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**The influence of characteristics of opinion leaders on consumer purchase intention in
China**

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Marketing

by

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ABSTRACT

It is an era that the influence of opinion leaders on social media is comparable to that of stars in terms of sales. Brands prefer cooperating with opinion leaders because they can directly increase brand awareness on social media. Due to an increasing number of millennial consumers, the way of brand marketing has changed a lot. How to interact with consumers and communicate with young people are the key issues when brands promoting. Consumers that brands want to target are the followers of many opinion leaders on social media. With different personalities and fields of opinion leaders, followers also have distinctive characteristics that allow brands to achieve target marketing. Therefore, to figure out which kinds of opinion leaders are the best alternative for brands to increase their sales, this study finds out four main characteristics of opinion leaders that can influence purchase intention. The finds show that these characteristics of opinion leaders have a varying degree of impact.

Key words: opinion leaders, purchase intention, social media, online shopping, word-of-mouth

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1. Introduction

With the development of internet celebrity and online store, there is a closed and frequent corporation between products and opinion leaders, especially in the Chinese market, the costs of traditional advertising have been decreased whereas the scale of opinion leaders is growing dramatically and still expanding. Marketers have been getting noticed on social media and promoting the products relying on internet celebrities' followers.

This will post an understanding of opinion leaders on social media and the influence of their characteristics. We will explore the relationship between opinion leaders on the internet and consumer purchase intention.

There are so many studies about the concept of opinion leaders and internet celebrity economy. El-Omari and Shane (2011) talked about the concept of TV opinion leaders and their influence on non-leaders. A study also put forward that consumers have different needs and attitudes towards different kinds of products (Wong and Zhou, 2005). However, we do not have a clear idea about what factors of opinion leaders have more influence on purchase intention. This research illustrates this idea by learning about the characteristics of opinion leaders and consumers' needs towards products that opinion leaders promote. The conclusion of this study represents the real current situation of opinion leaders on the internet in China.

The following questions will be put forward and considered to gain more opinions and solve the problem statement:

- 1) To examine the correlation between opinion leaders' characteristics and the attributes of the products they promote;
- 2) To compare and differentiate which kind of factors that opinion leaders can influence consumer purchase intention;
- 3) To analyze whether the number of followers and views can impact the returns to the product;
- 4) To explore the influence of opinion leader's consumer purchase intention on.

2. Literature Review

2.1 Opinion Leaders

Early studies mainly focused on the relationship between opinion leaders and early adopters as emerging of the internet. Internet shoppers were those who are more likely opinion leaders and innovators (Korgaonkar and Moschis, 1987; Shim and Mahoney 1991). Most recent studies find the relationship between the role of opinion leaders and online shopping.

Opinion leaders are a group of people with certain personality traits. They are willing to give information to others and more innovative. They are usually early adopters or highly involved shoppers, which means they take the initiative to advise their relatives and friends on the internet (McKinney, 2004; El-Omari and Shane, 2010). There are distinct demographic characteristics including age and gender of opinion leaders based on the different regions. Opinion leaders in the US are usually males, living in larger urban areas (Kunz, 1999). Most of the opinion leaders in Greek are young single males with higher education levels, earning more than the average income (Vrechopoulos *et al.*, 2001). According to the characteristics of opinion leaders, Meng and Wei (2015) stated, this study will discuss them from four sides, which are expertise, product involvement, followers, and credibility, to find out their influence on customers' purchase intention.

2.1.1 Expertise

Since opinion leaders have expertise in a particular field, they often cooperate with business, posting some professional remarks or comments to attract more consumers and increase brand awareness (Robertson, 1971). Opinion leaders can provide information about a certain product and then affect consumers' behavioral attention since they have deeper professional experience (Ji and Zhang, 2009). Customers show higher interests and intention to follow and take opinion leaders' advice when the products are complexed and need much knowledge (Mitchell and Dacin, 1996).

Take microblog in China as an example, everyone can express their opinions on an event or thing on social media it is easy to use. However, not everyone's comments can be followed or convenience others (Svensson, 2014). People will follow the value and practices of opinion leaders who are experts in a field to a greater extent (Bansal and Voyer, 2000; Zhu, 2013). Although Facebook is regarded as a platform for social communication, followers prefer seeking information here, and they believe the news content on Facebook through perceiving opinion leaders and connecting interpersonal communication (Turcotte *et al.*, 2015). Marketers should encourage opinion leaders and veteran bloggers to promote produces and services to others because opinion leaders' eWOM dramatically influenced followers' attitude and intention, which is effective for increasing sales (Hsu *et al.*, 2013).

2.1.2 Followers

Opinion leaders make a different degree of influence on followers. They cannot lead and influence all groups of people. Only if they are similar to followers who pay attention to this field, they can effectively influence followers' purchasing behavior (Katz and Lazarsfeld, 1955). The normative influence of opinion leaders becomes greater for followers than non-followers (Glock and Nicosia, 1964). Also, the intensity of opinion leaders would vary according to the number of followers that the opinion leaders have (Leonard-Barton, 1985).

2.1.3 Credibility

Johnson and Kaye (2004) state that one of the reasons why opinion leaders are so effective to affect public attention and purchasing behavior is that they have higher credibility. The higher the trust and credibility that opinion leaders hold, the more influence they can make on their followers (Casalo *et al.*, 2008; Burgess *et al.*, 2009). Besides, customers who have a high reputation in online shopping are also consistent with the attributes of opinion leaders (Cheung *et al.*, 2015). They prefer uniqueness with high self-confidence and high esteem (Maslach *et al.*, 1985; Chan and Misra, 1990). Some opinion leaders let the third-party who have high credibility to review what the opinion leaders recommend to others, and the third-party will significantly influence other followers' purchase intention (Chu and Kamal, 2008; Walden *et al.*, 2013).

2.1.4 Product Involvement

Many studies focus on the influence of opinion leaders on consumer purchasing intention by selecting different kinds of products. The concept of consumer need for uniqueness (CNFU) and attention to social comparison information (ATSCI) is applied to study the correlation with opinion leaders and opinion seekers in clothing fashion. Opinion leaders show a positive

relationship with CNFU, whereas opinion leaders show a negative relationship with ATSCI. They are more likely to chase something special and different to be unique from others (Bertrandias and Goldsmith, 2006; Goldsmith and Clark, 2008). Isabella (2001) discovers that opinion leaders play the core role to attract consumers' attention by studying the impact of opinion leaders on wine. Opinion leaders are also an important factor when consumers buy sporting goods (Bloch *et al.*, 1990). Sanjaya (2017) focuses on low-income consumers, stating that opinion leaders are particularly essential to influence their purchasing behavior, especially for conspicuous products.

Followers also show opposite results according to different product contexts. For high-involvement products such as the fashion product category, opinion leaders and followers are positive. Followers like opinion leaders are willing to actively learn about the knowledge of these products. On the contrary, followers, unlike opinion leaders, have a negative result to master the knowledge of low-involvement products such as computers. (Girardi *et al.*, 2005; Shoham and Ruvio, 2008). Goldsmith (2008) also found that customers show more interest and higher purchasing desire on products if these products are essential for them, thus driving them to make a purchasing decision on the products. Therefore, we can see that it is just like the feeling of opinion leaders on the products they promote. If the show high involvement of products and are familiar with the products, it is easier to attract more customers.

2.2 Word-of-Mouth (WOM) Marketing

Electronic word-of-mouth refers to any potential and actual consumers who show any positive or negative statements on products may influence other people or institutions on purchasing them via the internet (Hennig-Thurau *et al.*, 2004). Kozinets *et al.* (2010) found that the "influential consumers" play an important role in WOM. They created a linear market influence model, showing the conversation between the influential consumers and other consumers about how the product is worthy of purchasing for them. Therefore, this study is based on this model to construct a model. Opinion leaders are influential consumers. Zhao *et al.* (2018) point out the role of opinion leaders playing on the process of WOM communication, which is "opinion leaders—WOM communication—consumer behavior". Hence, the hypothesis can be put forward:

- H1. The expertise of opinion leaders has a positive influence on WOM communication.*
- H2. Followers of opinion leaders have a positive influence on WOM communication.*
- H3. The credibility of opinion leaders has a positive influence on WOM communication.*
- H4. Product involvement of opinion leaders has a positive influence on WOM communication.*

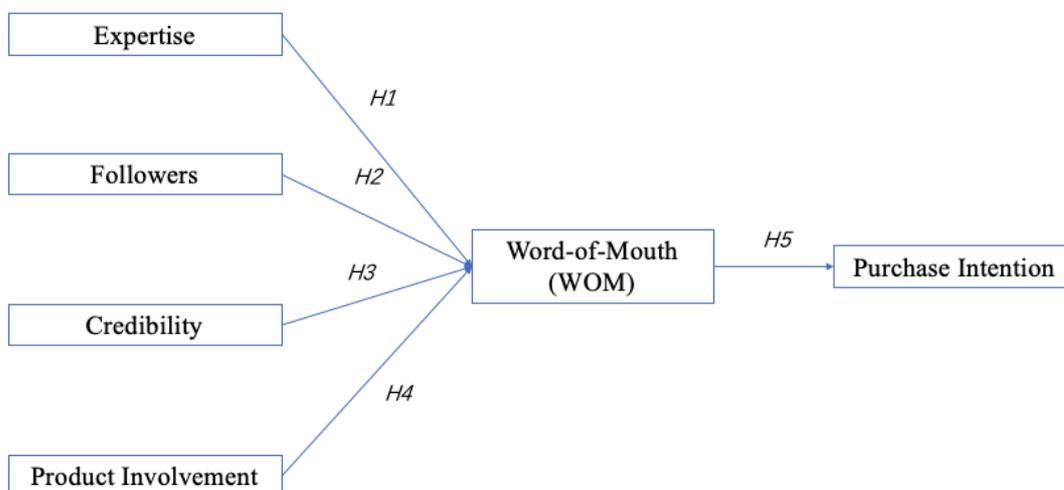
2.3 Purchase Intention

Purchase intention refers to the probability that consumers purchase a product (Meng and Wei, 2015). When consumers believe the products and manufacturers, they tend to have a positive purchase on the products, which increase the possibility of buying them, however, when consumers do not trust the products or manufacture, they show a negative attitude on them, decreasing the possibility of purchasing them (Dodds, 1991). Hou *et al.* (2018) think that when the partners build a causal relationship, they can stimulate consumers' willingness to purchase. In other words, consumers are willing to purchase products when cooperative

partners have similar attributes and a high degree of fit. The level of message quality also affects customers purchasing intention. And the more the information customers can get, the stronger the purchasing intention customers will have (Park *et al.*, 2007). Samson (2010) states that those opinion leaders who have a high confidence level are more likely to become WOM communicators, thus enhancing consumers' purchase intention. Hence, the fifth hypothesis can be put forward:

H5. WOM communication has a significant influence on consumers' purchase intentions.

Figure 1. The conceptual model of characteristics of opinion leaders and purchase intention



3. Methodology

3.1 Data Collection and Sample Characteristics

This study examines the influence of the characteristics of opinion leaders on social media about consumer purchase intention in China. The questionnaire is divided into two parts. First, the questions are to collect the respondents' demographic background including gender, age, monthly allowance in the Renminbi (RMB), the timing of using social media, and attitudes towards opinion leaders. Second, it collects the data of the theoretical model of respondents' choice including all variables.

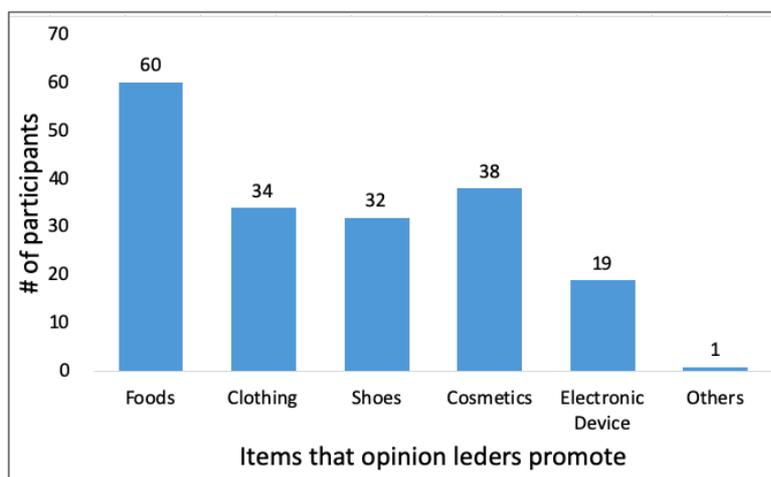
74 people are participating in this survey, which is categorized into 32 males and 42 females. The majority of respondents are aged from 21 to 25. For the monthly allowance, one-third of people spend around 1001 to 2000 RMB, which accounts for the biggest component. Additionally, for the timing of using social media including Sina Weibo, Facebook, Twitter, and Red Book, most people use 1 to 5 hours per day. Finally, half of the respondents are neutral on opinion leaders and nearly one-third of respondents like opinion leaders.

Table 1. Demographics of respondents

Items	Frequency	Percentage
Gender		
1. Male	32	43.2
2. Female	42	56.8
Age (years old)		
1. Less than or equal to 20	13	17.6
2. 21-25	53	71.6
3. 26-30	6	8.1
4. More than or equal to 31	2	2.7
Monthly allowance (RMB)		
1. ¥0-¥1000	7	9.5
2. ¥1001-¥2000	24	32.4
3. ¥2001-¥3000	19	25.7
4. ¥3001-¥4000	15	20.3
5. ¥4001-¥5000	4	5.4
6. ¥over 5000	5	6.8
Timing of using social media		
1. Less than 1 hour	16	21.6
2. 1-3 hours	31	41.9
3. 3-5 hours	26	35.1
4. More than 5 hours	1	1.4
Attitudes towards opinion leaders		
1. Like	22	29.7
2. Neutral	37	50.0
3. Not familiar	15	20.3

This study also learns about consumers' preference for products that opinion leaders recommend. According to Figure 2, there are 60 respondents interested in foods that opinion leaders promote. Clothing, shoes, and cosmetics are also slightly popular among customers.

Figure 2. The most popular products recommended by opinion leaders



3.2 Reliability Test

The result of reliability was tested using SPSS by Cronbach's Alpha (CA). As shown in the result in Table 2, it explains that all questions related to expertise, followers, credibility, product involvement, Word-of-Mouth, and purchase intention are significantly related from 0.870 to 0.909. For the four characteristics of opinion leaders, CA of expertise, followers, credibility, and product involvement is 0.895, 0.880, 0.907, and 0.876, respectively. CA of word-of-mouth is 0.889 and of purchase intention is 0.909.

Table 2. Reliability of constructive measurements

Variables	Cronbach's Alpha
Expertise	0.895
Followers	0.880
Credibility	0.907
Product Involvement	0.876
Word-of-Mouth	0.889
Purchase Intention	0.909

3.3 Correlation Test

Table 3 is a correlation matrix table and shows the relevant indicators and the possibility among each variable. Pearson's correlation is applied as the measurement in this study. The p-value of each variable is less than 0.01, indicating that there is a positive relationship between each item.

Evans (1996) stated that the measurement of correlating can be suggested :1) 0.00-0.19: very weak, 2) 0.20-0.39: weak, 3) 0.40-0.59: moderate, 4) 0.60-0.79: strong, and 5) 0.80-1.0: very strong. Based on this magnitude, the value between WOM and expertise, followers, and product involvement are 0.725, 0.71, and 0.774, respectively, showing that the correlation between WOM and the three variables is all strong. Then, the value between correlation and credibility is 0.802, which is very strong. Last, the correlation between WOM and purchase intention is strong because the value is 0.742.

Table 3. Correlation Matrix

CORRELATION MATRIX								
Construct Variables	Mean	Standard Deviation	(1)	(2)	(3)	(4)	(5)	(6)
Opinion Leaders								
Expertise	5.176	1.038	1.00					
	Sig.							
Followers	4.809	1.111	.685**	1.00				
	Sig.		.000					
Credibility	5.120	1.118	.670**	.711**	1.00			
	Sig.		.000	.000				
Product Involvement	4.911	1.113	.712**	.800**	.831**	1.00		
	Sig.		.000	.000	.000			
WOM								
	5.007	1.135	.725**	.711**	.802**	.774**	1.00	
	Sig.		.000	.000	.000	.000		
Purchase Intention								
	4.757	1.260	.655**	.756**	.689**	.701**	.742**	1.00
	Sig.		.000	.000	.000	.000	.000	

Note: **. Correlation is significant at the 0.01 level (2-tailed).

3.4 Statistical Method

This study adopts quantitative research to test results. The purpose of quantitative research is to develop a mathematical hypothesis, observing quantitative relationships among variables (McCusker and Gunaydin, 2014). All the measurements are based on previous studies about attributes of opinion leaders (Shoham and Ruvio, 2008; Tejavibulya and Eiamkanchanalai, 2011; Meng and Wei, 2014; Svensson, 2014; Cheung *et al.*, 2015; Turcotte *et al.*, 2015), word-of-mouth (Mikalef *et al.*, 2013), and purchase intention (Hong *et al.*, 2016). To make sure the reliability and adjustment of the questionnaire, each variable is listed at least five questions, and the consent level is the seven-point Likert scale, which is the most frequently applied for market research. It is a kind of method that can help respondents recall their memory to ask these questions according to their attitudes and preference for products or brands (Dawer, 2008). This study uses regression by using SPSS to analyze the statistical significance among different variables.

4. Result and Discussion

4.1 Hypothesis Testing

This study uses regression to analyze the influence of the four characteristics of opinion leaders on consumer purchase intention. Before doing the regression, data were tested by using a scatter plot, showing that the four characteristics, respectively, have a positive correlation with WOM. Therefore, this study used linear regression to test data.

Linear regression with expertise (EP), followers (FO), credibility (CD), and product involvement (PI) as independent variables, and word-of-mouth (WOM) as dependent variable, the regression equation is shown below:

$$WOM = 0.266*EP + 0.128*FO + 0.296*CD + 0.069*PI + 0.467$$

The R-squared value of the model is 0.744, which means that if WOM changes, 74.4% is caused by EP, FO, CD, or PI. The result of the F-test ($F = 32.636$, $P = 0.000 < 0.05$) indicates that at least one of EP, FO, CD, or PI will affect the WOM.

The coefficient of EP is 0.266 ($t = 2.394$, $P = 0.021 < 0.05$), which means expertise will have a significant positive impact on WOM.

The coefficient of FO is 0.128 ($t = 1.286$, $P = 0.205 > 0.05$), which means followers will not affect the WOM relationship.

The coefficient of CD is 0.296 ($t = 2.724$, $P = 0.009 < 0.01$), which means that credibility will have a significant positive impact on WOM.

The coefficient of PI is 0.069 ($t = 0.461$, $P = 0.647 > 0.05$), which means product involvement will not affect the WOM relationship.

Table 4. Regression Result of WOM

	Unstandardized		Standardized	t	p	R	Adjusted	F
	B		Coefficients			Square	R	
			Beta				Square	
(Constant)	0.467	1.93	-	0.242	0.81			
Expertise	0.266	0.111	0.295	2.394	0.021*			
Followers	0.128	0.099	0.200	1.286	0.205	0.744	0.721	F (4,45) =32.636, P=0.000**
Credibility	0.296	0.109	0.371	2.724	0.009**			
Product Involvement	0.069	0.149	0.083	0.461	0.647			

Note: Dependent: word-of-mouth (WOM); D-W: 1.876; *p<0.05, **p<0.01

Linear regression with word-of-mouth (WOM) as independent variables, and purchase intention (PI) as the dependent variable, the regression equation is shown below:

$$PI=1.098*WOM+1.515$$

The R-squared value of the model is 0.554, which means that if PI changes, 55.4% is caused by WOM. The result of F-test (F = 59.628, P = 0.000 <0.05) indicates that WOM must affect PI.

The coefficient of WOM is 1.098 (t = 7.722, P = 0.000 <0.01), which means word-of-mouth will have a significant positive impact on purchase intention.

Table 5. Regression Result of Purchase Intention

	Unstandardized		Standardized	t	p	R	Adjusted	F
	B		Coefficients			Square	R	
			Beta				Square	
(Constant)	1.515	3.071	-	0.493	0.624			
Purchase Intention	1.098	0.142	0.744	7.722	0.000*	0.554	0.545	F (1,48) =59.628, P=0.000**

Note: Dependent: purchase intention; D-W: 2.136; *p<0.05, **p<0.01

According to the regression analysis, the hypothesis results are shown in Table 6. As predicted, both the expertise and credibility of opinion leaders have a significant effect on WOM, thus influencing consumer purchase intention. However, there is no significant relationship between follower and product involvement of opinion leaders and WOM.

Table 6. Hypothesis Testing

No.	Hypothesis	Result
1	The expertise of opinion leaders has a positive influence on WOM communication.	A
2	Followers of opinion leaders have a positive influence on WOM communication.	R
3	The credibility of opinion leaders has a positive influence on WOM communication.	A
4	Product involvement of opinion leaders has a positive influence on WOM communication.	R
5	WOM communication has a significant influence on consumers' purchase intentions.	A

Note: A: accepted; R: rejected

5. Discussion and Implications

5.1 Discussions

The purpose of this study is to find the influence of four characteristics of opinion leaders on consumer purchase intention. Based on the regression result, expertise has a significant influence on purchase intention. Moreover, for thousands of products that opinion leaders recommend, respondents choose food as the most popular and the more reliable product. Followers of opinion leaders do not have a significantly positive influence. This is because consumers may not pay attention to followers. They pay more attention to opinion leaders themselves. Compared with followers, opinion leaders have more effective than followers on consumer behavior (Beaudoin *et al.*, 2000). Credibility has a significant positive effect. And the influence of credibility is more than that of expertise. Product involvement of opinion leaders does not show obvious interaction with purchase intention. Consumers do not care too much about the frequency of a product that the opinion leaders use in daily life.

5.2 Managerial Implications

This study indicates that the attributes that opinion leaders can have a positive influence on consumer purchase intention. It is beneficial for companies to use opinion leaders to promote their products. Brands are recommended to cooperate in-depth with opinion leaders on various consumption fields. Opinion leaders who have professional knowledge and a high reputation are the best alternatives. For example, brands can take advantage of the opinion leaders who share their personal and aesthetic attitudes on social media to stimulate consumer purchase intention, because their lifestyles have been penetrated the productivity of content. Consumers believe that those opinion leaders are experts and credible in this field, therefore, they are more likely to pay attention to the products or brands that opinion leaders promote, which can bring confidence to consumers.

5.3 Limitations and Future Research

The study makes modest research on the influence of characteristics of opinion leaders on

consumer purchase intention. However, the first of the limitations are the respondents of the survey. The samples in this study target college students. The population on demography is single and not various. Compared to other age groups, college students take more interest in the development of opinion leaders and brands that opinion leaders promote. The results of this study may be more positive than the real situation. Second, this study did not measure the demographical differences such as gender, area, and allowance. Future studies should focus on the gender and age difference in a different attitude towards opinion leaders.

Third, since Facebook, Instagram, Twitter, and some other foreign social apps are not popular in China, the range of this study is only Sina Weibo, Red, Tik Tok and some other hot social media platforms in China. Future studies should consider more social media platforms. Finally, this study only tests four characteristics of opinion leaders. Other possible factors are not considered in this study. Therefore, other factors could be included to explore more specific relationships between opinion leaders and purchase intention in future research.

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APPENDIX

Questionnaire

Part 1: Profile

1. Gender

- ✧ Male
- ✧ Female

2. Age

- ✧ Less than or equal to 20
- ✧ 21-25
- ✧ 26-30
- ✧ More than or equal to 30

3. Monthly allowance of students in dollars

- ✧ 0-1000
- ✧ 1001-2000
- ✧ 2001-3000
- ✧ 3001-4000
- ✧ 4001-5000
- ✧ 5001 and above

4. How many hours do you take on social media (Weibo, ins, Facebook, Tik Tok, Red Book) per day?

- ✧ Less than 1 hour
- ✧ 1 to 3 hours
- ✧ 4 to 6 hours
- ✧ More than 6 hours

5. What is your attitude towards online opinion leaders?

- ✧ Like
- ✧ Neutral
- ✧ Not familiar

6. Which kinds of products are you more interested in that are promoted by opinion leaders?

- ✧ Foods
- ✧ Clothing
- ✧ Shoes
- ✧ Cosmetics
- ✧ Electronic device
- ✧ Others _____

Part 2:

A. Expertise	Rating from lowest (1) to highest (7)						
1. The wealthy knowledge of opinion leaders in a certain field increases my confidence in buying this product.	1	2	3	4	5	6	7
2. The reason I purchase the products that opinion leaders recommend is that their enriched experience convinces me.	1	2	3	4	5	6	7
3. The more experience that opinion leaders have in this field, the more intensive I want to buy this product.	1	2	3	4	5	6	7
4. Compared to the products that celebrity recommends, I prefer the products that opinion leaders who are experts to promote.	1	2	3	4	5	6	7
5. I trust the products that are recommended by expertise.	1	2	3	4	5	6	7
B. Followers	Rating from lowest (1) to highest (7)						
1. I think the products that the opinion leaders recommend are better than the opinion leaders do not recommend.	1	2	3	4	5	6	7
2. I like products that opinion leaders recommend, although it is not very popular.	1	2	3	4	5	6	7
3. I do not pay attention to the products that the opinion leaders do not recommend, although they are very popular.	1	2	3	4	5	6	7
4. I think the products that opinion leaders recommend are worth buying.	1	2	3	4	5	6	7
5. I trust the products that opinion leaders recommend.	1	2	3	4	5	6	7
6. The larger number of followers that opinion leaders have, the more stronger intention I want to buy the products that opinion leaders recommend.	1	2	3	4	5	6	7
C. Credibility	Rating from lowest (1) to highest (7)						
1. I prefer following those opinion leaders with a high reputation.	1	2	3	4	5	6	7
2. The products that those opinion leaders who have higher reputation promote are more credible.	1	2	3	4	5	6	7
3. I trust those opinion leaders who have better feedbacks from customers.	1	2	3	4	5	6	7
4. I prefer buying products that have high ratings from customers.	1	2	3	4	5	6	7
5. The higher the reputation that the opinion leaders have, the stronger the intention I want to buy the products that opinion leaders recommend.	1	2	3	4	5	6	7
D. Product Involvement	Rating from lowest (1) to highest (7)						
1. I think it will be more credible if opinion leaders also use the products they promote.	1	2	3	4	5	6	7
2. I will buy products that are promoted by opinion leaders rather than that on advertising because opinion leaders also use it.	1	2	3	4	5	6	7

3. The reason I buy the products that opinion leaders promote is that they also use them.	1	2	3	4	5	6	7
4. Using the same products with opinion leaders using will increase my confidence.	1	2	3	4	5	6	7
5. The more frequent that opinion leaders use the product, the stronger the intention I want to buy it.	1	2	3	4	5	6	7
E. Word-of-mouth	Rating from lowest (1) to highest (7)						
1. I share the products that opinion leaders promote with my friends.	1	2	3	4	5	6	7
2. When I like a product that opinion leaders promote, I use “Like” function to show my appreciation.	1	2	3	4	5	6	7
3. I send invitations to my friends to follow the opinion leaders whom I like.	1	2	3	4	5	6	7
4. I would say positive things about opinion leaders I like.	1	2	3	4	5	6	7
5. I tell the products that opinion leaders promote to my friends.	1	2	3	4	5	6	7
F. Purchasing Intention	Rating from lowest (1) to highest (7)						
1. I will definitely buy products promoted by opinion leaders online in the future.	1	2	3	4	5	6	7
2. I intend to definitely buy products promoted by opinion leaders online in the future.	1	2	3	4	5	6	7
3. It is likely that I will buy products promoted by opinion leaders through the internet in the future.	1	2	3	4	5	6	7
4. I expect to purchase products promoted by opinion leaders online in the future.	1	2	3	4	5	6	7
5. I would purchase products promoted by opinion leaders compared to other promotions.	1	2	3	4	5	6	7

Questionnaire Resource

1. Expertise (Meng and Wei, 2014)
 - The wealthy knowledge of opinion leaders in a certain field increases my confidence in buying this product.
 - The reason I purchase the products that opinion leaders recommend is that their enriched experience convinces me.
 - The more experience that opinion leaders have in this field, the more intensive I want to buy this product.
 - Compared to the products that celebrity recommends, I prefer the products that opinion leaders who are experts to promote.
 - I trust the products that are recommended by expertise.
2. Followers (Shoham and Ruvio, 2008; Svensson, 2014)
 - I think the products that the opinion leaders recommend are better than the opinion leaders do not recommend.
 - I like products that opinion leaders recommend, although it is not very popular.
 - I do not pay attention to the products that the opinion leaders do not recommend, although they are very popular.
 - I think the products that opinion leaders recommend are worth buying.
 - I trust the products that opinion leaders recommend.
 - The larger number of followers that opinion leaders have, the more stronger intention I want to buy the products that opinion leaders recommend.
3. Credibility (Turcotte *et al.*, 2015; Cheung *et al.*, 2015)
 - I prefer following those opinion leaders with a high reputation.
 - The products that those opinion leaders who have a higher reputation promote are more credible.
 - I trust those opinion leaders who have better feedbacks from customers.
 - I prefer buying products that have high ratings from customers.
 - The higher the reputation that the opinion leaders have, the stronger the intention I want to buy the products that opinion leaders recommend.
4. Product involvement (Tejavibulya and Eiamkanchanalai, 2011)
 - I think it will be more credible if opinion leaders also use the products they promote.
 - I will buy products promoted by opinion leaders rather than that on advertising because opinion leaders also use it.
 - The reason I buy the products that opinion leaders promote is that they also use them.
 - Using the same products with opinion leaders using will increase my confidence.
 - The more frequent that opinion leaders use the product, the stronger the intention I want to buy it.
5. Word-of-Mouth (Mikalef *et al.*, 2013)
 - I share the products that opinion leaders promote with my friends.
 - When I like a product that opinion leaders promote, I use “Like” function to show my

appreciation.

- I send invitations to my friends to follow the opinion leaders whom I like.
- I would say positive things about opinion leaders I like.
- I tell the products that opinion leaders promote to my friends.

6. Purchasing Intention (Hong *et al.*, 2016)

- I will definitely buy products promoted by opinion leaders online in the future.
- I intend to definitely buy products promoted by opinion leaders online in the future.
- It is likely that I will buy products promoted by opinion leaders through the internet in the future.
- I expect to purchase products promoted by opinion leaders online in the future.
- I would purchase products promoted by opinion leaders compared to other promotions.