



The Impact of Entrepreneurial Personal Branding on Consumer Purchasing Behavior- Take Jack Ma for example

Lan Yang*, Chaiyawit Muangmee, Nusanee Meekaewkunchorn

Faculty of Management Sciences, Bansomdejchaopraya Rajabhat University, Bangkok, Thailand

*yangbla@126.com

Abstract. In the contemporary digital age, the cultivation of an individual's entrepreneurial personal brand holds significant sway over enterprise brand establishment. This article takes Jack Ma's personal brand as a representative, based on the technology acceptance model, with consumer perception, consumer attitude, and consumer cognition as three independent variables, personal brand as the intermediate variable, and consumer purchasing behavior as the dependent variable, and proposes corresponding hypotheses. The research results indicate that consumer perception, consumer attitude, and consumer cognition of personal brands have a positive impact. Personal brands have a positive impact on consumer purchasing behavior. The article concludes with a summary of entrepreneurial personal branding and provides some useful suggestions for the construction and management of entrepreneurial personal branding.

Keywords: Entrepreneur's personal brand; Consumer purchasing behavior; Jack Ma; Alibaba.

1 Introduction

Brand is an important asset for enterprises in market competition, which can influence consumer cognition, emotion, and behavior (Luo Jun and Wang Kanqiao, 2023, Yan Z et al., 2024) ^{[1][19]}. Brands not only include corporate and product brands, but also the personal brand of entrepreneurs. Personal branding not only promotes the development of corporate and product brands, but also realizes personal value (Zhao Limin, 2020) ^[2]. The unique brand impression established by entrepreneurs in the minds of consumers through personal characteristics, values, behaviors, etc. can influence consumer recognition and evaluation of their company and products (Luo M et al., 2024) ^[17]. Consumer purchasing behavior refers to a series of behaviors exhibited by consumers during the purchasing process, including purchase intention, purchase frequency, purchase quantity, purchase amount, etc. (Ahuja et al., 2003, Yang X et al., 2022) ^{[3][15]}. Consumer purchasing behavior is an important component of consumer behavior research and an important indicator of personal brand research for entrepreneurs

© The Author(s) 2024

I. A. Khan et al. (eds.), *Proceedings of the 2024 3rd International Conference on Humanities, Wisdom Education and Service Management (HWESM 2024)*, Advances in Social Science, Education and Humanities Research 849, https://doi.org/10.2991/978-2-38476-253-8_23

(Muangmee et al., 2023) [12]. Consumer purchasing behavior reflects their needs and preferences, mainly driven by emotions and rationality, ultimately affecting a company's sales and profits (Kejun G, 2023, Wu F et al., 2022) [4] [16].

Jack Ma is one of the most influential entrepreneurs in China, and Alibaba Group is the largest e-commerce platform in China (Yanzhen C, 2020) [5]. Jack Ma has grown from an English teacher to a comprehensive figure with multiple identities such as entrepreneur, philanthropist, and speaker (Shu Y et al., 2022) [6]. His personal brand has a distinct personality, foresight, and charm. Jack Ma's personal brand has a significant impact on the development and market position of Alibaba Group and its brand (Wu Yuling and Xu Jing, 2020) [7]. Jack Ma's personal brand provides strong support and protection for Alibaba Group and its subsidiaries, but it also brings some challenges and risks (Lan Ningning, 2021) [8]. Based on the above analysis, this article selects Jack Ma as the case study object, aiming to explore the impact of entrepreneur personal brand on consumer purchasing behavior, as well as how entrepreneurs can enhance the competitiveness of corporate and product brands through the shaping and dissemination of personal brand. This study can provide new perspectives and methods for research in related fields, provide guidance and suggestions for the construction and management of personal brands of entrepreneurs, and promote the development and success of their companies and products.

2 Literature Review

The theoretical basis of this article is the Technology Acceptance Model (TAM), a framework formulated by users within the field of information system acceptance research. This model provides a theoretical basis for understanding the impact of external factors on user internal beliefs, attitudes, and intentions (Davis, 1985) [9]. This model furnishes a theoretical foundation for comprehending how externalities influence users' inner desires, attitudes, and intentions. The impact of entrepreneurial personal branding on consumer purchasing behavior is a hot and cutting-edge research field. Fang Jiarong (2022) and Wang H et al. (2022) identified that entrepreneurs' social responsibility behaviors exert a notable positive influence on consumer purchasing behavior [10] [20]. Yang Haolan and Hou Jie (2024) explored consumer purchasing behavior from the perspective of online reviews and found that product evaluation star rating, store comprehensive evaluation score, number of comment tags, and comment length have a notable positive influence on consumer decision-making [11]. Maria et al. (2020) examined the influence of YouTube vloggers on consumer purchasing behavior, proposing that the primary rationale behind vloggers endorsing brand purchases is the credibility of the relationship between vloggers and subscribers, and that an individual's brand will be attached to the endorsing brand, thereby influencing consumer purchasing behavior [13]. Vrtana and Krizanova (2023) contend that consumer purchasing behavior is largely driven by irrational impulses. The brand's advertising influence caters to consumers' emotional needs, leading to impulse-driven final purchases [14]. Li Sujuan (2023) highlighted that in e-commerce live streaming, the utilization of a multi-object interactive model by livestreamers can

optimize consumer purchasing intention, with the shaping of individual or team brands playing a pivotal role in this process ^[18].

The independent variables of this article are consumer perception, consumer attitude, and consumer cognition, reflecting consumers' knowledge, beliefs, feelings, and evaluations of the entrepreneur's personal brand. The intermediate variable in this article is the entrepreneur's personal brand, reflecting the emotional connection and psychological contract between consumers and the entrepreneur's personal brand. Consumer purchasing behavior, serving as the dependent variable in this study, represents the tangible response of consumers to the products or services associated with the entrepreneur's personal brand. Therefore, this study makes the following four hypotheses: H1: Consumer perception has a positive impact on personal brand. H2: Consumer attitudes have a positive impact on personal branding. H3: Consumer cognition has a positive impact on personal branding. H4: Personal brands have a positive impact on consumer purchasing behavior.

3 Research Methodology

The overall research object of this paper is the female consumer groups in Chinese Mainland. This study used random sampling method. The time range of this study is from November 2023 to January 2024. Building upon existing literature and theory, formulated and constructed a survey questionnaire focusing on the influence of personal brands on consumer purchasing behavior. The survey questionnaire includes basic information of the respondents, consumer perception, consumer attitude, consumer cognition, personal brand, and consumer purchasing behavior. Thirty questionnaires were administered and processed in advance, with experts evaluating the effectiveness of the IOC and analyzing the reliability of the questionnaire items. The formal questionnaire survey collected a total of 400 data through an online survey platform, excluding 20 incomplete or unreasonable invalid questionnaires, and retaining only 380 valid questionnaires that met the requirements. Finally, the collected questionnaires were encoded and processed using SPSS software, and the hypotheses were explored through correlation analysis and regression analysis.

This questionnaire measures consumers' perception of Jack Ma's personal brand through five dimensions: understanding, recognition, trust, liking and dependence. It also measures consumers' attitude towards Jack Ma's personal brand from five dimensions: evaluation, satisfaction, liking, loyalty, and recommendation. It measures consumers' cognition of Jack Ma's personal brand from five perspectives: positioning, core values, strengths, weaknesses, and differences. Jack Ma's personal brand is reflected in five aspects: degree, direction, embodiment, persistence, and stability. Consumer purchasing behavior is mainly reflected in four aspects: purchase, recommendation, attention, and participation.

This questionnaire was checked by consulting three subject matter experts, and the consistency index between the questionnaires and the consistency index of the research objectives were greater than 0.6. Therefore, the accuracy of the questionnaire content is within an acceptable standard range. As indicated in Table 1, the

Cronbach's alpha value of each variable in this questionnaire all exceed 0.7, indicating that these variables have good reliability and can be used for formal questionnaire surveys.

Table 1. Questionnaire Cronbach's α

Variable	Sample Size	Number of Items	Cronbach's α
Consumers' perception	30	5	0.870
Consumers' attitudes	30	5	0.903
Consumers' cognition	30	5	0.858
The personal brand	30	5	0.865
Consumers' purchasing behavior	30	4	0.808

4 Results of Data Analysis

4.1 Correlation analysis

From Table 2, it is evident that the correlation coefficient between consumer perception and personal brand is 0.453, between consumer attitude and personal brand is 0.512, between consumer perception and personal brand is 0.433, and between personal brand and consumer purchasing behavior is 0.476. Additionally, the correlation among these variables is statistically significant at the 0.01 level.

Table 2. Correlation Analysis

Variable	1	2	3	4	5
Consumers' perception	1				
Consumers' attitudes	.517**	1			
Consumers' cognition	.462**	.444**	1		
The personal brand	.453**	.512**	.433**	1	
Consumers' purchasing behavior	.457**	.517**	.462**	.476**	1

** Indicates that at the 0.01 level, the correlation is statistically significant (2-tailed)

4.2 Regressive analysis

As indicated in Table 3, the dependent variable is personal brand. The regression coefficient of consumer perception is 0.193 ($t=3.761$, $p=0.000<0.01$), indicating that consumer perception positively influences personal brand, therefore hypothesis H1 holds. The regression coefficient for consumer attitudes is 0.324 ($t=6.372$, $p=0.000<0.01$), this suggests that consumer attitudes have a positive impact on personal branding, thereby supporting hypothesis H2. The regression coefficient of con-

sumer cognition is 0.200 ($t=4.069, p=0.000<0.01$), consumer cognition has a significant positive impact on personal brand, hypothesis H3 holds.

Table 3. Results of regression coefficient analysis of consumer perception, consumer attitude, and consumer cognition affecting the personal brand

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.626	.121		5.165	.000		
Consumers' perception	.186	.049	.193	3.761	.000	.666	1.502
Consumers' attitudes	.297	.047	.324	6.372	.000	.679	1.472
Consumers' cognition	.203	.050	.200	4.069	.000	.729	1.372
R				0.583a			
R ²				0.340			
Adjusted R ²				0.335			

a. Dependent Variable: The personal brand

From Table 4, it can be seen that the regression coefficient of personal brand on consumer purchasing behavior is 0.396 ($t=8.584, p=0.000<0.01$), showing a significant positive correlation. Therefore, hypothesis H4 is valid.

Table 4. Results of regression coefficient analysis of personal brand on consumer purchasing behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.770	.135		5.722	.000		
Personal brand	.417	.049	.396	8.584	.000	.895	1.117
R				0.530a			
R ²				0.281			
Adjusted R ²				0.277			

a. Dependent Variable: Consumer Purchasing Behavior

5 Conclusions

This study seeks to investigate the influence of entrepreneurial personal branding on consumer purchasing behavior. Taking Jack Ma as an example, we used a questionnaire survey method to analyze and explore consumer data of Alibaba Group and its subsidiary brands from the perspectives of consumer perception, consumer attitudes,

consumer cognition, and personal brand. The research results found that consumer perception, consumer attitude, and consumer cognition have a positive impact on consumer purchasing behavior. Personal brand plays a mediating role in this process. Taking Jack Ma as an example, as the founder of Alibaba Group, he created an innovative, leadership, responsible, and intelligent personal brand, and formed consistency and coordination with his company and product brands, increasing his personal brand awareness and indirectly promoting consumer purchasing behavior of enterprise brand products.

Entrepreneurs should shape and disseminate their personal brand image and reputation related to their own business and products and enhance the visibility and influence of their personal brand; Adjust and optimize the content and form of personal brand, increase the attractiveness and affinity of personal brand; Innovate and update personal brand strategies and means, enhance personal brand competitiveness and crisis response capabilities. Enterprises should fully utilize the resources and advantages of the entrepreneur's personal brand, form good synergy and complementarity with the brands of their affiliated enterprises and products, while reasonably avoiding the risks and challenges of the entrepreneur's personal brand, forming appropriate differentiation and balance with the brands of their affiliated enterprises and products, and avoiding brand dependence and conflicts between enterprises and products.

References

1. Luo Jun, Wang Kanqiao. (2023) The Impact of Brand Personality on Consumer Purchase Intention. *Business Exhibition Economics*, 5: 44-47. <https://doi.org/10.19995/j.cnki.CN10-1617/F7.2023.12.044>.
2. Zhao Limin. (2020) The Rise and Construction of Personal Brands in the Era of Self Media. *Journal of Hunan Vocational and Technical College of Mass Media*, 20: 14-16. <https://doi.org/10.16261/j.cnki.cn43-1370/z.2020.02.003>.
3. Ahuja, M., Gupta, B., Raman, P. (2003) An empirical investigation of online consumer purchasing behavior. *Communications of the Acm*, 46: 145-151. <https://doi.org/10.1145/953460.953494>.
4. Kejun, G. (2023) An Exploration of the Influence of Emotional and Rational Cues on Consumer Purchasing Behavior in Online Reviews. *Academic Journal of Business Management*, 26: 112-115. <https://doi.org/10.25236/AJBM.2023.052616>.
5. Yanzhen, C. (2020) A Report Comparing and Contrasting Two Entrepreneurs—Steve Jobs and Jack Ma. *Frontiers in Educational Research*, 3: 15-18. <https://doi.org/10.25236/FER.2020.031527>.
6. Shu, Y., Xia, X., Zhang, X., etc. (2022) The Teacher and Martial Arts: A Psychobiographical Analysis of Jack Ma as a Business Change Agent. *Journal of personality*, 91: 222-246. <https://doi.org/10.1111/JOPY.12749>.
7. Wu Yuling, Xu Jing. (2020) Organizational Structure Transformation of Enterprises in the Intelligent Era-Taking Alibaba Group as an Example. *Modern Marketing*, 28: 127-129. <https://doi.org/10.19921/j.cnki.1009-2994.2020.07.061>.
8. Lan Ningning. (2021) Case study on shaping and enhancing corporate leadership. *Enterprise Reform and Management*, 29: 108-110. <https://doi.org/10.13768/j.cnki.cn11-3793/f.2021.1849>.

9. Davis, F.D. (1985) A technology acceptance model for empirically testing new end-user information systems: theory and results. Ph .d. dissertation Massachusetts Institute of Technology, 45: 233-250. <http://dx.doi.org/>.
10. Fang Jiarong. (2022) Research on the Role of Corporate Social Responsibility Perception on Consumer Purchase Intention. *National Circulation Economy*, 37: 8-10. <https://doi.org/10.16834/j.cnki.issn1009-5292.2022.25.019>.
11. Yang Haolan, Hou Jie. (2024) Research on the Impact of Online Comments on Consumer Purchasing Decisions. *Collaborative Economy and Technology*, 40: 74-77. <https://doi.org/10.13665/j.cnki.hzjyjkj.2024.08.020>.
12. Muangmee, C., Sawangcharoen, K., Pongvatnanusorn, V., Chaitorn, T., Kassakorn, N., & Saqib, S. (2023) Exploring the Factors Influencing Tourist Destination Loyalty: A Case Study of Homestay Entrepreneurs in Thailand. *Changing Societies & Personalities*, 7: 190-205. <https://doi.org/10.15826/csp.2023.7.4.258>.
13. Maria, R., Jebet, B.C., Leigh, S. (2020) YouTube Vloggers as Brand Influencers on Consumer Purchase Behaviour. *Journal of Intercultural Management*, 12: 117-136. <https://doi.org/10.2478/JOIM-2020-0047>.
14. Vrtana, D., Krizanova, A. (2023) The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. *Sustainability*, 15: 102-105. <https://doi.org/10.3390/SU151813337>.
15. Yang, X., Muangmee, C., Meekaewkunchorn, N. (2024) The Factors Influencing Customer Willingness to Choose the Non-chain Pet Hospital in Chongqing. *Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023)*. https://10.2991/978-94-6463-368-9_64.
16. Wu, F., Meekaewkunchorn, N., Cao, H., and Muangmee, C. (2022) Impact of Intelligent Financial Applications on customer satisfaction. *ICEMC '22: Proceedings of the 2022 International Conference on E-business and Mobile Commerce*. pp. 47-53. <https://doi.org/10.1145/3543106.3543114>.
17. Luo, M., Meekaewkunchorn, N., Muangmee, C. (2024) Marketing Mix Factors that Influence the Brand Loyalty of Zebra Craft Beer. *Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023)*. Beijing. pp. 533-538. https://10.2991/978-94-6463-368-9_63.
18. Li Sujuan. (2023) Research on the influence of e-commerce live interaction mode on consumer purchase behaviour. *Modern Marketing*, 20: 114-116. <https://doi.org/10.19932/j.cnki.22-1256/F.2023.11.114>.
19. Yan, Z.T., Sattabut, T., Muangmee, C. (2024) Influencing Factors of Consumer Purchasing Intention in Live Home Appliance E-commerce. *Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023)*. pp. 175-183. https://10.2991/978-94-6463-368-9_21.
20. Wang, H., Muangmee, C., Meekaewkunchorn, N., Cao, H., Sattabut, T. (2022) Evaluating the Marketing Strategy of Sports and Fitness Enterprises based on 4C Marketing Theory. *MSIE '22: Proceedings of the 4th International Conference on Management Science and Industrial Engineering*. pp. 29–37. <https://doi.org/10.1145/3535782.3535787>.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

