its independent variable includes: "it is a great regard for the sender", "red envelope for business, we can join together during the spring festival", "red envelope for friendship, everybody can be a part of it, very interesting", "getting to know more new friends". We can take Entertainment motivation as a dependent variable while its independent variable includes: "gain more than others", "Joyful", "it is like to open a present when you open a red envelope". When Income motivation is dependent variable, its independent variables includes: "check the random amount", "see if I get the most", "see if I get the least".

Based on the result, the sources of motivation are entertainment motivation, social motivation, income motivation and competition motivation.

The incentive factors of Entertainment motivation including "gain more than others", "Joyful", "it is like to open a present when you get a red envelope", all of these have proven the details: getting pleasure, leisure and recreation and enjoy the festival atmosphere.

The incentive factors of Social motivation including "red envelope for friendship, everybody can be a part of it, very interesting", "red envelope for business, we can join together during the spring festival", "make friendship more closer", "great regard for the sender", "getting to know more new friends", to sum up all these
incentive factors: Enhancing the social communication, conformity and expending your relationship network. The main reason for people to involve in some large red envelop for business event is conformity.

The incentive factors of Income motivation including "you can own it when you get it", "it is a bonus that you grab the red envelop from your friends", "it is a bonus that you grab the red envelop from business parties", to sum up all these incentive factors in chapter 3: want to take advantages and unexpected income, there is no involved of gambling psychology. Thus when the author designed the questionnaire, there are no issues that related to gambling psychology. Moreover, the responses of the people’s attitude towards business red envelop and between friends are different. The income motivation for business red envelop of people is more straightly. The incentive factors of Competition motivation including: "check the random", "see if me I the most", "see if I get the least".

As we can see from chat 5.1, X1~X4 represents four Independent Variables of grabbing red envelop, Y1~Y3 represents three Independent Variables of Income motivation, Y4~Y8 represents five Independent Variables of Social motivation, Y9~Y10 represents three Independent Variables of Entertainment motivation, Y11~Y14 represents three Independent Variables of Competition motivation. “f1~f14”, “e1~e4” represents the deviation of dependent variable. “→” represents each path, the above values represent the coefficients of each path.

Figure 3: SEM Model Path
We can study the SEM Model path graph used in the incentive factors of “Grabbing red envelop” through chat 5.1 after perfection, and it has been found out that the path graph after model adaptation, all independent variables exist, it is illustrates that the hypotheses we set before is really exist, there has some correlation between every independent variables and their corresponding dependent variables. In addition, the dependent variables in Y1~Y14: the path coefficient of income motivation, social motivation, entertainment motivation and competition motivation are positive correlation, it is also said that there is a positive correlation between these variables. For X1~X4, the path coefficient not only have positive number but also negative number, it shows that there both positive correlation and negative correlation between these variables. After using the date above to analyze, discuss and conclusion, we can get research conclusion as below:

(1) "Grabbing red envelop” has great popularity in China, it is a national interaction, and everybody holds highly enthusiasm.

(2) "Grabbing red envelop” becomes an interesting entertainment in China, and also a way of social intercourse.

(3) "Grabbing red envelop” have four incentive factors as below:
   - Entertainment Motivation includes getting pleasure, leisure and recreation and enjoys the festival atmosphere.
   - Social Motivation includes enhance social communication, group psychology, conformity and expending you relationship network.
   - Income Motivation includes: want to take advantages and unexpected income.
   - Competition Motivation includes: random amount of money and best of luck.

(4) "Grabbing red envelop” almost not affected by gender, age, education level, average disposable income of each month, everyone seems very fond of participating "Grabbing red envelop” activities.

(5) Men has more influence in Social Motivation than women, more outstanding. It is illustrate that the reason for “Grabbing red envelop” has more to do with fulfill social need than other.

(6) There is no way for the people who beyond 41 years old to take part in "Grabbing red envelop” for the reason of Competition Motivation. It is meaning that these kinds of incentive factors are almost useless to them.

(7) Higher income they get, lower stimulus response of Income Motivation for people, the Motivation for them to participate "Grabbing red envelop” is not Income Motivation.

(8) To deal with this two kind of red envelop between business parties and friend, people holds different attitude. When sender is business parties, people used to take it as a chance to get advantages and
unexpected income, it is to say, people usually take part in "Grabbing red envelop" of business parties are influenced by Income Motivation.

(9) When business parties use "grabbing red envelop" as a tool to do their propaganda, they can update the way to "grabbing red envelop" properly. In order to make people not only persuade themselves from Income Motivation of business red envelop, and also gain Social, entertainment and competition Motivation, thus upgrade the level of publicity benefit.

5. Research deficiency and Prospect

We can draw a conclusion from the study on the grabbing red envelop, but for some limited conditions, we still need further improvements. We start to make a conclusion on the deficiency of this study, and look forward to further study.

5.1 For some limited conditions, though our quantities of study samples meet the needs for statistical analysis, it still contains roundedness. Lack of the numbers of samples affects the representativeness of the study. Sending this questionnaire survey from social platform leads to the boundedness of the data which comes from ages, education level. So, expanding the range in the further research is necessary, expanding the source and quantity of samples makes the conclusion of research more reasonable and universal.

5.2 The author has a certain degree of limitations in refining and structures the incentive factors of "Grabbing red envelop". There has a certain degree of subjectivity in the process of summing up incentive factors, so it is hard to describe the incentive factors of "Grabbing red envelop" based on different objects. Therefore, we need to take more scientific ways in further investigation to refine the incentive factors of "Grabbing red envelop", and try to eliminate the influence by the objectivity, ensuring the objectivity of research conclusion.

5.3 This study more focuses on the receiver in "Grabbing red envelop", as yet doing the investigation for the sender. We can do further study of sender, and analyze "grabbing red envelop" more comprehensive.

References