

Whose online reviews to trust?

Investigating the effects of source of information and message sidedness on consumer's purchase intention via message credibility on Weibo

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ABSTRACT

The communication landscape has significantly changed with the emergence of modern technologies and this has boosted the popularity of social media over the last decades. A popular marketing practice that companies use to adapt to these changes is referred to as influencer marketing. However, since more consumers are aware of the collaborations between influencers and brands, the credibility of influencers is questioned. A multitude of scientific research has been conducted to test the effectiveness of influencers' reviews; however, it is still unclear whether the influencers are more effective in comparison to regular users in enhancing message credibility and purchase intention. Also, research on message sidedness in social media is still lacking. Especially in Chinese social media, message sidedness has not been examined yet. This thesis used a quantitative experimental design, aiming to investigate the effects of the source of information (product review from influencers and product review from regular users) and message sidedness (one-sided message and two-sided message) on message credibility and consumer's purchase intention on Weibo, the leading Chinese social media platform. The findings of this thesis provided some interesting new insights. The results confirmed that regular users' reviews were more effective on both the message credibility and purchase intention than influencers' reviews. However, although one-sided messages are perceived as less credible, it seems that consumers still search for the perfect product and respond favorably to reviews of this product. In addition, the negative information in a two-sided message makes this message more credible. However, credible two-sided messages do not necessarily result in higher purchase intention. It appears that negative information is weighted more and is more likely to be linked to a product's low quality. These findings can serve as a foundation for future studies.

KEYWORDS: *Influencer marketing, online reviews, message credibility, message sidedness, purchase intention*

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1. Introduction

By the time you finish reading this sentence, over 4.5 million YouTube videos have been viewed and more than a million users have logged in Facebook (Desjardins, 2019). The communication landscape is significantly changed with the emergence of modern technologies, and this has boosted the popularity of social media over the last decades. Platforms like Facebook, Twitter, YouTube and Instagram have become the most prominent Western social media, giving people access and opportunity to be active content creators online (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Around 2.62 billion internet users worldwide are social media users, and 76% of them are active (Statista, 2017). Social media are also used by brands as marketing tools on a corporate level, trying to attract the attention from potential consumers (Holt, 2016; Kreutzer & Hinz, 2010).

The new marketing practice that companies use to adapt to these changes is referred to as influencer marketing. Influencer marketing emphasizes the role of opinion leaders and their ability to distribute a brand message to reach a larger market (TapInfluence, 2018). Under the context of social media, the opinion leaders are known as influencers, who are considered as peers and friends by their audience and are perceived as having high credibility and trustworthiness (Marwick, 2016). Influencers are likely to collaborate with companies to promote their brands (Freberg, Graham, McGaughey, & Freberet al., 2011). As a new type of independent third-party endorser, these influencers could potentially change the attitude of their followers through their social media profiles (Freberg et al., 2011).

Since the introduction of social media, not only the leisure activities of consumers are impacted, but also their purchasing intentions. As more people turn to influencers' endorsements and electronic word-of-mouth (eWOM), consumers rely more than ever on authentic feedbacks and reviews for a purchase (Lu, Chang, & Chang, 2014). EWOM has become a more credible source of information for customers than corporate advertising messages, suggesting the decreasing influence of traditional marketing messages (Bennett, 2014). This decreasing effectiveness of traditional advertising attracts the attention of marketers and researchers to the effect of online reviews. Since online reviews are perceived as one of the most influential information sources (Duan, Gu, & Whinston, 2008), marketers are spending increasingly more time on designing branded reviews on social media, with the aim of increasing the effectiveness of the message in a way that is less noticeable as an advertisement (Holt, 2016).

1.1 Research problem and research question

The increasing popularity of influencer marketing is due to its effectiveness on consumers' purchasing intentions (Childers, Lemon, & Hoy, 2018). Instead of focusing on traditional opinion leaders online, influencer marketing shifts its focus on active regular users who own a huge base of followers on their social media profiles. Influencers are able to reach a wide range of followers, and their endorsements are likely to be considered as a highly reliable source of information (De Veirman, Cauberghe, & Hudders, 2017). Consumers perceive influencers as more genuine and relatable due to the two-way communication they provide (Solis, 2016). Therefore, companies tend to collaborate with influencers whose followers belong to their potential customers and whose images match their products or brand values. This collaboration is used by companies in an unprecedented scale, as it is considered to be influential with lower cost (Hilker, 2017).

On the other hand, influencers' collaboration with brands can also be considered deceptive and misleading because of the money-oriented nature of influencers (Wei & Lu, 2013). Consumers may not be able to distinguish between recommendations with a commercial aim (e.g. paid advertisement) and influencer's personal opinion (Aleena, 2012). This happens since influencers' reviews may be a sponsored advertisement rather than a true sharing of experience (Wei & Lu, 2013). In some cases, influencers get paid to write "reviews" without even actually using the promoted product (Aleena, 2012). Potential customers who read these reviews might not rely on the influencers' opinion in similar ways as they would trust their friends' opinions (Lu et al., 2014). Since more and more people are becoming aware of such practices between brands and influencers, customers have become skeptical. They also now rely on reviews from other regular users who could be considered as more credible compared to influencers (Verhellen, Dens, & De Pelsmacker, 2013).

Aside from the reviewers, how brands deliver advertising messages on social media is also an important variable that could affect consumers' purchase intentions. To be specific, the kind of online review about the product, whether the message provides only a positive side or includes both positive and negative sides, could have a differential influence on consumers' purchase intentions. Message sidedness refers to what information is contained in a message and how it is conveyed (Kao, 2011). A one-sided message "is characterized by favorable claims on all brand attributes mentioned in the message, whereas a two-sided message contains disclaimers or admissions of inferior performance on one or more relatively unimportant attributes" (Hastak & Jong-Won, 1990, p. 329). By intentionally choosing to

focus or neglect certain information, the consumers' attitude towards the message credibility can be affected (Kao, 2011). In this case, message sidedness has been adopted by marketers as an essential marketing tactic, and this is expected to have differential influences on message credibility when related to the promotional posts by influencers (Li & Zhan, 2011).

The influence of influencer marketing on consumer's purchase intentions is widely researched in the academic area (Jin & Phua, 2014; Korotina & Jargalsaikhan, 2016; Paliwoda, Andrews, & Chen, 2013; Thorne, 2008). Past researches mostly focused on the factors that affect influencers' credibility (Abidin & Ots, 2015), the correlation between followers' numbers and authenticity (De Veirman et al., 2017), and the higher perceived influence on purchase intention with disclosing promotional posts (Lu et al., 2014). However, these researches mainly focused on Western social media. Little attention has been paid to the Chinese social media, despite China having the largest social media market worldwide with 800 million users (Chan, 2019). This leaves a certain knowledge gap. Besides, the increased popularity of influencers in China generated revenues worth over \$15.5 billion and due to this huge market potential, a process of professionalizing of influencers has taken place (Chan, 2019).

Among the various Chinese social network platforms, Weibo is currently the most popular and is widely used by the majority of Chinese consumers (Bai & Yu, 2016). Considered as a Chinese version of Twitter, Weibo has become an ideal platform for companies to spread viral contents (Rapp, 2018). With 411 million monthly active users, Weibo is used by brands to target their potential customers (Rapp, 2018). Via Weibo influencers who have a large fan base, various brands aim to increase brand awareness (Rapp, 2018). Considering the possible differential impact of reviews by influencers and other regular users, this study aims to compare the effects of these two Weibo product message sources on message credibility and consumer's purchase intention. Moreover, this study also aims to investigate how message sidedness might influence message credibility and consumers' purchase intentions on Weibo.

To build upon the above research issues, this study investigates the effects of the source of information (product review from influencers vs product review from regular users) and message sidedness (one-sided vs two-sided) on message credibility and consumer's purchase intention in the Chinese social media context. Consequently, the main research question this research aims to answer, is:

RQ: To what extent do sources of information and message sidedness influence consumer's purchase intentions on Weibo via message credibility?

1.2 Academic relevance

As social media become more integrated into people's online surfing habit, brands are using these platforms to advertise their products (Kreutzer & Hinz, 2010). Despite the fact that a large number of scientific researches has been done on the influencer marketing (Brown & Hayes, 2008; Abidin, 2016; Woods, 2016), there is still limited literature on the effectiveness of online reviews from both influencers and regular users. Also, not so many studies focus on the comparison between the two types of product reviews. Regarding the product reviews from influencers, there are doubts and distrust towards the promotional posts (Akritidis, Katsaros & Bozani, 2011). It is still not confirmed if the influencers are more effective in comparison to regular users in enhancing message credibility and purchase intention. Various scholars have investigated the significant effect of influencers on consumers' purchase intention (Jin & Phua, 2014; Korotina & Jargalsaikhan, 2016; Scoble & Israel, 2006), indicating a strong correlation between the two variables (Paliwoda et al., 2013). On the other hand, other researchers concluded that the role of influencers in affecting purchase intention is exaggerated (Wu, 2012), and the relationship between influencers and purchase intention is weak (Verhellen et al., 2013; Wei & Lu, 2013). In this regard, this thesis aims to examine whether an influencer's review, compared to a regular user review, has a greater influence on message credibility and consumer's purchase intention under the social media context.

Additionally, research on message sidedness in social media is still lacking in current literature. To my knowledge, limited study has been done to examine the impact of message sidedness on consumers' purchase intention in social media. This might be also because influencer marketing is still a relatively new phenomenon. Past studies of message sidedness focused on either on traditional television commercials (Bohner, Einwiller, Erb, & Siebler, 2003; Swinyard, 1981), and the effect on the brand attitude (Etgar & Goodwin, 1982; Kamins, Brand, Hoeke, & Moe, 1989). There is a lack of empirical research on how message sidedness will affect consumers' purchase intention in the context of influencer marketing. A more recent study conducted by Uribe, Buzeta and Velásquez (2016) showed the relevance of using two-sided messages in terms of credibility of blog advertising and argued that their findings could be applicable to another social media marketing. This thesis is a response to the authors' recommendation to validate the applicability of their findings in the context of another social media platform such as Weibo.

Lastly, existing literature on Chinese influencer marketing is still relatively scarce. In China, influencers' recommendations are considered as the most influential purchasing factor, such that the influencer economy was worth over \$15.5 billion in 2018 (Dudarenok, 2018). Therefore, it is of the great significance to explore the effectiveness of message sidedness on credibility and consumer's purchase intention. This thesis can contribute to future research by providing an initial framework for investigating message sidedness in the Chinese social media context.

1.3 Societal relevance

As influencer marketing increasingly gains popularity, this research provides new insight for practitioners in this field. The growth of influencers does not simply impact marketing. Instead, this phenomenon of influencer marketing is a signal of the changing business world, which drives traffic into cash (Wun, 2018). This is noticed by brands, who choose to partner with influencers for advertising campaign and product promotion, or even co-create with influencers to write promotional contents. The regular consumers feel attached to the influencers due to the accessibility to these online personalities, thinking they are more relatable, genuine and down to earth (Solis, 2016). Consumers thus put more sentiment in their post, which is a precious marketing asset. If an influencer recommends a certain product, their followers are more willing to trust this brand, that could result to a purchase behavior (Thorne, 2008).

However, recent developments in influencer marketing brings the credibility of the influencer's recommendations into question. Consumers have become aware that some influencers get paid to write reviews instead of simply sharing a real personal experience (Wei & Lu, 2013). Thus, brands have to reconsider the way in which they collaborate with influencers and find out if the investments on influencers are worth the money. Therefore, it is relevant to investigate whether influencers have fulfilled their roles to increase the effectiveness of brand advertisements, and what kind of messages appeal more to consumers.

In China, collaborations with influencers have become one of the essential strategies of brands' overall marketing activities (Dudarenok, 2018). In terms of managerial relevance under the Chinese social media context, the result of this research is of interest for product promotion executives and marketers or influencers with regard to more effective captions or descriptions of the products. This thesis will offer valuable insights for influencer marketing practices and the potential brand promotion. Information on marketing effectiveness would

be beneficial to both brands marketers and influencers in their design of marketing strategies and aid them in decision-making process.

1.4 Chapter outline

The overall thesis is organized following the outline below to provide a clear structure and logic order. In the chapter following this introductory section, the theoretical framework is presented. It clarifies relevant theories or concepts in great detail by first introducing the background of Chinese social media and selected platform Weibo. Then, it further discusses a general introduction of influencer marketing, particularly the relation between influencer marketing and consumer behavior, including the relationship between source of information and purchase intention. This is divided into 2 parts: the relationship between a regular user review and purchase intention as well as the relationship between in influencer review and purchase intention. Afterwards, the mediating role of message credibility and the moderating role of message sidedness are explored respectively. Related hypothesis is illustrated in each section and the conceptual model of this thesis is presented at the end of this chapter. Chapter 3 elaborates the methodology of this thesis, including a thorough overview of the selected research design as well as the sampling method, an explanation of stimulus material, procedure, operationalization of variables, manipulation checks, control variables, data analysis and the problem of validity and reliability. In this research, an online experiment was performed where respondents were exposed to different conditions with varying combinations of sources of information and types of message sidedness. The effects of these conditions on message credibility and purchase intention were measured using an online questionnaire. In chapter 4 the results and analysis from the data of the experiment are presented, including the manipulation check analysis and the test of each hypothesis. Chapter 5 provides the interpretation of the results, which is discussed in relation to the relevant academic and managerial implications. By incorporating these finding back to the overall research goals, this chapter provided the answer to the research question as well as research limitations and future research directions.

2. Theoretical framework

This chapter clarifies the theories or concepts that are crucial to this thesis. First, the background of Chinese social media and selected platform Weibo are introduced, followed by an overview of influencer marketing. Then the relation between influencer marketing and consumer behavior is discussed, including the relationship between source of information and purchase intention. Under this section, the relationship between an influencer review and purchase intention as well as the relationship between a regular user review purchase intention are discussed. Furthermore, the mediating role of message credibility is elaborated, as well as the moderating role of message sidedness. Corresponding hypotheses are formulated based on prior empirical researches and finally, a conceptual model aiming to answer the research question is presented.

2.1 Chinese social media Weibo

Given the Chinese banning act of Twitter, Facebook, Instagram and YouTube, the opportunity has been created for local social media platforms like Weibo and WeChat. In 2017, social media penetration reached more than a half among the Chinese population, making China the third active country of social media usage after the US and Brazil (Guo, 2018). Due to widespread usage and high frequency of user interaction, Weibo has become the mainstream among all the social media services in China (Bower, 2014). Since Weibo is a pioneer and already well-established in the Chinese social media landscape, it is deeply embedded in Chinese internet users' habits (Wun, 2018). In addition, as a huge financial success, this platform has surging stocks, profitable advertising sales and increasing revenue and total earnings (Ren, 2018).

Launched in 2009, Weibo has gained its popularity and witnessed an exponential growth, with 462 million monthly active users at the end of 2018 (Sina, 2018). As a Chinese equivalent of Twitter, Weibo enables users to publish short posts with maximum 140 characters and 9 pictures (Bai & Yu, 2016). Weibo users can follow others who they are interested in, and a user's Weibo profile is publicly accessible by anyone (Bai & Yu, 2016). This platform encourages interactivity and involvement by awarding so-called Weibo medals for engaging in different activities and posting or reposting brand messages, resulting in a high engagement rate (Ren, 2018).

With a huge user base and fast spread, Weibo has shown to have a relatively greater impact on purchase intention of its users compared to social media users in other countries (Chiu, Lin, & Silverman, 2012). Previous researches have shown that almost 55.7% of Chinese netizens rely on Weibo recommendations to make purchasing decisions (CNNIC, 2015). Considered as a launchpad for viral topics and latest trend, Weibo has successfully launched three most popular hypes in recent years: the influencer economy, live videos and short videos (Wun, 2018). These developments suggest that Weibo has already been deeply integrated into the daily lives of Chinese people, and Weibo's impact will remain strong and will continue to increase in the foreseeable future (Wun, 2018).

2.2 Influencer marketing

Influencer marketing is the “art and science of engaging people who are influential online to share brand messages with their audiences in the form of sponsored content” (Sammis, Lincoln, & Pomponi, 2016, p.7), which aims to “increase awareness and knowledge about a firm within the prospect community” (Brown & Hayes, 2008, p. 106). Based on influence theory, influencer marketing describes the ideas of a small group of influential individuals who can reach and convince a high number of others (Woods, 2016). The earlier influencer marketing targeted offline opinion leaders (for example, journalists), who were given special access to information, to increase the positive exposure of the products (Brown & Hayes, 2008). However, due to the widespread adoption of social media, influencer marketing has shifted the focus from offline to online influencers.

Social media influencers are “a new type of independent third-party endorsers who shape the audience attitudes through blogs, tweets, and the use of other social media” (Freberg et al., 2011, p.1). Compared with the traditional offline influencers, social media influencers are more powerful and offer a wider reach. They can be bloggers, YouTubers, celebrities or other key individuals who have a large fan base on the social media (Ehrlich, 2013). According to Brown and Hayes (2008), there are three ways of how influencer marketing works. First, marketing ‘to’ influencers, which means the companies make use of influencers’ existing community to increase the brands’ awareness; second, marketing ‘through’ influencers, meaning that influencers are selected by brands aiming to reach the potential target audience; and last, marketing ‘with’ influencers, where influencers are converted into brand advocates (Brown & Hayes, 2008).

In terms of how well executed and coordinated, there are two sub-categories of influencer marketing: earned influencer marketing and paid influencer marketing (Corcoran,

2009). Earned influencers refers to unpaid influencers who produce user-generated content, while paid influencer refers to influencers on behalf of companies as firm-generated content producers (Corcoran, 2009). Due to the collaboration nature of the firm-generated content, the content of paid influencers' posts is controlled and fabricated by the companies to facilitate positive coverage of the promoted products (Kirby & Marsden, 2006)

The concept of influencer marketing is beneficial to both companies and influencers. For companies, influencer marketing is a cost-efficient marketing tactic to reach potential target audiences with small budgets (Brown & Hayes, 2008), and it increases Return of Investment 11 times higher than other digital marketing practices (NCS, 2016). For influencers, it is a way to receive free products or make money by promoting the brands' products or service through their social media profiles, either by straightly posting it as an advertisement or without disclosing the collaboration.

Within the context of Chinese social media Weibo, the way brands communicate with their target consumers is considerably changed by the introduction of key opinion leaders (KOLs) (Wun, 2018). KOLs are those who are active on Weibo within a community of followers and are likely to cooperate with brands instead of simply self-promoting (Ren, 2018). To this point, the collaboration is highlighted and reassured for commercial purpose aiming to transform the virtual flow into real purchasing operations (Ren, 2018). Collaborating with KOLs has become one of the main marketing strategies for different brands (Dudarenok, 2018). Apart from their ability to drive traffic into cash, the grass-root KOLs turn out to be more influential in triggering followers' purchase intention, as they are considered more down-to-earth and relatable (Wun, 2018). Moreover, 67% of Chinese consumers' purchasing decisions are under the influence of the KOL recommendations, leaving KOL recommendations the most influential purchasing factor (Dudarenok, 2018). In 2018, the influencer economy was worth over \$15.5 billion in China, which ushered increased attention on and popularity of the collaborations between influencers and brands (Dudarenok, 2018).

2.3 Influencer marketing and consumer behavior

2.3.1 Purchase intention

Purchase intention is described as “an individual's conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004, p. 56). In other words, purchase intention refers to the possibility that a consumer would buy a certain product or service (Goyal, 2014). It also

includes people's tendency or consideration to buy advertised product or service in the future (Vineyard, 2014). As one of the main and vital concepts in the marketing field, purchase intention shows that customers will search for information, make comparisons, and then decide on their purchases (Chi, Yeh, & Tsai, 2011).

The concept purchase intention is theoretically based on The Theory of Reasoned Action, which claims that "the stronger the intention to engage in a behavior, the more likely should be its performance" (Ajzen, 1991, p.181). A person's purchase intention can be affected by multiple factors, including previous experiences (Chi et al., 2011), brand preference and loyalty (Khan, Ghauri, & Majeed, 2012), and other influential external sources – i.e. other customers (Burnkrant & Cousineau, 2009).

Previous researches provided evidence on the positive link between consumer's purchase intention and their actual purchase decisions (Adams, 1974; Chen, 2007; Hsu & Tsoi, 2011; Sun & Morwitz, 2010). Therefore, the importance of purchasing intention is highlighted by companies, as it is linked to sales and profit (Hosein, 2012). Besides, purchase intention has also been proved as a solid indicator of the success of a shop, which is expected to correlate with future sales (Hausman & Siepke, 2009)

In the literature that focuses on the context of social media marketing, purchase intention is mostly used to measure online behavioral intentions (Hausman & Siepke, 2009). To be more specific, the purchasing process starts when a customer browses product (Vineyard, 2014). There are two online browsing behaviors which are related to the purchase intention: goal-oriented and experiential-oriented (Moe, 2003). Consumers who are goal-oriented (utilitarian) consider functional value (e.g. quality) of the products most important, making pre-plans and rational choice to collect information before they make any purchase decisions. While experiential-oriented consumers (hedonic) are those who emphasize the expressive or emotional value of the products, behaving casually and freely without any preparations before they decide to purchase a product (Moe, 2003). Both types of consumers are among social media users (Ramlugun & Jugurnauth, 2014). Brands use influencers to attach their social status to that product to promote hedonic values, or to provide functional information about the product to promote utilitarian value (Lin, Bruning, & Swarna, 2018). With this in mind, it is relevant to investigate how influencer marketing will affect both types of consumers' and their purchase intentions. Besides, measuring consumers' purchase intention of the promoted product is valuable for companies, particularly in testing the effectiveness of their advertisement strategies.

2.3.2 Source of information and purchase intention

As illustrated before, two types of sources of information are analyzed in this research: product review from social media influencers and the review from regular users.

2.3.2.1 Social media influencers and purchase intention

Also described as digital opinion leaders, influencers are those who are active in various types of social media within a community of people (Abidin, 2016). Unlike celebrities, influencers are regular people who gain their reputation within a network by consciously and carefully constructing their personas (Marwick, 2016). Empowered by strategical sharing of information, they intend to build a close relationship with followers, creating the feeling of intimacy between the followers and the influencer (Marwick, 2016). By sharing stories, pictures and experiences about different subjects, services and products, those influencers appear approachable (Korotina & Jargalsaikhan, 2016) and occupy an important position in the virtual community (Alsulaiman, Forbes, Dean, & Cohen, 2015).

A common influencer marketing practice for brands is to provide influencers with free samples or pay them to recommend the products to the followers on their social media profiles (Woods, 2016). Similar to celebrity endorsement, these promotional posts are useful in attracting attention and also might contribute to increasing brand awareness (Rajashekarreddy, 2012). To be specific, companies choose to sponsor influencers in exchange for a positive endorsement (Lu et al., 2014). Giving their followers' the illusion of "people like me", influencers are able to persuade followers to buy their promoted products in order to be like them (Lueg & Finney, 2007; Solis, 2016).

In the eWOM marketing nowadays, the recognition and acceptance of influencers are fast growing worldwide (Scoble & Israel, 2006). By sharing their activities, influencers allow followers to be involved in their daily life, thus they are even considered as friends or peers among their followers (Korotina & Jargalsaikhan, 2016). These illusions contribute to greater trust to motivate their followers' purchasing behavior (Korotina & Jargalsaikhan, 2016). The paid posts are primarily expected to generate positive images of the promoted products, which might positively affect consumers' purchasing intention (Thorne, 2008). This positive message conveyed in the collaboration content is likely to influence the followers' intention in searching, purchasing and using the promoted products (Jin & Phua, 2014). Paliwoda et al (2013) further confirmed that the influencers' endorsement positively influences consumers'

purchase intention due to the perceived reliability and trustworthiness of the influencer's message about the product. Therefore, influencers are of huge potential for marketers.

However, on the other hand, the credibility of the influencer's promotion is questioned due to manufactured style of content (Akritidis, Katsaros & Bozani, 2011). The similar messages leave the consumers the impression that influencers simply copy-paste contents in different platforms (Akritidis et al., 2011). According to Wu (2012), the main factors influencing the consumers' purchase intention by a certain influencer rely greatly on having the right message in the right place at the right time, and from the right person. Wei and Lu (2013) argue that people have a tendency to disbelieve influencers because they have an assumption that influencers are compensated to write the promotional posts instead of based on their own experience. Especially in today's influencer marketing practices, many companies begin to predesign collaboration contents for influencers in order to control the message (Abidin & Ots, 2015). Some companies would ask influencers to post according to their detailed instructions, including hashtag to use, the timing of the posts and which aspects should be promoted (Abidin & Ots, 2015). Verhellen et al. (2013) further conclude that the influencer promotion did not differ significantly in increasing purchase intentions compared to a regular user's promotion of the same product. Moreover, they found that consumers hold the feeling of skepticism toward influencers because their promotions are perceived as a persuasion attempt, leading to a negative feeling of manipulation and essentially result in lower purchase intention. Thus, in these cases, the authenticity of the promotional posts is doubted.

2.3.2.2 Regular user reviews and purchase intention

Another possible source of information regarding products are reviews from regular users, including customers' experiences, evaluations and opinions (Bae & Lee, 2011). Online user reviews are considered as the most powerful recommendations to influence the consumers' buying behavior (Bambauer-Sachse & Mangold, 2011). According to the survey done by Nielsen in 2009, 78% of the customers believed recommendations from those they do not know, and 70% of the global internet users trust online reviews from strangers. This aligns with the rise and popularity of social media, giving users opportunity to share their experiences and express their ideas (Kaplan & Haenlein, 2010). Therefore, knowledge of consumer's reviews has become one of the most effective ways for product promotion in the social media (Choi, Thoeni, & Kroff, 2018).

There are two roles of the user reviews in impacting consumers purchase intention: as an informant to provide supplementary user-generated product information, and as a recommender to convey a positive or negative message of the product (Park, Lee & Han, 2007). User reviews posted by customers who previously have purchased this product are regarded as essential and credible sources of information for the potential consumer (Hu, Liu & Zhang, 2008). Positive reviews could lead to a positive impression about the product's quality, or service offered by the company, generating more persuasiveness for customers to purchase the product (Sia et al., 2009). This finding is also supported by prior research demonstrating that a positive image of a company or its products based on user reviews subsequently leads to a higher level of purchase intention (Kim, Ferrin, & Rao, 2009; See-To & Ho, 2014).

Compared to traditional advertising-generated information which is commercially-oriented, user reviews are considered to be more reliable and credible, contributing to higher persuasiveness (Mangold & Faulds, 2009). Subsequently, user reviews would influence consumer's opinion toward products and their purchase intentions (Gvili & Levy, 2018). Since all consumer purchase behavior involves elements of trust, user reviews can be a positive indicator in affecting customer's decision-making process and predicting the sales of products (Mangold & Faulds, 2009). Consumers tend to trust reviews posted by a regular and actual user more than that posted by influencers (Hazari, Bergiel, & Sethna, 2017; Swant, 2016). Therefore, this research aims to examine how different sources of information influence consumers' purchase intention. Based on the previous discussion, the following hypothesis is presented:

H1: Online reviews from regular users on Weibo will have a more positive effect on consumers' purchase intention than online reviews from social media influencers.

2.4 The mediating role of message credibility

According to Appelman and Sundar (2016), message credibility is "an individual's judgment of the veracity of the content of communication" (p. 63). In other words, message credibility indicates the extent to which the information receiver trusts the content delivered by the sender (Wu & Wang, 2011), and how credible or trustworthy the message itself is perceived (Appelman & Sundar, 2016). The credibility of the message is principally determined by the quality of the arguments stated in the message, and the most salient aspect

of argument quality is the argument strength (Cheung, Luo, Sia, & Chen, 2007). In addition, although secondary to the argument quality, the source that conveys the content can also significantly impact the message credibility (Harkins & Petty, 1987).

To be specific, the argument quality is determined based on whether or not the statement has factual data to form valid and logic reasoning (Hustinx, Enschoot, & Hoeken, 2006). Strong argument is characterized by a “logically sound, defensible and compelling” statement, while a weak argument is “open to skepticism and easily refutable” (Petty, Cacioppo, & Heesacker, 1983, p.435). The missing factual data and the use of circular statement can be considered as a weak argument, which is perceived as low quality (Hustinx et al., 2006). It has been argued that the inclusion of negative arguments in the review can be considered as more factual (Purnawirawan, Eisend, De Pelsmacker, & Dens, 2015). This is in line with Fiske’s (1980) ‘negativity bias’, arguing that negative information stands out more because it is regarded as more trustworthy and reliable.

Although secondary to the argument quality, the source of the message is also positively correlated with the message credibility, especially when that source is considered to be credible and reliable (Eastin, 2006). If the source of the information is widely accepted and respected by the consumers, that source is perceived with high objectivity and trustworthiness (Wathen & Burkell, 2002). Thus, it is more likely for the consumers to trust that message, resulting in high message credibility (Eastin, 2006). This argument is supported by Korotina and Jargalsaikhan (2016), who claim that trustworthiness and honesty of the endorser play an essential role in affecting the message credibility. In the context of influencer marketing, if the product review is posted by a high credible sender, consumers may be more willing to trust the message and more readily engage in consumption (Ling & Liu, 2008). Based on previous findings, reviews from regular customers are perceived as more reliable and factual than reviews from influencers (Mangold & Faulds, 2009; Swant, 2016). Therefore, the following hypothesis is proposed:

H2: Reviews from regular customers on Weibo have a more positive effect on the message credibility than the reviews from influencers.

Message credibility is considered as an important factor in influencing persuasion effectiveness of the message (Hovland & Weiss, 1951), which directly links to the consumers’ evaluation of the message and their attitude towards the product (Ling & Liu, 2008), and subsequently influence consumers’ purchase intention (Solomon, 2009). Modern

marketing literature further argues that the purchase intention is affected by persuasive messages (Lee & Koo, 2015), while the message with strong arguments will be perceived as more persuasive and credible, which consequently yield greater purchase intention (Cheung et al., 2007). In essence, influencer marketing on Weibo can be considered as a form of advertising. Considering the persuasive role of the strong argument (Cheung et al., 2007), the message credibility made in the Weibo posts is crucial for this research, since it could impact the effectiveness of the reviews, thus impacting the purchase intention of consumers. Therefore, the following hypotheses can be drawn from previous researches:

H3: Message credibility positively influences the consumers' purchase intention.

H4: The effect of source of information on purchase intention is mediated by message credibility.

2.5 The moderating role of message sidedness

Message sidedness refers to how a persuasive message is presented (Hastak & Jong-Won, 1990). As one of the main tactics in marketing communication field, message sidedness was operationalized into one-sided (messages that include only positive information) versus two-sided (messages that include both positive and negative information) (Crowley & Hoyer, 1994; Kao, 2011). Researchers have used inoculation theory and attribution theory to explain two-sided advertising effects. Inoculation theory deals with the inclusion of the mild attacking (negative) arguments to get attention and strengthen cognitions, which is considered as a form of two-sided appeal (Etgar & Goodwin, 1982; Crowley & Hoyer, 1994). Attribution theory argues that customers can attribute the advertising either to brand's desire (one-sided) or to the true features of the product (two-sided) (Crowley & Hoyer, 1994). The essence of the attribution theory is to make the advertiser trustworthy, thus strengthening the positive arguments that are associated with the product (Crowley & Hoyer, 1994).

Traditional marketing communication only emphasizes the importance of positive arguments in the messages to impact the consumers' brand attitude, thinking the negative viewpoints in two-sided messages are likely to result in negative evaluations of the brands (Kao, 2011). However, the positive effect of two-sided messages has been confirmed by various previous studies especially in the aspect of marketing persuasion (Filieri, 2016), advertising reliability (Li & Zhan, 2011), message credibility (Crowley & Hoyer, 1994; Li &

Zhan, 2011), product quality (Kao, 2011), brand attitude (Lee & Aaker, 2004; Lin & Shen, 2012), and purchase intentions of advertised products (Lin & Shen, 2012).

In the influencer marketing, the one-sided message refers to having only positive aspects of a product highlighted by an influencer. On the other hand, a two-sided message is applied when both positive and negative aspects of the product are highlighted (De Veirman & Hudders, 2019). In the past years, prior studies have confirmed that the application of two-sided message increased the endorser's credibility in terms of product promotion on Instagram (Huang & Lin 2009; Uribe et al., 2016). In comparison to the positive-only message, the presence of negative arguments of the product may make consumers believe that the influencer is more trustworthy and honest (Eisend, 2007). In this sense, the inclusion of both positive and negative facets helps to support the idea that the influencer is a real customer who tried the product and genuinely wanted to share the experience with others instead of the paid advertiser who only interested in financial compensation (De Veirman & Hudders, 2019). These perceptions of authenticity can enhance the message credibility in terms of the promotional posts (Hwang & Jeong, 2016). Therefore, based on the previous literature, the following hypothesis can be formulated:

H5: A two-sided message on Weibo will have a more positive effect on the message credibility than a one-sided message.

On the other hand, message sidedness also seems to be important for feedback posted by regular customers. As open platforms, social media provide customers chances to be heard by actively involving in brand interactivities (Lipsman, Mudd, Rich, & Bruich, 2012). Both positive and negative feedbacks initiated by regular users about a brand serve as an inseparable component of social media contents, leading to transparency regarding the products (Yoo, 2014). This may affect consumers' purchase intention in the eWOM market (Yoo, 2014). Further, Dehghani and Tumer's (2015) argued that purchase intention is largely influenced by the products' quality and online reviews from other consumers.

A significant portion of prior studies focused on purchase intention being influenced directly by two-sided user reviews. According to Lee and Koo (2012) and Ballantine and Yeung (2015), two-sided user reviews have a more powerful effect on the consumers' purchase intention than that of positive-only reviews, claiming that consumers put more credit in negative aspect particularly when it is outnumbered by positive information. Purnawirawan et al. (2015) confirmed that balanced user reviews, which mention both

negative and positive information of a product, are considered to be more powerful and credible than one-sided reviews. They also concluded that positive user reviews with inclusion of negative aspects are considered as trustworthy as they are assumed to be written by consumers who really used the product, and those balanced product reviews generate the feeling that written reviews are not controlled or censored by the company and that feeling consequently leads to higher credibility (Purnawirawan et al., 2015).

Therefore, this thesis aims at investigating the effect of two-sided messages on message credibility posted by influencers and regular users in the context of Chinese influencer marketing. As stated above, two-sidedness has a positive relationship on purchase intentions in traditional advertising and Western social media (Ballantine & Yeung, 2015; Lee & Koo, 2012; Purnawirawan et al., 2015). If the effect of two-sided messages proved by prior researchers is replicable to Chinese social media platforms, this knowledge could be useful for marketing practices to write more effective posts. The following hypotheses are formulated:

H6: A two-sided message on Weibo will have a more positive effect on consumers' purchase intention than a one-sided message.

H7: The effect of source of information on message credibility is moderated by message sidedness.

H8: The effect of source of information on purchase intention moderated by message sidedness.

2.6 Conceptual research model

Based on the theoretical framework and the hypotheses that have been drawn, a conceptual model has been developed, which can be seen in Figure 2.1.

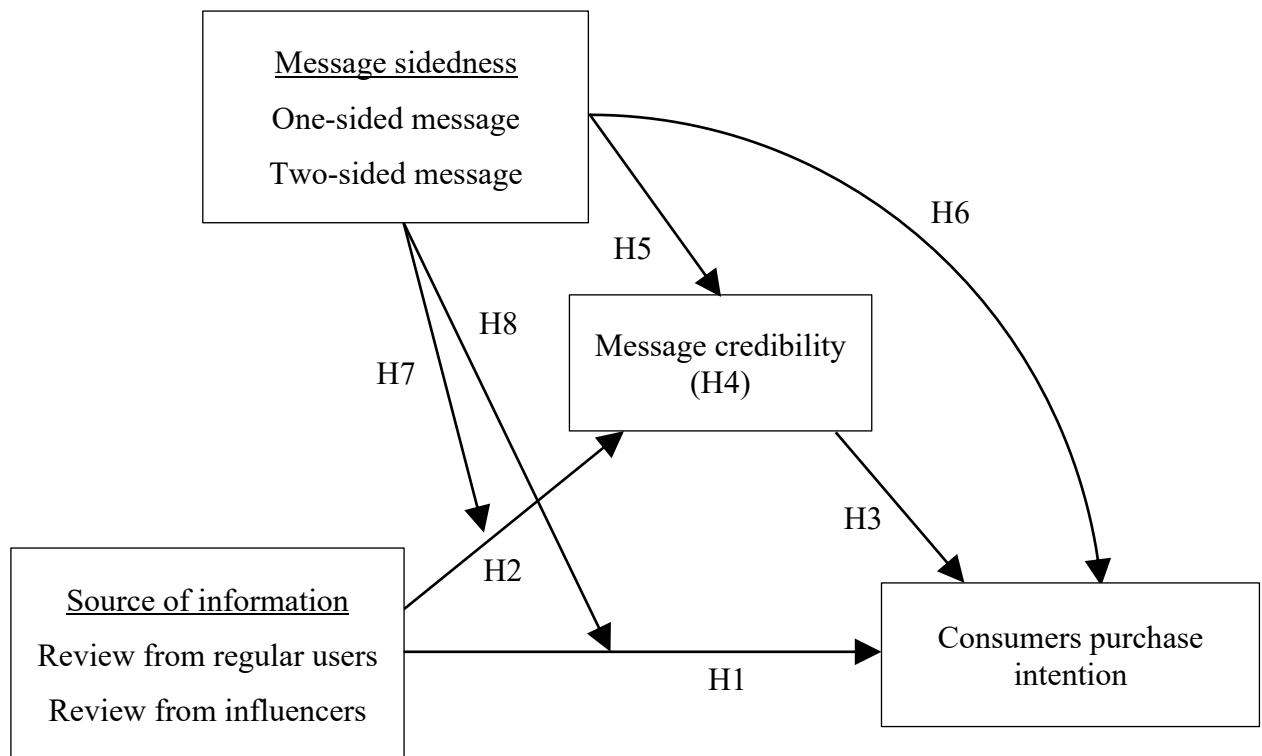


Figure 2.1 Conceptual model

3. Method

In this chapter the research design is elaborated in detail. First, the chosen method and the rationale behind using an experimental design is explained. Then the sampling method, the explanation of the final sample and the method of data collection are discussed. This is followed by the presentation of stimulus materials and a description of the respondents' required actions in the experiment. Here after, a clarification of each variable is given, and it also includes the discussion of selected measurements, control variables and the manipulation checks. Further, the performed data analysis is described, after which this chapter concludes with an explanation of the reliability and the validity of the study.

3.1 Research design

This thesis aims at answering the following research question: to what extent do source of information and message sidedness influence consumers' purchase intentions via message credibility? Since the emphasis of this research is to analyze the causal relations between different variables, a quantitative research method was conducted. In addition, quantitative research is beneficial because quantified data could be statistically approached to measure the effects and investigate the correlations among variables (Fallon, 2016). The basis of formulated hypotheses and conceptual model for this thesis is from prior literature and empirical findings, and these hypotheses drawn from theories could provide potential explanation of a particular phenomenon (Fallon, 2016). Moreover, focusing on analyzing the cause-effect relationship between variables rather than just describing it, the quantitative methods were most suitable to test causality of proposed hypotheses to deduce conclusions (Punch, 2003) and are expected to provide more predictive and analytical results and conclusions (Zhu & Sloan, 2009).

In particular, to measure the association between the independent variables and dependent variables, an experimental study using a 2 (product reviews from influencers vs. product reviews from regular users) x 2 (one-sided message vs. two-sided message) factorial between subjects design was adopted. The experiment was selected because it is considered as the most effective and appropriate method to test the causal relationship between independent variables and dependent variables, and it could be conducted to meet the three conditions of causality, which include empirical relation, exclusion of alternative extraneous reasons and the sequential order of independent variables happening before dependent

variables (Neuman, 2014). Generally speaking, experiments are conducted to test causal relationships by isolating relevant variables and excluding irrelevant ones to predict phenomena from stimuli (Neuman, 2002). By manipulating one or more independent variables, researchers are able to test if they really had an influence on one or more dependent variables or not (Wyner, 1997). In this way, a higher internal validity can be ensured (Trochim, 2006). Furthermore, since the consumers' purchase intention was the main dependent variable in this research, experimental method might be most suitable to examine micro-level theoretical interests with a narrow scope like consumers' attitudes or perceptions (Neuman, 2002).

In this research, the research units are Chinese females aged 18 to 55 years old. In the online experiment, respondents were randomly assigned to one of the four conditions. This experiment including two basic parts: a Weibo post and a questionnaire. This experiment was produced by Qualtrics, a research platform with high credibility which can be accessed freely by the students of the Erasmus University. In the questionnaire, a Weibo post was incorporated because the questions regarding the message credibility and the purchase intention were based on this post. In order to involve more participants and make them feel comfortable in the experiment, the language was translated into Chinese. Afterwards the Chinese version of this questionnaire was translated into English again to see if it could match the original questionnaire. However, due to the different cultural background, Chinese version of post content was modified to suit the Chinese culture, making it closer to the Chinese consumers' lives (please refer to Appendix).

Despite a potentially high drop-out rate, the online experiment seems to be appropriate not only because it is cost- and time-efficient but also because it is easier to distribute to reach more participants in spite of the limitations of geography and space (Birnbaum, 2004; Fricker & Schonlau, 2002). In the beginning of the experiment, the participants were shown a consent form before they started the experiment. This consent form told the respondents that their participation should be fully voluntary, their provided personal details were kept confidential and their shared information was used only for scientific purposes. A cover story presented in the consent form was provided to misinform the participants about the real aim of the experiment.

The experiment then continued with asking general demographic questions, such as gender, age and education, etc. The experimental conditions and independent variables in this research are: 1) the source of information: product reviews either from social media influencers or regular users; 2) message sidedness: either one-sided arguments or two-sided

arguments in the user review. The dependent variable is purchase intention, and the mediator is message credibility. After the respondents were shown a screenshot of a Weibo post corresponding to one of the treatment conditions via their smartphones, tablets and computers, several questions were employed to measure the message credibility and purchase intention.

3.2 Sample

As per Methodological Guidelines Thesis Research (Janssen & Verboord, 2017), at least a total of 120 participants were envisioned, resulting thus in around 30 participants per condition. However, according to Faul, Erdfelder, Buchner and Lang (2009), a powerful analysis of experimental design consisted at least 53 respondents per condition, so the purpose was to recruit at least 214 respondents, who were divided into four groups at random. The sample of this study was Chinese females aged between 18 to 55 years. If a participant did not meet the requirements, he or she was directly dropped out of the experiment. The female consumers were chosen because female users are more likely to buy endorsed products in the social media (Djafarova & Trofimenko, 2018), and females from 18-35 is the target group for most products placed in social media (Campbell, Mohr, & Verlegh, 2013). The minimum age restriction of 18 was determined because the core of the study is purchase intention, and the respondents should have the ability to be responsible for their decisions. The maximum age 55 years old is established, because 84.3% of Weibo users are between 18 and 55 years old (Weibo, 2018). Furthermore, the large age range is chosen in order to recruit more participants. Only fully finished questionnaires were used in the results.

3.2.1 Sampling method and distribution

With regard to sampling, unfortunately, probability sampling was not an optimal choice for this study. This research used a combination of snowball and convenience sampling method. To be specific, the hyperlink of Qualtrics was distributed through the researcher's own network and personal social media platforms such as WeChat and Weibo via private messages and public posts. Participants were asked to fill in the questionnaire and, if possible, share it with friends through their WeChat or Weibo profiles.

3.2.2 Descriptive statistics

Altogether 436 respondents opened the link. However, after cleaning the dataset, only $N = 224$ responses that met the criteria and with valid responses were left. The deleted data included the incomplete responses, respondents who chose not to consent, male respondents, respondents who did not belong to target age group and respondents who never used Weibo. The assignment to the groups was completed automatically by Qualtrics' randomizer, resulting in 25.6% ($n = 57$) of the respondents being in the first group (review from a regular users and one-sided message), 25.1% ($n = 56$) being in the second group (review from an influencer and one-sided message), 25.1% ($n = 56$) being in the third group (review from a regular user and two-sided message) and 24.2% ($n = 54$) being in the fourth group (review from an influencer and two-sided message) (Table 3.1). The age of the participants ranged from 18 to 55 years old ($M = 30.70$, $SD = 9.40$). The majority of the respondents (62.8%) ($n = 140$) had a bachelor's degree, 15.2% ($n = 34$) had a master's degree, 14.8% ($n = 33$) finished high school ($M = 3.97$, $SD = .84$). Weibo usage was measured by asking "For how long you have used Weibo", using a scale of 1 to 4, from 1 being less than one year, 2 being one up to two years, including one year, 3 being two up to three years, including two years to 4 being more than three years, including three years, and 54.7% ($n = 122$) of the respondents have used Weibo for more than three years ($M = 3.05$, $SD = 1.19$). The frequency of Weibo usage everyday was measured by 1 being less than 30 minutes, 2 being 30 minutes to 1 hour, 3 being 1-2 hours and 4 being more than 2 hours. The mean 1.75 ($SD = .95$) indicated that participants generally spent less than 1 hour on Weibo; with 51.1% ($n = 114$) of respondents spending less than 30 minutes on Weibo every day.

Table 3.1 Distribution across experimental groups

Experimental conditions	Number of participants	Percentage
1: Review for a regular user + one-sided	57	25.6%
2: Review from an influencer + one-sided	56	25.1%
3: Review from a regular user + two-sided	56	25.1%
4: Review from an influencer + two-sided	54	24.2%

3.3 Stimulus material

This study used a 2x2 experimental design. Stimulus material for each condition was designed based on Weibo interface. In this research, four posts were created based on 2 sources of information with either a one- or two-sided message. The placed product was a hairdryer from an unknown brand. This chosen product was considered neutral, not something that evokes extreme reaction or need (e.g., products that people would strongly like or hate; or products that people have to buy out of necessity). Weibo posts (one-sided and two-sided messages) of a fictitious influencer and a fictitious regular user were created. A short paragraph was used to introduce this influencer or regular user.

The stimuli used in the experiment are shown in Figures 3.1 to 3.4 (also see in Appendix). The first stimulus consisted of a product review from a regular user with one-sided messages, and the second stimulus consisted of a product review from an influencer with the same one-sided messages. The third stimulus contained a product review from a regular user with two-sided messages, while the fourth stimulus contained a product review from an influencer with the same two-sided messages (Table 3.2). The respondents were randomly distributed to one of the four conditions. This random assignment increased the confidence of the experimental design by ensuring the cases not to differ in a systematic way (Neumam, 2014). In addition, it was unbiased due to its ignorance of participants' personal preference during distribution process (Neuman, 2014). In this way, each condition with different mixture of variable categories was investigated independently, from which conclusions might be made based on the comparison and synthesis of the findings.

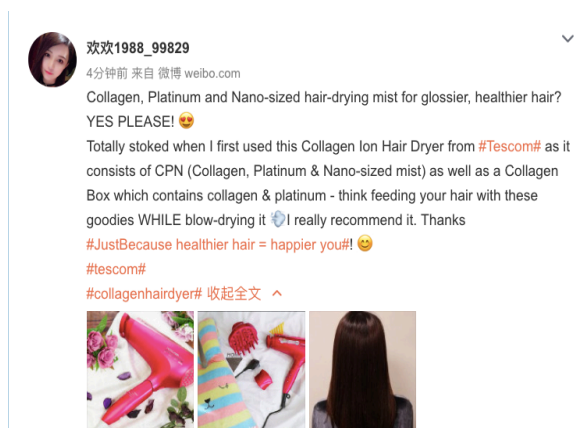


Figure 3.1 - condition 1

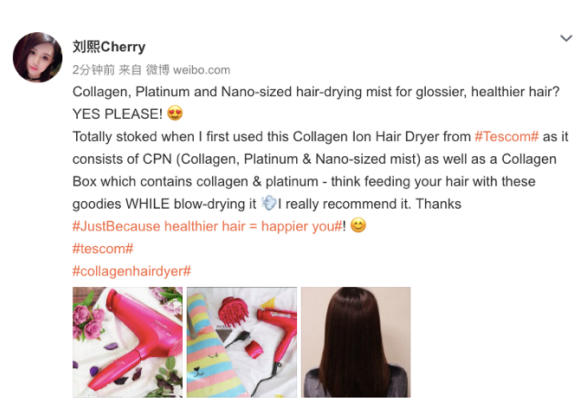


Figure 3.2 - condition 2

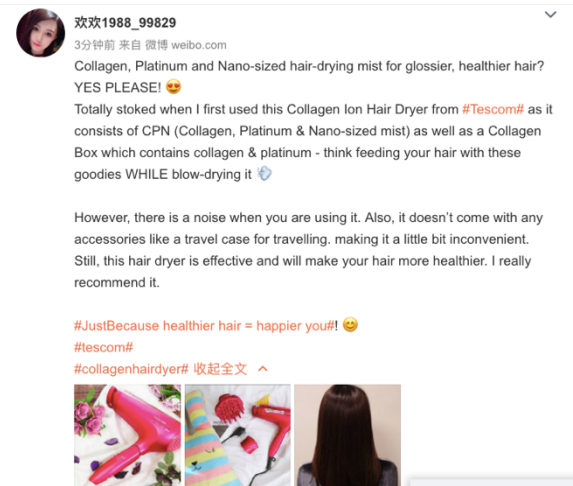


Figure 1.3 - condition 4

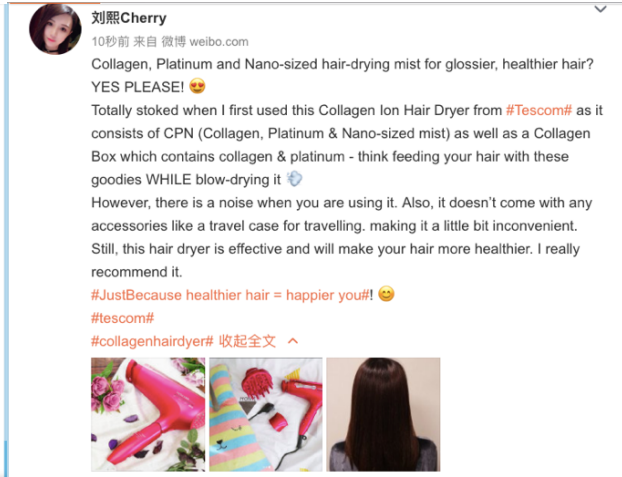


Figure 3.2 - condition 3

Table 3.2: Experimental conditions

Condition	Source of information	Message sidedness
1	Review from a regular user	One-sided
2	Review from an influencer	One-sided
3	Review from a regular user	Two-sided
4	Review from an influencer	Two-sided

3.4 Procedure

Prior to data collection, the pretest was done with purposive sampling by sending this survey to 8 female Weibo users who were selected resembling the target audience of the study, resulting in each condition 2 respondents. The objective of this pretest was to help the researcher to identify any potential problems or misinterpretation of translation hidden in the survey. The respondents were given a link of the survey via WeChat and they are asked to critically assess and comment the appropriateness of the stimuli, the order of the questions, the description, survey navigation, the grammar/spelling and language to give any helpful feedback for improvement. The researcher could also check the manipulations of source of information and message sidedness. After the pretest, a few improvements were made, including a clearer and more detailed instruction, a better and more understandable translation of scales of message credibility and purchase intention, and an automatic timer to ensure respondents spend sufficient time reading the stimuli they were presented with in the post.

After that, the survey was distributed using the online survey tool Qualtrics. The participants need to first answer a demographic questionnaire to see if they fit the criteria of the target group. After exposure to the stimulus material, the selected respondents then had to fill out questions in the survey regarding a manipulation check, message credibility and purchase intention. The variables were measured by validated scales based on previous empirical studies.

3.5 Measurements

3.5.1 Message credibility

In order to examine the credibility of the argument conveyed by the Weibo post, the mediator message credibility was measured based on Beltramini's (1982) TV advertising believability scale, which was consisted of eight items. These items will be measured with a five-point Likert scale (ranging from 1= "strongly disagree" to 5= "strongly agree"), including believable, trustworthy, convincing, credible, reasonable, honest, questionable and authentic. The final measures consisted of an average of eight items. A high score of these items would indicate a high level of message credibility. This scale ($M = 3.23$, $SD = .74$) has been proved to be reliable ($\alpha=.88$) (Table 3.4).

3.5.1.1 Factor analysis of message credibility

After the dataset was cleaned, a factor analysis was performed using SPSS, aiming to describe the dimensionality of the scales used. The first factor analysis was with the items measuring message credibility. Before checking the reliability of the message credibility, the item "questionable" was coded reversely as this item was negatively formulated compared with other items in this scale. The 8 items which were Likert-scale based were entered into factor analysis using Principal Components extraction with Varimax rotation based on Eigenvalues (> 1.00), $KMO = .91$, $\chi^2 (N = 223, 28) = 1247.73$, $p < .001$. The resultant model explained 72.7% of the variance in message credibility. Factor loadings of individual items onto two factors (please refer to Table 3.3). The first component found was labeled "Positive attitude". The factor included 7 items all related to the positive attitude towards the argument made in the post, including whether the statement was honest, trustworthy, reasonable, credible, believable, convincing and authentic, Cronbach's $\alpha=.92$. The second component found was labeled "Negative attitude", which only included one item related to the negative attitude towards the argument made in the post, which was about the statement being the

questionable. As mentioned above, despite the presence of two components, all the 8 items were used under one measure of message credibility.

Table 3.3: Factor and reliability analyses for scales for message credibility (N = 223)

Items	Positive attitude	Negative attitude
I think the review is...		
credible	.44	
convincing	.84	
honest	.88	
authentic	.91	
trustworthy	.93	
reasonable	.89	
believable	.77	
questionable		.97
R^2	.59	.13
Cronbach's α	.92	
Eigenvalue	5.80	1.00

3.5.2 Purchase intention

The scale to measure purchase intention was based on Lepkowska-White, Brashear and Weinberger's (2003) scale of Purchase Intention Toward the Product in the ad. This scale is composed of the following three items: 'If I were looking for this type of product my likelihood of purchasing this product featured in this review would be high', 'If I were to buy this type of product, the probability that I would consider buying the product featured in this review would be high', and 'If I had to buy this type of product, my willingness to buy the product featured in this review would be high'. All items are measured on a five-point Likert Scale ranging from 1= "strongly disagree" to 5= "strongly agree". The final measures consisted of an average of three items. A high score of these items would indicate a high level of purchase intention. This scale ($M = 2.72$, $SD = 1.19$) has been proven to be reliable ($\alpha = .88$) (Table 3.4).

3.5.2.2 Factor analysis of purchase intention

The second factor analysis was with the items measuring purchase intention. Three Likert-scale items were input into factor analysis using Principal Components extraction with Varimax rotation based on Eigenvalues (> 1.00), $KMO = .69$, $\chi^2 (N = 223, 3) = 391.95$, $p < .001$. The resultant model explained 80.6% of the variance in purchase intention. All the items loaded onto one component and this component was labeled Purchase Intention. The subsequent reliability analysis showed that these scales are reliable with Cronbach's $\alpha = .88$ (please refer to Table 3.4).

Table 3.4 Reliability, mean and standard deviation of variables

Variable/Items	Mean	Standard Deviation
Purchase Intention ($\alpha=.88$)	2.72	1.19
If I were looking for this type of product my likelihood of purchasing this product featured in this review would be high.	2.38	1.33
If I were to buy this type of product, the probability that I would consider buying the product featured in this review would be high.	2.63	1.29
If I had to buy this type of product, my willingness to buy the product featured in this review would be high.	2.76	1.36
Message Credibility ($\alpha=.88$)	3.23	0.74
I think the review is credible.	3.09	1.08
I think the review is convincing.	3.38	0.99
I think the review is honest.	3.23	1.11
I think the review is questionable.	3.21	1.08
I think the review is authentic.	3.20	1.11
I think the review is trustworthy.	3.16	1.10
I think the review is reasonable.	3.24	1.05
I think the review is believable.	3.31	1.00

3.5.3 Control variables

An experimental design could be affected by both different characteristics of respondents as well as the presented stimuli, which could consequently influence the experiment's internal validity (Neuman, 2014). Therefore, random assignment was performed to control for participants personal preferences. Most of the possible confounding factors might be controlled by randomly assigning respondents to conditions, other variables were also measured, including education, Weibo usage time and frequency, perceived attractiveness and credibility of the poster.

3.5.4 Manipulation checks

To increase the internal validity of the study, manipulation checks for sources of information and message sidedness were implemented, aiming to promote the measurement validity of the mediator and dependent variable. The purpose of these checks was to guarantee that each condition's variables were operated as planned to eliminate possible threats to internal validity (Neuman, 2014). For each condition with the presence of message sidedness, respondents were asked with the manipulation check question "The recommendation of this hair dryer is" with the answer categories of negative only, positive only and both. To check whether the respondents perceived the poster as being in influencer or a regular user, the question "How would you describe the person in the post you saw" was developed with the answer categories of an influencer, a regular user or other.

3.6 Analysis

The data collection was from 30th of April until 13th of May. The collected data from Qualtrics was loaded to SPSS for analysis. After data cleaning, descriptive statistics data analysis was performed. After this, Hayes PROCESS was performed to test all the hypotheses including mediation and moderating effects in the model. According to Hayes (2012), when using regression-based analyses, PROCESS provides "many of the capabilities of existing programs and tools while expanding the number and complexity of models that combine moderation and mediation, all in a single, easy-to-use command or (for SPSS) point-and-click interface" (p.11). This model-testing simplified the analysis of implementation of mediation and moderation, which was helpful to examine the joint effects of moderated mediation model (Hayes, 2012). In this thesis, PROCESS model 4 (Figure 3.5) was first used for a simple mediation to test the mediation model (without moderator) and specifically test

H1, H2, H3 and H4; after which, model 8 (Figure 3.6) was used to test for the moderated mediation model, specifically testing H5, H6, H7 and H8. Finally, additional analyses were conducted to test each hypothesis on a piecemeal basis by using two-way ANOVA, without taking into account the entire model. Based on the previous hypotheses, X was the source of the information, Y was the purchase intention, M was the message credibility as a mediator, and W was the message sidedness as a moderator.

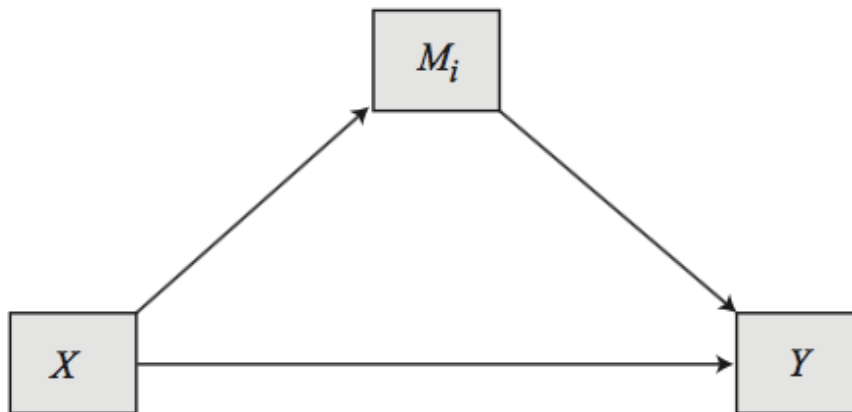


Figure 3.5 Conceptual diagram of PROCESS model 4 - Simple mediation

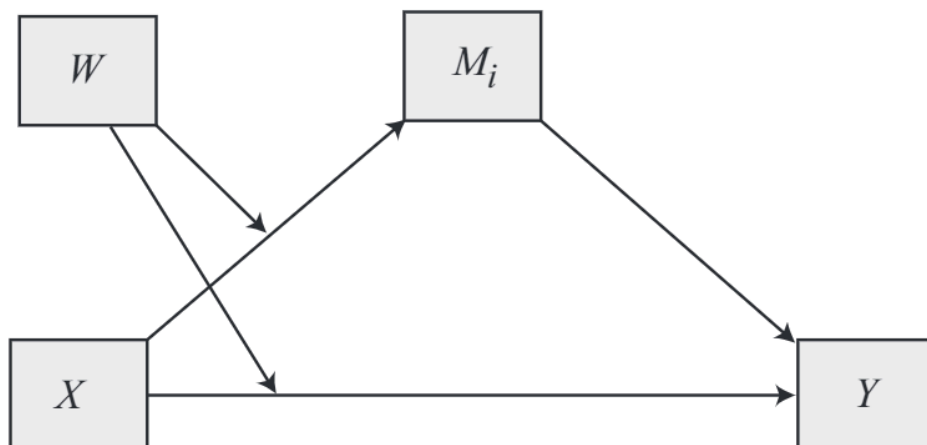


Figure 3.6 Conceptual diagram of PROCESS model 8 - Moderated Mediation Model

3.7 Reliability and Validity

Although every research had limitations to achieve perfect reliability and validity, some actions could be taken for enhancing the reliability and validity of this study. According to Muijs (2011), reliability referred to how much the statistical results were absent from

measurement error. The reliability issue was addressed by a detailed explanation of research design and a complete introduction of how scales were adopted from previous literature, whose reliability has been confirmed by their previous use and testing. Besides, the reliability was further ensured by a positive results of reliability analysis mentioned above. In addition, using PROCESS was beneficial to higher reliability of the results because this model implemented a heteroscedasticity consistent standard error estimator (Hayes, 2012), which would help to decrease the bias of sample size, thus strengthening the moderated mediation examination's reliability (Long & Ervin, 2000). Last, external reliability was enhanced due to an almost exact real-life setting of the online experiment, which was easier for researchers to control and repeat.

On the other hand, validity refers to how much the study measures what it is planned to measure (Kumar, 2011). The fact that the use of scales has been already tested and validated would help to guarantee the validity of this study. The operationalization of adopted scales based on previous literature, and the use of various items of those scales guaranteed that a scale was grounded on a wide choice of content forming the theoretical definition. Besides, the scales that were used were 5-point Likert, which had a broad range, without forcing the respondents to the specific answers, thus strengthening the validity of the research (Neuman, 2014). Furthermore, the manipulation checks were incorporated to ensure the effect on the dependent variable was only, or at least, largely due to the existence of independent variables, trying to exclude the possible exogenous reasons impacting the results, which would consequently lead to a higher validity (Kumar, 2011).

4. Results

This chapter elaborates the results through the analysis of collected data. This chapter begins with a manipulation check analysis and subsequently the report of results of hypotheses testing. These findings are essential to give more insights to the research topic, which can be integrated back to the theoretical context in the next chapter.

4.1 Manipulation check results

A manipulation check was performed by including two manipulation check questions in the survey for all respondent, through which it measured if the participants realized the manipulated stimuli. The first question was asked if the respondent saw the poster as a regular user, an influencer or other. The second question asked if the arguments made in the post were positive, negative or both. Chi-square tests in SPSS were used to test the association between two variables.

The first manipulation question asked if the participants were aware of the type of the poster: ‘How would you describe the person you saw in the post?’ with 1 being an influencer, 2 being a regular customer and 3 being other. According to the calculated Pearson’s chi-square test, a significant interaction is found, $\chi^2 (N = 223, 6) = 39.66, p < .001$. The respondents that were shown the post from a regular user ($n = 113$) were more likely to having noticed the manipulated stimuli that the post was published by a regular user (58.4%), while others either chose from an influencer (33.6%) or other (8.0%). In the conditions where the respondents were shown the post from an influencer ($n = 110$), most of the them in these conditions chose the option of the poster being an influencer (73.6%), over the poster being a regular user (20.0%) or other (6.4%). According to the results of the first manipulation check, the respondents in the manipulated conditions, where they saw the post from a regular user, were largely aware that the poster was a regular customer. Respondents from the conditions that were shown the influencer’s post, most of them realized that the poster was an influencer.

The second manipulation question checked if the participants were aware of the arguments made in the post, with the question ‘The recommendation of this hair dryer is’ with 1 being negative only, 2 being positive only and 3 being both. The Pearson’s chi-square test showed a significant interaction between both variables, $\chi^2 (N = 223, 6) = 72.02, p < .001$. Respondents that were shown only positive reviews (one-sided) ($n = 113$), mostly

chose positive (77.9%), while others chose negative (4.5%) or both (17.7%). The same trend was seen with the respondents that were shown the review with inclusion of both positive and negative arguments (two-sided) ($n = 110$), where the majority of the respondents chose both (71.8%), and some respondents chose negative (5.5%) or positive (22.7%). According to the results from the second manipulation check, as expected, participants from different conditions were aware of the argument in the shown post. The respondents that were shown the positive-only review largely chose the positive option and the same is found with those who were shown the two-sided review, where both was a mostly chosen option.

4.2 Hypotheses testing

The results of the eight hypotheses as well as the conducted tests were discussed in this section. Using SPSS and its installed add-on PROCESS model 4 and model 8 (Hayes, 2019), this section provided a thorough analysis of the obtained data from Qualtrics to test hypotheses. The mediated analysis was first tested by using model 4 to see if there was a mediation effect and describe the simplest form of the conceptual model. The moderated mediation was examined afterwards by using model 8 to test the moderated mediation model. For the PROCESS tests, a bootstrap of 1,000 samples is used with a default generation of biased-corrected estimates a confidence interval of 95% (Hayes, 2012). Then two-way ANOVA was conducted to test the relationship between independent variables and dependent variables separately.

4.2.1 Testing the simple mediation model: the effect of different sources of information on purchase intention via message credibility

The first four hypotheses were tested using PROCESS model 4 for simple mediation analysis, which followed Baron and Kenny's (1986) traditional mediation analysis conditions. They proposed that four subsequent criteria should be fulfilled for a mediation: first, there was a significant effect of the independent variable X and the dependent variable Y (Baron & Kenny, 1986), identified as path c by Hayes (2017). Second, there was a significant effect between independent variable X and the mediating variable (M_i) (Baron & Kenny, 1986), which was denoted as path a (Hayes, 2017). Third, the effect between mediator M_i and dependent variable Y was significant (Baron & Kenny, 1986), which represented as path b (Hayes, 2017). Finally, the effect of the independent variable X on the dependent variable Y was reduced in magnitude when the mediator M_i was present in the

model (Baron & Kenny, 1986), which was considered as path c' (Hayes, 2017). In this model ($N = 223$), independent variable X was the source of information with 1 being a regular user and 2 being an influencer, Y was the purchase intention and M_i was the message credibility.

The first hypothesis expected that the product review from a regular user would lead to a higher purchase intention than the review from an influencer, which was the first condition for the mediation analysis. In order to verify the first condition, the regression analysis of the total effect model was used. The analysis (Table 4.1) showed that the model was significant, $F(1, 221) = 12.18, p = .001, R^2 = .05$, which meant a weak predictive power as only 5% of the variance could be explained by the source of information. However, the analysis showed that the source of information is a significant direct predictor of the purchase intention, $b = -.54, t(221) = -3.49, p = .001, 95\% \text{ CI } [-.85, -.24]$, indicating that the direct effect of source influencer (scored 2) resulted in lower purchase intention than source regular user (scored 1). Hence, the first criterion was met. Since the first condition (path c) was statistically significant, it also represented that H1 was supported.

The second hypothesis assumed that the product review from a regular user would lead to a higher message credibility than the review from an influencer, which met the second criterium of the mediation analysis, stating a significant effect of independent variable source of information on mediator message credibility (path a). By assessing the results of the regression model indicating message credibility as the outcome (Table 4.1), the model was found to be significant, $F(1, 221) = 6.31, p = .013, R^2 = .03$, which suggested a weak predictive power as only 3% of the variance could be explained. Source was found to be a significant predictor of message credibility, $b = -.25, t(221) = -2.51, p = .013, 95\% \text{ CI } [-.44, -.05]$, indicating that the influencer resulted in lower message credibility than the regular user. Hence, the second criterion was met for a mediation analysis, and H2 was also supported.

The third hypothesis expected that message credibility is positively correlated with purchase intention, which fulfilled the third criteria of a significant effect of the mediator message credibility on the dependent variable purchase intention (path b). The regression analysis for the model indicates that purchase intention is the outcome and message credibility as one of the variables being evaluated. This model (Table 4.1) was found to be significant $F(2, 220) = 67.19, p < .001, R^2 = .38$. The model revealed a moderate predictive power with 38% of the variance could be explained. Message credibility was shown to be a significant predictor of purchase intention, $b = .93, t(220) = 10.76, p < .001, 95\% \text{ CI } [.76, 1.10]$, meaning that when message credibility was increased by one unit, purchase intention

would increase by .93 unit, indicating a higher purchase intention with more credible message. Again, the third criterion was met, and H3 was supported.

The fourth hypothesis stated that the effect of source of information on purchase intention is mediated by message credibility, which meant the effect of the independent variable source of information on the dependent variable purchase intention was reduced in magnitude when the mediator message credibility (path c') was included (Table 4.1). This was also the last condition for the mediation analysis. The results of the regression model show that also this model was found to be significant, $F(2, 220) = 67.19, p < .001, R^2 = .38$. However, the effect of source of information on purchase intention was reduced, $b = -.31, t(220) = -2.45, p = .015, 95\% \text{ CI } [-.57, -.06]$. Therefore, the fourth condition was satisfied, which meant that message credibility mediated the effect of source of information on purchase intention. Thus, H4 is supported.

Table 4.1 Mediation analysis of message credibility on purchase intention

	<i>b</i>	<i>SE</i>	<i>t</i>	<i>p</i>	CI (lower)	CI (upper)
Outcome: Purchase intention (path c)						
Source of information	-.54**	.16	-3.49	.001	-.85	-.24
Outcome: Message credibility (path a)						
Source of information	-.25*	.10	-2.51	.013	-.44	-.05
Outcome: Purchase intention (path b & c')						
Source of information	-.31*	.13	-2.45	.015	-.57	-.06
Message credibility	.93***	.09	10.76	.000	.76	1.10
Significance level: * $p < .05$, ** $p < .01$, *** $p < .001$						

4.2.2 Testing the moderated mediation model

The moderating effect of message sidedness in the mediation model was tested. H5 hypothesized a two-sided message on Weibo has a more positive effect on the message credibility than a one-sided message. H6 hypothesized that a two-sided message on Weibo has a more positive effect on consumers' purchase intention than a one-sided message. H7 hypothesized that the effect of source of information on message credibility is moderated by

message sidedness. H8 hypothesized that the effect of source of information on purchase intention moderated by message sidedness. To test the moderating effects on the mediated relationship, model 8 of PROCESS macro was employed.

For this model, the independent variable X, mediating variable Mi and the dependent variable Y were the same variables as shown in model 4, with source of information being X, purchase intention being Y and message credibility being Mi. W indicated the moderating variables in the model, representing message sidedness, with 1 being one-sided and 2 being two-sided. Table 4.2 summarized the regression results of the moderated mediation model on message sidedness.

To determine the effects of message sidedness on message credibility, the results of the regression model was examined (see table 4.2). The result showed that the overall model was significant $F(3, 219) = 6.98, p < .001, R^2 = .09$. The resultant model revealed a weak predictive power with only 9% of the variance could be explained. Message sidedness was found to be a significant predictor of message credibility, $b = .97, t(219) = 3.22, p = .002$, 95% CI [.38, 1.56], indicating that two-sided message (scored 2) resulted in higher message credibility than one-sided message (scored 1). Thus, H5 is supported.

To test H6, the results of the regression model directed towards purchase intention was examined (see table 4.2). The overall model was found to be significant $F(4, 218) = 48.18, R^2 = .47, p < .001$. The resultant model revealed a moderate predictive power with 47% of the variance could be explained. Message sidedness was found to be a significant predictor of purchase intention, $b = -1.58, t(218) = -4.17, p < .001$, 95% CI [-2.32, -.83], indicating that two-sided message (scored 2) resulted in lower purchase intention than one-sided message (scored 1). Thus, H6 is rejected.

For the moderating effects of message sidedness on source of information and message credibility, the results of the regression model were examined (see table 4.2). With the moderator (message sidedness) included in the model, the source of review no longer impacted credibility, $b = .45, t(219) = 1.49, p = .137$, 95% CI [-.14, 1.04]. Two-sided message increased credibility, $b = .97, t(219) = 3.22, p = .002$, 95% CI [.38, 1.56]. There was an interaction effect, $b = -0.46, t(219) = -2.43, p = .016$, 95% CI [-.84, -.09], which meant that the impact of source on credibility was moderated by sidedness; such that when the message is two-sided (level 2 in conditional effects), a user reviewer had a higher message credibility than an influencer reviewer only when the review is two-sided, $b = -0.48, t(219) = -3.54, p = .001$, 95% CI [-.75, -.21]. However, when the review is one-sided, user and influencer did not differ in terms of effect on message credibility, $b = -0.02, t(219) = -.12, p$

= .905, 95% CI [-.28, .25]. Therefore, message sidedness had a moderating effect on message credibility due to a significant p-value. This is in line of the hypothesis, but it was only significant under the condition of two-sided messages, and as such H7 is partially supported.

For the moderating effects of message sidedness on source of information and purchase intention, the results of the regression model with purchase intention as outcome was examined (see table 4.2). With the moderator included in the model, the source of review had a direct effect on purchase intention, such that user review had a higher effect on purchase intention than influencer review, $b = -1.19$, $t(218) = -3.22$, $p = .002$, 95% CI [-1.93, -.46]. Message credibility had a direct positive effect on purchase intention, $b = 1.05$, $t(218) = 12.67$, $p < .001$, 95% CI [.89, 1.22]. In terms of message sidedness, a one-sided review increased purchase intention, $b = -1.58$, $t(218) = -4.17$, $p < .001$, 95% CI [-2.32, -.83]. There was an interaction effect, $b = .61$, $t(218) = 2.56$, $p = .011$, 95% CI [.14, 1.08]. When looking at the conditional effect results (without mediation effect), a user reviewer had a higher impact on purchase intention than an influencer only when the review is one-sided, $b = -.59$, $t(218) = -3.56$, $p < .001$, 95% CI [-.91, -.26]. When the review is two-sided, user and influencer did not differ in terms of impact on purchase intention, $b = .02$, $t(218) = .12$, $p = .901$, 95% CI [-.32, .36]. When taking the mediator into consideration by looking at the conditional indirect effect, user review, compared to influencer review, had a higher effect on purchase intention via message credibility only when the review is two-sided ($b = -0.51$, 95% CI [-.80, -.23]). Hence, it could be concluded that message sidedness had a moderating effect on purchase intention, but it worked under specific conditions. Therefore, H8 was partially supported.

Table 4.2 Moderated mediation model

	<i>b</i>	<i>SE</i>	<i>t</i>	<i>p</i>	CI (lower)	CI (upper)
<u>Outcome: Message credibility</u>						
Source of information (X)	.45	.30	1.49	.137	-.14	1.04
Message sidedness (W)	.97**	.30	3.22	.002	.38	1.56
X * W	-.46*	.19	-2.43	.016	-.84	-.09
Conditional effects						
One-sided message (1)	-.02	.13	-.12	.905	-.28	.25
Two-sided message (2)	-.48**	.14	-3.54	.001	-.75	-.21

Outcome: Purchase

intention

Source of information (X)	-1.19**	.37	-3.22	.002	-1.93	-.46
Message credibility (M)	1.05***	.08	12.67	.000	.89	1.21
Message sidedness (W)	-1.58***	.38	-4.17	.000	-2.32	-.83
X * W	.61*	.24	2.56	.011	.14	1.08

Conditional effects

One-sided message (1)	-.59***	.16	-3.56	.000	-.91	-.26
Two-sided message (2)	.02	.17	.12	.901	-.32	.36

Conditional indirect

effect

One-sided message (1)	-.02	.14			-.29	.28
Two-sided message (2)	-.51	.14			-.80	-.23
Index of moderated	-.49	.21			-.92	-.10

mediation

Note: X*W: Interaction between source and message sidedness, i.e. moderation of message sidedness.

Significance levels: * $p < .05$, ** $p < .01$, *** $p < .001$

4.3 Additional analysis

The previous analyses conducted using Hayes' PROCESS provide a test for the mediation and the moderated mediation models. Additional analyses were conducted to test each hypothesis on a piecemeal basis, without taking into account the entire model. The results of these additional analyses are discussed below.

4.3.1 Effects of source of information and message sidedness on message credibility (H2, H5)

In order to test the effect of source of information and message sidedness on dependent variable, message credibility, two-way ANOVA was conducted. The test subjects who viewed the product review from a regular user considered the message with higher credibility ($M = 3.36$, $SD = .07$) than the respondents viewed the product review from an influencer ($M = 3.11$, $SD = .07$). The respondents who viewed the two-sided product review considered the message with higher credibility ($M = 3.37$, $SD = .07$) than the respondents

viewed the one-sided product review ($M = 3.10$, $SD = .07$). A two-way analysis of variance was performed in which effects of source of information in connection with the effects of message sidedness were examined.

It was interesting to find that the source of information had a significant, moderate effect on the participants' attitude toward the message credibility, $F(1, 219) = 6.76$, $p = .010$, $\eta^2 = 0.30$, and there was also a significant and moderate effect of message sidedness on participants' attitude toward the message credibility, $F(1, 219) = 8.16$, $p = .005$, $\eta^2 = 0.36$. Furthermore, a significant but weak interaction effect was found between source of information and message sidedness, $F(1, 219) = 5.92$, $p = 0.016$, $\eta^2 = 0.26$. Therefore, the product review from a regular user would lead to a higher message credibility than the review from an influencer, and a two-sided message has a more positive effect on the message credibility than a one-sided message, both H2 and H5 were supported.

4.3.2 Effects of source of information and message sidedness on purchase intention (H1, H6)

In order to test the effect of source of information and message sidedness on dependent variable, purchase intention, another two-way ANOVA was conducted. The test subjects who viewed the product review from a regular user had a higher purchase intention ($M = 2.99$, $SD = 1.15$) than the respondents who were shown the product review from an influencer ($M = 2.45$, $SD = 1.18$). However, the respondents who viewed the one-sided product review had a higher purchase intention ($M = 2.91$, $SD = 1.13$) than the respondents who viewed the two-sided product review ($M = 2.53$, $SD = 1.22$). A two-way analysis of variance was performed in which effects of source of information in connection with the effects of message sidedness were examined.

In addition, the source of information had a significant but very weak effect on the participants' purchase intention, $F(1, 219) = 12.45$, $p = .010$, $\eta^2 = 0.05$, and there was also a significant but also very weak effect of message sidedness on participants' purchase intention, $F(1, 219) = 5.99$, $p = .015$, $\eta^2 = 0.03$. Furthermore, a non-significant effect was found between source of information and message sidedness, $F(1, 219) = .15$, $p = 0.698$, $\eta^2 = .00$. Therefore, the product review from a regular user would lead to a higher purchase intention than the review from an influencer, and H1 was supported. However, a one-sided message has a more positive effect on the purchase intention than a two-sided message, and H6 was rejected.

4.4 Summary of statistics results and hypothesis testing results

By combining all results of 8 hypotheses, figure 4.1 showed an overview of the conceptual framework with all the path coefficients and significance level. Table 4.3 also presented a summary of the hypothesis testing results.

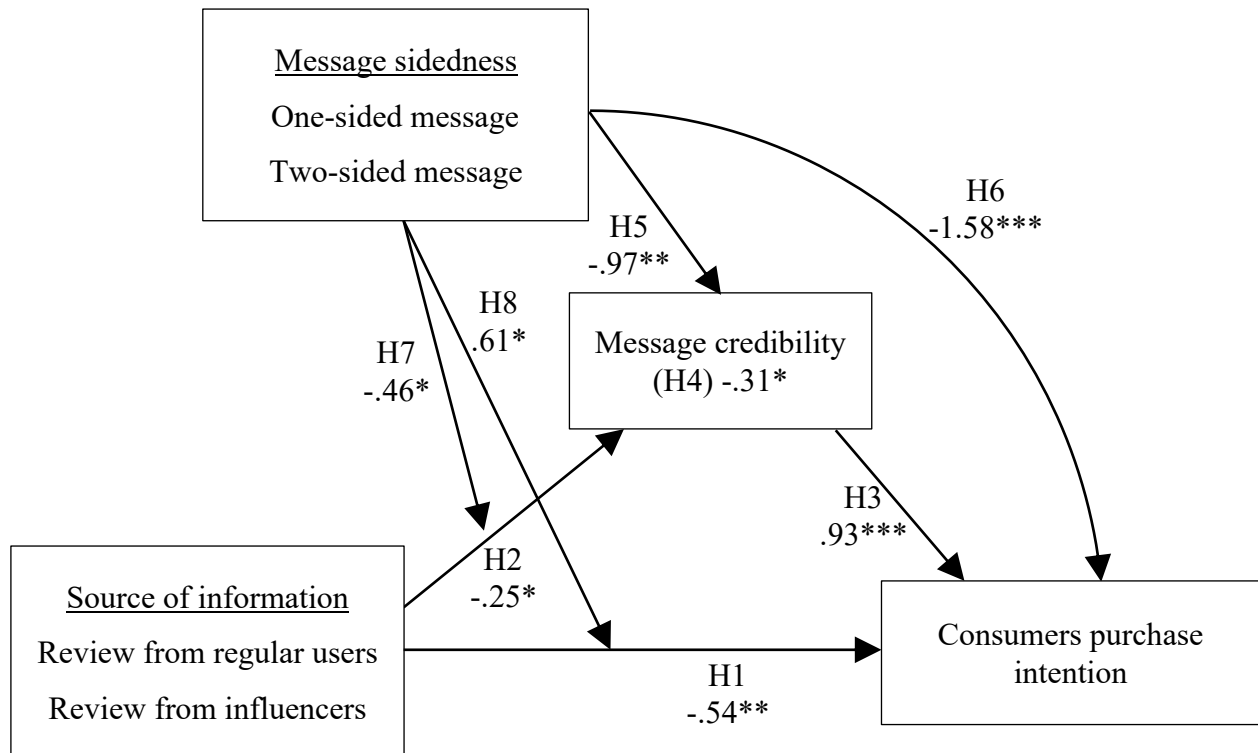


Figure 4.1 Conceptual framework with path coefficients and significance level

Table 4.3 An overview of the hypothesis testing results

Hypothesis	Outcome
H1	Supported
H2	Supported
H3	Supported
H4	Supported
H5	Supported
H6	Rejected
H7	Partially supported
H8	Partially supported

5. Conclusion

With proliferation of social media, traditional advertising is getting less effective, forcing marketers to adapt to new trends to better convince potential consumers through new marketing practices. Influencer marketing has gained popularity among companies through effective collaboration by integrating into user reviews. However, there is limited research on the comparison between the effectiveness of influencers' reviews and regular user reviews, particularly in the context of Chinese social media. Therefore, this study examines the effect of different sources of reviews and message sidedness of content creation on consumers' purchase intention through an online experiment, aiming to answer the following research question: *To what extent do sources of information and message sidedness influence consumer's purchase intentions on Weibo via message credibility?* This section further interprets the results presented in the previous chapter. After this, the theoretical implications as well as societal implications are elaborated. Then, the limitations of this research are discussed and lastly, this section concludes with suggestions for further research.

5.1 Summary of findings

The first hypothesis expected that the product review from a regular user would lead to a higher purchase intention than the product review from an influencer, which was supported by the analysis of the experimental data. Also, this finding supported previous scholars such as Wei and Lu (2013) and Verhellen et al. (2013) that the recommendation of influencers did not increase purchase intention because consumers already assumed that they were paid to write the reviews. This finding was further aligned with Abidin and Ots (2015), who claimed that influencers' reviews were predesigned by brands, resulting in a lower trust in those recommendations. In addition, Wang, Chen, Chan and Zheng (2000) found that Chinese consumers put stronger emotions and more hedonic values for familiar brands; for unfamiliar brands, they emphasize more on the utilitarian aspects. In this study, the hairdryer used in the experiment was from an unfamiliar brand, thus it was expected that the test subject would emphasize more on the utilitarian values. For consumers who have utilitarian orientation, they rely more on the actual and regular users, and trust plays a positive and significant role in influencing consumers' purchase intention (Hazari, Bergiel, & Sethna, 2017).

The second hypothesis stated that the product review from a regular user would lead to higher message credibility than the review from an influencer. This was also supported by the analysis of findings. According to Wathen and Burkell (2002), source of the message has a significant effect on consumers' perception of credibility of reviews. Again, when consumers focus on the utilitarian aspects of the products, they are goal-oriented and rational, and they are more likely to trust a reliable source of the message (Salvaneschi, Proksch, Amann, Nadi, & Mezini, 2017). When a source is considered as reliable and trustworthy, the message is likely to be perceived as more credible (Eastin, 2006; Newhagen & Nass, 1988). Regular users are considered as an actual user of the product, and their reviews are considered as a true sharing of experience with high credibility (Hu et al., 2008). This finding further strengthened the argument by Korotina and Jargalsaikhan (2016), who argue that regular users are perceived as a trustworthy source, and trustworthiness and honesty of the endorser play an essential role in affecting the message credibility.

The third hypothesis expected that there was a positive relationship between message credibility and purchase intention. With the support of previous literature, this hypothesis proposed that a more credible message led to higher purchase intention, which was confirmed by the analysis of findings. This was in line with previous research demonstrating the positive correlation between message credibility and purchase intention (Cheung et al., 2007; Lee & Koo, 2015; Solomon, 2009). A credible message is likely to yield positive attitude toward the product, which accounts for a high level of purchase intention (Ajzen, 1991). Furthermore, the target audience for this thesis was female Weibo users. It has been confirmed that female social media users put higher acceptance of credible reviews, and they are more likely to use credible eWOM to make purchasing decisions (Fan & Miao, 2012).

The fourth hypothesis stated that message credibility mediated the effect of source of information on purchase intention. By the fulfillment of Baron and Kenny's (1986) four conditions for mediation analysis, the findings showed H4 was also supported. This finding was also in line with the argument by Shuqair, Cragg, Zaidan and Mitchell (2016), who claimed that the eWOM was effective only if the message was perceived as credible.

The fifth hypothesis hypothesized a two-sided message on Weibo has a more positive effect on the message credibility than a one-sided message. This hypothesis was supported by the analysis of the data. The result further aligned with the finding of Hwang and Jeong (2016) and De Veirman and Hudders (2019), who state that the inclusion of both positive and negative facets would lead to a perception of authenticity of influencers, and this perception would enhance the message credibility. In consumers' eyes, every product has merits and

demerits. Hence, the review including both sides can be considered as an indicator of credibility (Li & Zhan, 2011). When reviews cover both facets of the product, it would leave consumers perception of the completeness of the message, making this review more credible (Cheung, Luo, Sia & Chen, 2009). Especially in social environment, where the positive reviews outnumber negative ones, an inclusion of even a little bit of negative information makes the message more credible, because this slight amount of negativity makes the argument stronger with increased quality (Fiske, 1980; Kanouse & Hanson, 1972). Moreover, this result further reinforced the established inoculation theory (Crowley & Hoyer, 1994; Etgar & Goodwin, 1982) and attribution theory (Crowley & Hoyer, 1994) to confirm that two-sided message makes the message receiver less skeptical and therefore increases the message credibility.

The sixth hypothesis assumed that a two-sided message on Weibo has a more positive effect on consumers' purchase intention than a one-sided message. The analysis of the findings did not support H6, indicating two-sided message resulted in lower purchase intention than a one-sided message. This finding was not in line with the arguments that two-sided user reviews have a stronger influence on the consumers' purchase intention than that of positive-only reviews (Ballantine & Yeung, 2015; Lee & Koo, 2012; Purnawirawan et al., 2015). A possible explanation for this might lie in the fact that the negative viewpoints in two-sided messages were likely to lead to negative evaluations of the brands, thus resulting in lower purchase intention (Chiou & Cheng 2003). Various researches have shown that eWOM was more sensitive to negative information compared to positive information (Herr, Kardes & Kim, 1991; Skowronski & Carston, 1989). The negative information in eWOM messages that was present in two-sided messages, was linked by consumers to low-quality and had a more significant influence on the decision making than positive information (Bone, 1995; Chiou & Cheng 2003; Fiske 1980; Herr, Kardes, & Kim, 1991). The positive information in two-sided messages did not compensate for this effect, because positive information did not contribute to a perception of products as high-quality since a low-quality product could also have some positive attributes (Herr et al. 1991; Skowronski & Carlston, 1989). Negative information might have a bigger influence than positive information for the purchase intentions and trustworthiness (Bone, 1995; Herr, Kardes & Kim, 1991). Especially for utilitarian-oriented consumers, the negative information outweighed the positive information since there is a risk that the functionality of the products is affected (Sen & Lerman, 2007). They are more likely to take negative information seriously to avoid potential risks (Fiske, 1980). Another possible explanation for the findings might be caused by the unclear

information presented in the two-sided posts, and this ambiguous information could result in lower persuasiveness among consumers, accounting for low level of purchase intention (Doh & Hwang, 2009).

The seventh hypothesis anticipated that the effect of source of information on message credibility is moderated by message sidedness. This hypothesis was partially supported, because a user review had a higher message credibility than an influencer review only when the review is two-sided. When the review is one-sided, user and influencer did not differ in terms of effect on message credibility. This finding confirmed with H2 when the message is two-sided and therefore was only partially supported. This might be caused by the fact that the two-sided messages, in general, are perceived as more credible than one-sided messages (De Veirman & Hudders, 2019; Hwang & Jeong, 2016). It has been confirmed that the negative information in a two-sided message resulted in higher message credibility (Bohner et al., 2003), and consumers have a psychological tendency to link the unfavorable information to the perceived message credibility (Chen & Lurie, 2013). The counter normative nature of negative reviews makes consumers focus more on the source and product itself, considering a user review as more credible (Chen & Lurie, 2013). In addition, the combination of the negative review with credible source is proved to have a greater impact on consumer's perception of message credibility (Sony, Tekle, & Christopher, 2012). However, when the review is one-sided, user and influencer did not differ in terms of effect on message credibility. A possible explanation is that consumers believe that positive-only reviews are more likely to be manipulated and unreliable (Filieri, 2016). The source plays no role when consumers already assume that the message is untrustworthy.

H8 hypothesized that the effect of source of information on purchase intention was moderated by message sidedness. The analysis of data revealed a significant moderating effect on message sidedness under the condition of a one-sided message. This hypothesis was again only partially supported, because a user reviewer had a higher impact on purchase intention than an influencer only when the review is one-sided. When the review is two-sided, user and influencer did not differ in terms of impact on purchase intention. This finding confirmed with H1 when the message was one-sided and therefore only partially supported. A possible explanation could be that positive reviews are perceived to be more persuasive than negative reviews especially when consumers associate reviews with promotional consumption goals (Filieri, 2016; Zhang, Craciun, & Shin, 2010). In this research, the questions to measure purchase intention makes consumers more likely to relate this review for promotional purpose, therefore, they gave more weight to the positive

information to achieve desirable outcomes. As mentioned above, Chinese consumers are more utilitarian-oriented for unfamiliar brands (Wang et al., 2000). For them, positive information would be more effective in delivering function-related message to match their goal-oriented consumption behavior (Lin & Shen, 2012). When utilitarian value is highlighted, positive information is likely to yield a more positive attitude toward the product, resulting a higher level of purchase intention (Lee & Aaker, 2004; Lin & Shen, 2012). With a high level of purchase intention, utilitarian-oriented consumers are more likely to take other factors into consideration (Salvaneschi et al., 2017). For instance, they would look for a detailed product information and compare the source of information to make a rational choice (Salvaneschi et al., 2017). Therefore, source plays a significant role to impact their purchase intention, which can be explained by H1. However, when the review is two-sided, user and influencer did not differ in terms of impact on purchase intention. A possible explanation for this could be that if the review is two-sided, the negative information leaves consumers an impression of low quality of the product, which cannot be accepted by utilitarian-oriented consumers (Salvaneschi et al., 2017; Sen & Lerman, 2007). Therefore, they are less likely to purchase this product in order to avoid potential risks no matter what the source is.

To conclude, it is essential to go back to answer the research question. This research showed several interesting points. First, the findings confirmed a positive and significant effect of the product review by regular users on both the message credibility and purchase intention. The outcome of this research suggest that the role of influencers has been exaggerated in current marketing practices. Consumers tend to distrust influencers but put more trust on regular users, who are perceived as more reliable and as an actual user. Secondly, although one-sided messages are perceived as less credible, it seems that consumers still search for the perfect product and respond favorably to reviews of this product. Thirdly, the negative information in a two-sided message makes this message more credible, however, credible two-sided messages do not necessarily result in higher purchase intention. It appears that negative information is weighted more and is more likely to be linked to a product's low quality.

5.2 Theoretical implications

Prior researches have emphasized on the role of influencers in product promotion (Korotina & Jargalsaikhan, 2016; Scoble & Israel, 2006). This thesis contributed to the

current literature as the comparison of influencers' review and regular users' review in Chinese social media context has never been investigated yet. Moreover, this study contributes to the existing literature on the effectiveness of the content creation of the online reviews, which play an increasingly significant role in influencing consumers' purchase behavior (Bambauer-Sachse & Mangold, 2011). The findings of this research that product review from regular users would lead to higher purchase intention than a review from influencers, provides further scientific validation on the influencers' role in promoting products. Furthermore, this thesis also revealed that message credibility did have a mediating effect on the source of information and purchase intention, which was never studied before. Therefore, this finding is able to provide new theoretical significance and direction to investigate the mediating role of message credibility in the context of influencer marketing.

On the other hand, this research also confirmed the moderating role of message sidedness on message credibility and purchase intention, which also contributed to the existing literature which only focused on the effect of message sidedness on traditional advertising. Two-sided messages in user reviews did not function as expected in previous literature, which discovered that inclusion of both positive and negative arguments would result in higher purchase intention, as consumers perceived that combination as more credible (De Veirman & Hudders, 2019; Hwang & Jeong, 2016). This thesis showed that although two-sided message increased the credibility of the message, it seems not to increase the consumers' purchase intention, as consumers give unfavorable information more weight than positive information (Chiou & Cheng 2003). This perception might decrease any positive influence from increased message credibility and consequently lead to lower purchase intention (Herr et al. 1991). This finding would add new value into the analysis of the relationship between message sidedness, message credibility and purchase intention.

5.3 Societal implications

As mentioned earlier, influencers are changing the current marketing practices, turning their followers into online purchasing power. From a practical perspective, the findings of this thesis reveal that product reviews from regular users certainly hold potential for product promotion strategies. Also, this finding suggests that marketers who currently use influencers as a promotional tool should re-examine their practices, as this study's result illustrated that regular users' reviews are more persuasive in affecting consumers' purchase intention than reviews from influencers. This finding is beneficial for practitioners as they

can make regular users' reviews as a commercial strategy, which has lower costs relative to marketing with influencers.

Another result proposed that consumers had a significantly higher purchasing intention after viewing a one-sided message in comparison to consumers who view a two-sided message. This may suggest that the companies are not benefiting from adopting two-sided messages in the product promotion practices. The results of this thesis indicate that consumers could perceive two-sided messages as more credible, but these messages lower their purchase intention. The more credible two-sided message turns out to negatively impact consumers' purchase intention. The effect of negative information in two-sided messages seems to outweigh the positive information on purchase intention. The current influencer marketing can also benefit from the traditional marketing communication practices, which only emphasizes the effect of positive aspects of a product on consumer's brand preferences. This suggests that when exposed to the user reviews in social media, consumers would rather rely on less credible messages to avoid risk for a bad purchase decision. Therefore, in order to convince potential consumers, companies should give them a positive impression with detailed positive and quality reviews provided by regular users.

5.4 Research limitations

The findings of this thesis yield new insights into the existing literature in the field of influencer marketing, particularly in the Chinese social media context, however, there are also several limitations that should be addressed.

First of all, as exists in any experiment, the external validity cannot be ensured. Although the manipulation check works, the stimuli used in this experiment also limits external validity. It cannot be guaranteed that the experimental Weibo post is viewed with the respondent's full attention, and their answers cannot be assured to have been made out of careful choice. When a respondent is not a frequent Weibo user, they might be more likely to perceive influencers as a credible source, which would affect their perception of the credibility of the message. In addition, it also cannot be ensured that all participants have a knowledge of influencers. This is especially true for female participants at the age of 55, who mainly use Weibo for news consumption, and as such, being an influencer or a regular user may have little or no effect on them.

Secondly, the sampling method is not random, which limits the generalizability of findings. The sampling method used for this research was a combination of convenience and

snowball sampling, which was through the social network of the researcher and around the researcher. This method would result in a sampling bias, as the sample cannot be represented the whole population. Furthermore, the questionnaire was designed to allow only participants aged 18 or above due to ethical considerations. However, younger people form an important target group since they are less critical and are active users on social media (Dudarenok, 2018). The found effects could be stronger for this younger age group. Future research could focus on the consumer response of a younger sample to influencer marketing posts on Weibo.

Lastly, the used Qualtrics environment for the questionnaire of this study is very different from the real Weibo environment and may have affected the results of the study. Participants were shown a screenshot of a fictional Weibo post and did not see the post on the actual Weibo platform. For example, it was not possible to click on the profile information of the post. As such, participants were not able to do further research on Weibo before buying a product that was highlighted using Weibo influencers (Dudarenok, 2018). The experimental setup therefore was limiting real consumer behavior and did not allow for a genuine influencer marketing manipulation as would be possible on Weibo.

5.5 Directions for future research

The recommendation from influencers in the context of social media has gained increasing attention which needs more research in this field. This thesis has opened a new direction for future studies. First, the brand used in this research is unknown; future research could incorporate familiar brands or products to investigate whether brand attitude has a role in influencing consumers' purchase intention. The findings of this research can be adopted by advertisers who want to persuade the potential target group into buying their products. In addition, the product used in this study was the hair dryer, a product that consumers rarely consult online reviews for. Applying current results would therefore provide valuable insight to examine the role of brand attitude in influencing consumers' purchase intention.

Secondly, this study only focused on female Weibo users, and excluded men from the sample. It would be valuable to examine how males react to influencers' promotions, as male users constitute 50.1% of the total Weibo users (George, 2018). It would also be interesting to compare the difference between females and males regarding influencer marketing, thus providing additional insight for the companies to formulate different strategies for different products.

Lastly, several control variables have been mentioned in the methodology part, but they are excluded in the analysis to make the results less complicated. For example, perceived attractiveness was included as one of the control variables but did not use for further analysis. In real influencer marketing practices, the attractiveness of the influencers and the interaction between followers and influencers are considered as an essential part in influencing consumers' responses (Abidin & Ots, 2015). Further research could include all possible control variables to investigate if other variables could also affect the dependent variable purchase intention and the mediating variable message credibility, and even the whole conceptual model.

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Appendix

Online experiment including stimulus material

Start of Block: Introduction

Q1 请在右上角选择中文 Dear participant, Thank you for taking part in this research, which will offer me valuable insight for my master thesis of Erasmus University. The study deals with the perception of Weibo posts and it will take approximately **5-10 minutes** to fill in the survey.

You are eligible to participate in this survey if you are a female who is **18+ years old**, and are **currently or have been using Weibo** in the past. In the following, you will get to see a Weibo post of a hair dryer, and you will be asked to answer a series of questions after the post. I kindly ask you to read the description and look at the post really carefully before you proceed to answer the subsequent questions. The survey will start with a couple of demographic questions.

This study is anonymous, and your data will be processed confidentially. Also, your participation is voluntary, and you can withdraw from the research at any given time. If you have any questions on this study or the outcome, feel free to email me at 481877cx@student.eur.nl.

Sasha Xiao

Student in Media and Business at Erasmus University Rotterdam

Please consent if you agree to participate in this survey:

- ☐ I have read the above introduction carefully and consent to participate (4)
- ☐ I do not consent (5)

Skip To: End of Survey If Dear participant, Thank you for taking part in this research, which will offer me valuable insight = I do not consent

Q3 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Others (3)
- ☐ I prefer not to say (4)

Skip To: End of Survey If What is your gender? = Others

Skip To: End of Survey If What is your gender? = Male

Skip To: End of Survey If What is your gender? = I prefer not to say

Q4 How old are you?

Q5 What is your highest level of education? (completed)

- ☐ Primary School (1)
- ☐ Secondary School (2)
- ☐ High School (3)
- ☐ Bachelor's degree (4)
- ☐ Master's degree (5)
- ☐ Phd (6)
- ☐ Other (7) _____

Q25 Are you currently using Weibo?

- ☐ Yes (1)
- ☐ No (2)

Skip To: Q36 If Are you currently using Weibo? = Yes

Skip To: Q24 If Are you currently using Weibo? = No

Q24 Have you used Weibo in the past?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Survey If Have you used Weibo in the past? = No

Q36 How many hours do you spend on Weibo everyday?

- ☐ Less than 30 minutes (1)
 - ☐ 30 minutes to 1 hour, including 1 hour (2)
 - ☐ 1 hour to 2 hours, including 2 hours (3)
 - ☐ More than 2 hours (4)
-

Q7 For how long are you or have you been used Weibo?

- ☐ Less than 1 year (1)
- ☐ 1-2 years, including 1 year (2)
- ☐ 2-3 years, including 2 years (3)
- ☐ more than 3 years, including 3 years (4)

End of Block: Introduction

Start of Block: Please read carefully.

Q38 In the following, you will see a Weibo review post of a hair dryer posted by a regular user, who has 89 followers. Please read carefully and answer the following questions.



欢欢1988_99829

4分钟前 来自 微博 weibo.com

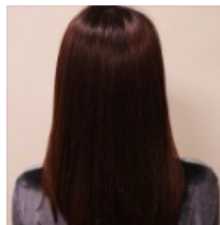
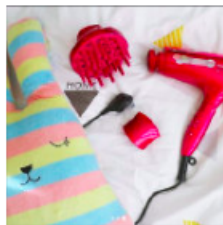
Collagen, Platinum and Nano-sized hair-drying mist for glossier, healthier hair?
YES PLEASE! 😍

Totally stoked when I first used this Collagen Ion Hair Dryer from [#Tescom#](#) as it consists of CPN (Collagen, Platinum & Nano-sized mist) as well as a Collagen Box which contains collagen & platinum - think feeding your hair with these goodies WHILE blow-drying it 🌬️ I really recommend it. Thanks

[#JustBecause healthier hair = happier you#! 😊](#)

[#tescom#](#)

[#collagenhairdryer#](#) 收起全文 ^



Q9

Please indicate to what extent you (dis)agree with each of the following statements about the review you just read.

I think the review is...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
credible (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convincing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
honest (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
questionable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
authentic (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trustworthy (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reasonable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
believable (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Please indicate to what extent you (dis)agree with each of the following statements about the product.

	Strongly agree (1)	Somewhat agree (2)	Neither agree or disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If I were considering to buy this type of product, my likelihood that I would try this product featured in this review would be high. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were considering to buy this type of product, the probability that I would buy the product featured in this review would be high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I did not need this type of product at the moment, the likelihood that I would consider to buy the product featured in this review would be high in the future. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 How would you describe the person in the post you saw?

- ☐ An influencer (1)
- ☐ A regular user (2)
- ☐ Other (3)
-

Q11 The recommendation of this hair dryer is

- ☐ negative only (1)
- ☐ positive only (2)
- ☐ both (3)
-

Q44 Please indicate your opinion of the poster.

	Strongly agree (13)	Somewhat agree (14)	Neither agree nor disagree (15)	Somewhat disagree (16)	Strongly disagree (17)
I think the poster is attractive. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the poster is credible. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully.

Start of Block: Please read carefully

Q39 In the following, you will see a Weibo post of a hair dryer posted by an influencer. This influencer has more than 5000 followers. Please read carefully and answer the following questions.



刘熙Cherry

2分钟前 来自 微博 weibo.com

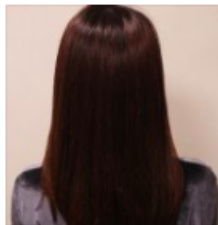
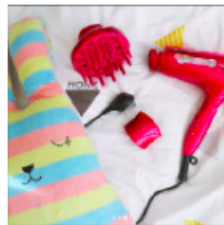
Collagen, Platinum and Nano-sized hair-drying mist for glossier, healthier hair?
YES PLEASE! 🥰

Totally stoked when I first used this Collagen Ion Hair Dryer from #Tescom# as it consists of CPN (Collagen, Platinum & Nano-sized mist) as well as a Collagen Box which contains collagen & platinum - think feeding your hair with these goodies WHILE blow-drying it 💡 I really recommend it. Thanks

#JustBecause healthier hair = happier you#! 😊

#tescom#

#collagenhairdryer#



Q12

Please indicate to what extent you (dis)agree with each of the following statements about

the review you just read.
I think this review is...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
credible (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convincing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
honest (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
questionable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
authentic (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trustworthy (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reasonable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
believable (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Please indicate to what extent you (dis)agree with each of the following statements about the product.

	Strongly agree (1)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Strongly disagree (7)
If I were considering to buy this type of product, my likelihood that I would try this product featured in this review would be high. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were considering to buy this type of product, the probability that I would buy the product featured in this review would be high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I did not need this type of product at the moment, the likelihood that I would consider to buy the product featured in this review would be high in the future. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 How would you describe the person in the post you saw?

- ☐ An influencer (1)
- ☐ A regular customer (2)
- ☐ Other (3)
-

Q14 The recommendation of this hair dryer is

- ☐ negative only (1)
- ☐ positive only (2)
- ☐ both (3)
-

Q46 Please indicate your opinion of the poster.

	Strongly agree (11)	Somewhat agree (12)	Neither agree nor disagree (13)	Somewhat disagree (14)	Strongly disagree (15)
I think the poster is attractive. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the poster is credible. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully

Start of Block: Please read carefully

Q40 In the following, you will see a Weibo review post of a hair dryer posted by a regular user, who has 89 followers. Please read carefully and answer the following questions.



欢欢1988_99829

3分钟前 来自 微博 weibo.com

Collagen, Platinum and Nano-sized hair-drying mist for glossier, healthier hair?

YES PLEASE! 😍

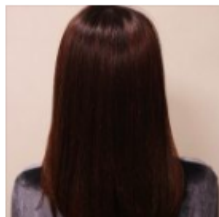
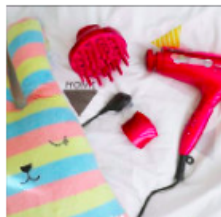
Totally stoked when I first used this Collagen Ion Hair Dryer from [#Tescom#](#) as it consists of CPN (Collagen, Platinum & Nano-sized mist) as well as a Collagen Box which contains collagen & platinum - think feeding your hair with these goodies WHILE blow-drying it 🌸

However, there is a noise when you are using it. Also, it doesn't come with any accessories like a travel case for travelling. making it a little bit inconvenient. Still, this hair dryer is effective and will make your hair more healthier. I really recommend it.

[#JustBecause healthier hair = happier you#!](#) 😊

[#tescom#](#)

[#collagenhairdryer#](#) 收起全文 ^



Q16

Please indicate to what extent you (dis)agree with each of the statement about the review you just read.

I think this review is..

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
credible (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convincing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
honest (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
questionable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
authentic (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trustworthy (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reasonable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
believable (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Please indicate to what extent you (dis)agree with each of the following statements about the product.

	Strongly agree (1)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Strongly disagree (7)
If I were considering to buy this type of product, my likelihood that I would try this product featured in this review would be high. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were considering to buy this type of product, the probability that I would buy the product featured in this review would be high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I did not need this type of product at the moment, the likelihood that I would consider to buy the product featured in this review would be high in the future. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 How would you describe the person in the post you saw?

- ☐ An influencer (1)
- ☐ A regular customer (2)
- ☐ Other (3)
-

Q18 The recommendation of this hair dryer is

- ☐ negative only (1)
- ☐ positive only (2)
- ☐ both (3)
-

Q47 Please indicate your opinion of the poster.

	Strongly agree (11)	Somewhat agree (12)	Neither agree nor disagree (13)	Somewhat disagree (14)	Strongly disagree (15)
I think the poster is attractive. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the poster is credible. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully

Start of Block: Please read carefully

Q41 In the following, you will see a Weibo post of a hair dryer posted by an influencer. This influencer has more than 5000 followers. Please read carefully and answer the following questions.



刘熙Cherry

10秒前 来自 微博 weibo.com

Collagen, Platinum and Nano-sized hair-drying mist for glossier, healthier hair?
YES PLEASE! 😍

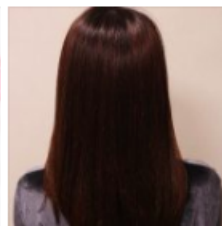
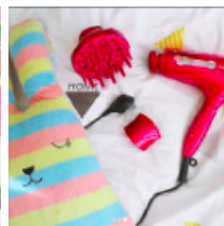
Totally stoked when I first used this Collagen Ion Hair Dryer from #Tescom# as it consists of CPN (Collagen, Platinum & Nano-sized mist) as well as a Collagen Box which contains collagen & platinum - think feeding your hair with these goodies WHILE blow-drying it 💡

However, there is a noise when you are using it. Also, it doesn't come with any accessories like a travel case for travelling. making it a little bit inconvenient. Still, this hair dryer is effective and will make your hair more healthier. I really recommend it.

#JustBecause healthier hair = happier you#! 😊

#tescom#

#collagenhairdryer# 收起全文 ^



Q19

Please indicate to what extent you (dis)agree with each of the statements about the review you just read.

I think this review is..

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
credible (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convincing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
honest (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
questionable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
authentic (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trustworthy (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reasonable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
believable (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Please indicate to what extent you (dis)agree with each of the following statements about the product.

	Strongly agree (1)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Strongly disagree (8)
If I were considering to buy this type of product, my likelihood that I would try this product featured in this review would be high. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were considering to buy this type of product, the probability that I would buy the product featured in this review would be high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I did not need this type of product at the moment, the likelihood that I would consider to buy the product featured in this review would be high in the future. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31 How would you describe the person in the post you saw?

- ☐ An influencer (1)
- ☐ A regular customer (2)
- ☐ Other (3)
-

Q21 The recommendation of this hair dryer is

- ☐ negative only (1)
- ☐ positive only (2)
- ☐ both (3)
-

Q48 Please indicate your opinion of the poster.

	Strongly agree (11)	Somewhat agree (12)	Neither agree nor disagree (13)	Somewhat disagree (14)	Strongly disagree (15)
I think the poster is attractive. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the poster is credible. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully

Start of Block: Introduction

Q1 您好，

感谢您参与此次问卷。此问卷是我硕士论文的一部分，关于您对产品评价相关微博的看法，此问卷大约需要 **5-10 分钟** 完成。

在开始问卷之前，请确保您是年满 18 岁的中国女性，并且使用微博。在问卷中，您将看到一则关于吹风机的微博，之后您将回答几个相关问题。问题没有对错之分，发表您的真实见解即可。

请放心，此问卷是匿名的，您的数据会被严格保密。并且，您的参与是完全自愿的，

如果您不愿意继续，可以随时退出填写并且您的答案不会被保存。
如果您有关于此问卷和研究结果的任何问题，请联系我，邮箱是
481877cx@student.eur.nl.

再次感谢您的热心参与！

肖维爽鹿特丹伊拉斯姆斯大学 媒体与商业 学生

*如果您已经阅读以上信息，并同意参与此问卷，请在下方选择同意：

☐ 我同意参与 (4)

☐ 我不同意参与 (5)

Skip To: End of Survey If Dear participant, Thank you for taking part in this research, which will offer me valuable insi = 我不同意参与

Q3 您的性别是？

☐ 男 (1)

☐ 女 (2)

☐ 其他 (3)

☐ 我选择不回答 (4)

Skip To: End of Survey If What is your gender? = 其他

Skip To: End of Survey If What is your gender? = 男

Skip To: End of Survey If What is your gender? = 我选择不回答

Q4 请用数字输入您的年龄（例如：22）

Q5 您目前已经完成的最高学历是？

☐ 小学 (1)

☐ 中学 (2)

☐ 高中 (3)

☐ 专科 / 本科 (4)

☐ 研究生 (5)

☐ 博士 (6)

☐ 其他 (7) _____

Q25 您目前正在使用微博吗？

☐ 是 (1)

☐ 没有 (2)

Skip To: Q36 If Are you currently using Weibo? = 是

Skip To: Q24 If Are you currently using Weibo? = 没有

Q24 您以前使用过微博吗？

☐ 是 (1)

☐ 没有 (2)

Skip To: End of Survey If Have you used Weibo in the past? = 没有

Q36 在过去的两周内，您每天大约使用微博多久？

- ☐ 30 分钟以下 (1)
 - ☐ 30 分钟-1 小时，包括 1 小时 (2)
 - ☐ 1-2 小时，包括 2 小时 (3)
 - ☐ 多于 2 小时 (4)
-

Q7 您使用微博已经多长时间了？

- ☐ 不到 1 年 (1)
- ☐ 1-2 年，包括 1 年 (2)
- ☐ 2-3 年，包括 2 年 (3)
- ☐ 3 年以上，包括 3 年 (4)

End of Block: Introduction

Start of Block: Please read carefully.

Q38 接下来，您将看到一则由普通用户发布的关于某吹风机的微博，该用户有 89 个粉丝。请仔细阅读并回答之后的问题。



欢欢1988_99829

50秒前 来自 微博 weibo.com

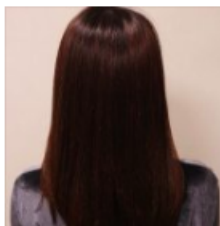
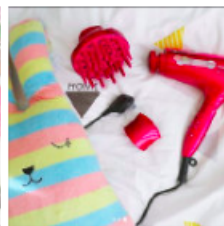
我必须得说，我这次带回家最受家里人欢迎的就是我这TESCOM这套胶原蛋白吹风机&吹风梳小装备了:0 这是我用过所有吹风机里最好用的
我妈用了以后，就老默默暗示让我给她留家里。

我头发发量很多，还染了一头亚麻色，整天吹拉染烫的^^自从我用了这套胶原蛋白吹风机，不夸张的说，也是枯草焕发又一春了。

TESCOM在鼓捣头发这事儿上确实让人心服口服，吹完的发丝软软的，光亮柔顺。随着吹出来的风附着在发丝外层，在发丝上形成一层保护膜，抚平并保护毛鳞片，让头发有垂坠感，更加柔顺。并且tescom吹风机能调节离子含量，健康又有质感！

一用上就能带给你一份惊喜！

爱了！ [收起全文](#) ^



Q9

请说明您在多大程度上同意以下每个陈述
这则微博所陈述的内容是：

	非常同意 (1)	有点同意 (2)	既不同意也不反对 (3)	不太同意 (4)	强烈反对 (5)
可靠的 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有说服力的 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
诚实的 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有问题的 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
真实的 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
值得信赖的 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合理的 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可以相信的 (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 请说明您在多大程度上同意以下每个陈述

	非常同意 (1)	有点同意 (2)	既不同意也不反对 (3)	不太同意 (4)	非常不同意 (5)
如果您正考虑要购买吹风机，您很可能会试用此条微博中这款吹风机 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您正考虑要购买吹风机，您很可能会购买此条微博中这款吹风机 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您当时并不需要吹风机，您在将来需要时很可能会考虑购买此条微博中这款吹风机 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 发布这条微博的人是？

- ☐ 网红 (1)
- ☐ 一个普通的用户 (2)
- ☐ 其他 (3)

Q11 这则微博中：

- ☐ 全是负面的信息 (1)
- ☐ 全是正面的信息 (2)
- ☐ 既有负面的又有正面的信息 (3)

Q44 请说明您对发帖人的看法

	非常同意 (13)	有点同意 (14)	既不同意也 不反对 (15)	不太同意 (16)	强烈反对 (17)
我认为这位 发帖人很有 吸引力 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为这位 发帖人是值 得信赖的 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully.

Start of Block: Please read carefully

Q39 接下来，您将看到一则由网红发布的关于某吹风机的微博。这位网红拥有超过5000 名粉丝。请仔细阅读并回答之后的问题。



刘熙Cherry

6分钟前 来自 微博 weibo.com

我必须得说，我这次带回家最受家里人欢迎的就是我这TESCOM这套胶原蛋白吹风机&吹风梳小装备了:0 这是我用过所有吹风机里最好用的
我妈用了以后，就老默默暗示让我给她留家里。

我头发发量很多，还染了一头亚麻色，整天吹拉染烫的^^自从我用了这套胶原蛋白吹风机，不夸张的说，也是枯草焕发又一春了。

TESCOM在鼓捣头发这事儿上确实让人心服口服，吹完的发丝软软的，光亮柔顺。随着吹出来的风附着在发丝外层，在发丝上形成一层保护膜，抚平并保护毛鳞片，让头发有垂坠感，更加柔顺。并且tescom吹风机能调节离子含量，健康又有质感！
一用上就能带给你一份惊喜！

爱了！ [收起全文](#) ^



Q12

请说明您在多大程度上同意以下每个陈述
这则微博所陈述的内容是：

	非常同意 (1)	有点同意 (2)	既不同意也不反对 (3)	不太同意 (4)	强烈反对 (5)
可信的 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有说服力的 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
诚实的 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有问题的 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
真实的 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可靠的 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合理的 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可以相信的 (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 请说明您在多大程度上同意以下每个陈述。

	非常同意 (1)	有点同意 (3)	既不同意也不反对 (4)	不太同意 (5)	强烈反对 (7)
如果您正考虑要购买吹风机，您很可能会试用此条微博中这款吹风机 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您正考虑要购买吹风机，您很可能会购买此条微博中这款吹风机 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您当时并不需要吹风机，您在将来需要时很可能会考虑购买此条微博中这款吹风机 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 发布这条微博的人是？

- ☐ 网红 (1)
- ☐ 一个普通的客户 (2)
- ☐ 其他 (3)

Q14 这则微博中：

- ☐ 全是负面的信息 (1)
- ☐ 全是正面的信息 (2)
- ☐ 即有负面的又有正面的信息 (3)

Q46 请说明您对发帖人的看法。

	非常同意 (11)	有点同意 (12)	既不同意也 不反对 (13)	不太同意 (14)	强烈反对 (15)
我认为这位 发帖人很有 吸引力。(6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为这位 发帖人是值 得信赖的。 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully

Start of Block: Please read carefully

Q40 接下来，您将看到一则由普通用户发布的关于某吹风机的微博，该用户有 89 个粉丝。请仔细阅读并回答之后的问题。



欢欢1988_99829
10秒前 来自 微博 weibo.com

我必须得说，我这次带回家最受家里人欢迎的就是我这TESCOM这套胶原蛋白吹风机:0 这是我用过所有吹风机里最好用的
我妈用了以后，就老默默暗示让我给她留家里。
我头发发量很多，还染了一头亚麻色，整天吹拉染烫的^^自从我用了这套胶原蛋白吹风机，不夸张的说，也是枯草焕发又一春了。

TESCOM在鼓捣头发这事儿上确实让人心服口服，吹完的发丝软软的，光亮柔顺。随着吹出来的风附着在发丝外层，在发丝上形成一层保护膜，抚平并保护毛鳞片，让头发有垂坠感，更加柔顺。并且tescom吹风机能调节离子含量，健康又有质感！
一用上就能带给你一份惊喜！ 爱了！

但是，这个吹风机在使用过程中噪音会有点大，而且不可折叠，不适合携带旅行。

即便如此，还是一用上就能带给你一份惊喜！ [收起全文](#) ^



Q16

请说明您在多大程度上同意以下每个陈述
这则微博所陈述的内容是：

	非常同意 (1)	有点同意 (2)	既不同意也不反对 (3)	不太同意 (4)	强烈反对 (5)
可信的 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有说服力的 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
诚实的 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有问题的 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
真实的 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可靠的 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合理的 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可以相信的 (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 请说明您在多大程度上同意以下每个陈述。

	非常同意 (1)	有点同意 (3)	既不同意也不反对 (4)	不太同意 (5)	强烈反对 (7)
如果您正考虑要购买吹风机，您很可能会试用此条微博中这款吹风机 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您正考虑要购买吹风机，您很可能会购买此条微博中这款吹风机 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您当时并不需要吹风机，您在将来需要时很可能会考虑购买此条微博中这款吹风机 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 发布这条微博的人是？

- ☐ 网红 (1)
- ☐ 一个普通的客户 (2)
- ☐ 其他 (3)

Q18 这则微博中：

- ☐ 全是负面的信息 (1)
 - ☐ 全是正面的信息 (2)
 - ☐ 既有负面的又有正面的信息 (3)
-

Q47 请说明您对发帖人的看法。

	非常同意 (11)	有点同意 (12)	既不同意也 不反对 (13)	不太同意 (14)	强烈反对 (15)
我认为这位 发帖人很有 吸引力。(6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为这位 发帖人是值 得信赖的。 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully

Start of Block: Please read carefully

Q41 接下来，您将看到一则由网红发布的关于某吹风机的微博。这位网红拥有超过5000 名粉丝。请仔细阅读并回答之后的问题。



刘熙Cherry

3分钟前 来自 微博 weibo.com

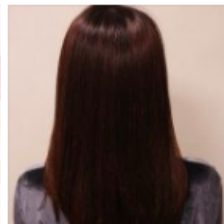
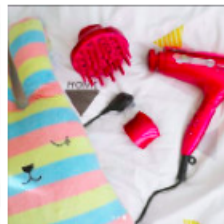
我必须得说，我这次带回家最受家里人欢迎的就是我这TESCOM这套胶原蛋白吹风机&吹风梳小装备了:0 这是我用过所有吹风机里最好用的
我妈用了以后，就老默默暗示让我给她留家里。

我头发发量很多，还染了一头亚麻色，整天吹拉染烫的^^自从我用了这套胶原蛋白吹风机，不夸张的说，也是枯草焕发又一春了。

TESCOM在鼓捣头发这事儿上确实让人心服口服，吹完的发丝软软的，光亮柔顺。随着吹出来的风附着在发丝外层，在发丝上形成一层保护膜，抚平并保护毛鳞片，让头发有垂坠感，更加柔顺。并且tescom吹风机能调节离子含量，健康又有质感！

但是，这个吹风机在使用过程中噪音会有点大，而且不可折叠，不适合携带旅行。

即便如此，还是一用上就能带给你一份惊喜！ [收起全文](#) ^



Q19

请说明您在多大程度上同意以下每个陈述这则微博所陈述的内容是：

	非常同意 (1)	有点同意 (2)	既不赞成也不反对 (3)	不太同意 (4)	强烈反对 (5)
可信的 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有说服力的 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
诚实的 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
有问题的 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
真实的 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可靠的 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合理的 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
可以相信的 (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 请说明您在多大程度上同意以下每个陈述。

	非常同意 (1)	有点同意 (3)	既不同意也不反对 (4)	不太同意 (5)	非常不同意 (8)
如果您正考虑要购买吹风机，您很可能会试用此条微博中这款吹风机 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您正考虑要购买吹风机，您很可能会购买此条微博中这款吹风机 (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果您当时并不需要吹风机，您在将来需要时很可能会考虑购买此条微博中这款吹风机 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31 发布这条微博的人是？

- ☐ 网红 (1)
- ☐ 一个普通的客户 (2)
- ☐ 其他 (3)

Q21 这则微博中：

- ☐ 全是负面的信息 (1)
- ☐ 全是正面的信息 (2)
- ☐ 既有负面的又有正面的信息 (3)

Q48 请说明您对发帖人的看法。

	非常同意 (11)	有点同意 (12)	既不同意也 不反对 (13)	不太同意 (14)	强烈反对 (15)
我认为这位 发帖人很有 吸引力。(6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为这位 发帖人是值 得信赖的。 (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Please read carefully