

January 2020

## The Role of Influencer Endorsement in Consumer Brand Engagement on Sina Weibo

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The Role of Influencer Endorsement in Consumer Brand Engagement on Sina Weibo

By

Xiaofan Wei

A thesis or submitted in partial fulfillment  
of the requirements for the degree of  
Master of Arts  
Zimmerman School of  
Advertising and Mass Communications  
College of Arts and Sciences  
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Date of Approval:  
March 16, 2020

Keywords: Influencer endorsement, the match-up hypothesis, parasocial interaction,  
personal identity, social identity, consumer brand engagement, Sina Weibo

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## **DEDICATION**

This thesis is dedicated to my husband, Qiang Yang, who accompanied and supported me during the process of completing my master's degree; and my parents and parents-in-law, whose love and understand always is my inspiration.

## **ACKNOWLEDGMENTS**

I want to show my deep appreciation to my thesis chair, Dr. Artemio Ramirez, for his valuable suggestions and patient guidance throughout my thesis completion. He helped me to confirm my thesis directions and to improve the research model. Without his encouragement, patience and timely feedback, I cannot complete my thesis in an ideal time.

I also would like to thank my thesis committee members, Dr. Yao Sun and Dr. Yongwoog Jeon, whose useful advices and comments contribute a lot to the theoretical framework and methodology. Their encouragement and support gave me great confidence. I want to thank Dr. Scott Liu, too. He gave me many advices in my difficult times of completing thesis.

Furthermore, I appreciate all staffs of the Zimmerman School and my classmates. It is my pleasure to know them and get along with them.

Finally, I want to thank myself for overcoming all the difficulties in these tough days. I believe I can be stronger and brighter in the future with these experience.

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## ABSTRACT

The strength and effectiveness of influencer advertising and influencer marketing make them becoming more and more popular on social media. Consumer online brand engagement, including consuming, contributing, and creating brand-related content, is closely related to a brand's reputation and image. This study aims to determine how the two aspects related to influencer endorsement – influencer-follower parasocial interaction (PSI) and influencer-brand congruence -- affect three levels of consumer online brand-related activities (COBRAs) on Sina Weibo. Another purpose of the current study is to examine the mediation effect of personal identity (PI) and social identity (SI) in the relationship between influencer-follower parasocial interaction and influencer-brand congruence. The data were collected from 390 Weibo users in China, and valid data were analyzed using structural equation modeling. The results show influencer-follower parasocial relationship and influencer-brand congruence have a direct positive relationship with consuming brand-related content; PSI has an indirect influence on consuming brand-related content through social identity's mediation effect; and both PSI and influencer-brand match-up related to creating brand-related content, with the mediating role of personal identity and social identity. This study extends the motivation of consumer online brand engagement, and discussed the roles of personal identity and social identity in influencer marketing, filling the gap in current

literature and bring new perspectives for brands and corporates.

## **CHAPTER ONE**

### **INTRODUCTION**

Research shows that both high congruences between celebrity endorser and brand and a positive relationship between celebrity endorsers and consumers have a significant effect on consumers' brand attitudes and purchase intentions (Kamins & Gupta,1994). With the rapid development of internet technology, social media occupies a primary position in brand advertising and marketing. Meanwhile, social media has become a popular platform for celebrity endorsement. Not only for traditional celebrities but also for digital grassroots influencers, who have a huge population of followers on social media and get involved in a brand endorsement. Although some studies have discussed the effect of influencer recommendation and influencer-follower relationships (Uzunog̃lu & Kip, 2014), sparse research has emphasized their contribution to consumer brand engagement, especially on social media. Because of the growing tendency of evaluating brands by their online information and online reviews (Dijkmans, Kerkhof & Beukeboom, 2015), consumer brand engagement has a more significant role in electronic word of mouth (eWOM), brand reputation, brand attitude and consumers' buying intention (Uizon & Magnpni, 2019). Many scholars have summarized the antecedents of consumer brand engagement on social media (Muntinga, Moorman & Smit, 2011; Men & Tsai, 2012), but the role of influencer

endorsement has not been considered.

The purpose of this study is to explore the impact of influencer-brand congruence and influencer-follower relationships on consumer brand engagement on social media. In order to achieve this goal, the study uses two antecedents of online brand-related activities, personal identity, and social identity, as mediators. The research has the following innovations: First, it explores the celebrity endorsement effect with social media as background and concentrates on the digital influencers rather than traditional celebrities. Secondly, it focuses on the influencer endorsement on consumer brand engagement on social media from both celebrity-brand aspect and celebrity-fans aspect. Finally, the study chooses Sina Weibo, which has million monthly active users, as background, providing a different cultural perspective. This research can not only theoretically expand our understanding of the motivation of brand engagement but also make a contribution to brand social media advertising and marketing strategy.

## CHAPTER TWO

### LITERATURE REVIEW

#### **Influencer Endorsement on Sina Weibo**

Sina Weibo is the most popular microblogging site in China, which is similar to Twitter in the United States. Like Twitter, Weibo allows users to post short 140- character messages on topics ranging from personal hobbies and interests to current affairs and politics. Moreover, both of them allow users to organize themselves in a follower-followee network, where people follow the message updates of other users (Joinson, 2018). Unlike Twitter, however, Weibo also allows users to upload videos and images and comment on each other's posts. These features provide a more information-rich environment in which to distribute and share information (Chan et al. 2012). Although Facebook and Twitter are popular worldwide, Sina Weibo is used universally in China since Facebook and Twitter are blocked in China. By June 2019, Sina Weibo had more than 486 million monthly active users (Weibo Corporation, 2019). In China, the influencer economy and potential market are developing exponentially (Zhang, 2019), and Sina Weibo is one of the primary platforms for influencer marketing.

The term social media influencer is not a new concept in the advertising and marketing area. However, there are rather scarce academic definitions about it. According to Freberg, Graham,

McGaughey, and Freberg (2011), social media influencer was defined as "a new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media" (p.90). It also has been defined as a type of microcelebrity (Senft, 2008, p.25). Usually, influencers create content on social media and build their online image to attract and accumulate a solid base of followers (Khamis et al., 2017). Through various content forms, such as blogging, vlogging, or short-form content, influencers show their followers an insight into their personal everyday schedule, lifestyles, experience, and ideas.

To figure out the concept of influencer endorsement, it is essential to understand celebrity endorsement. According to Bergkvist and Zhou (2016, p. 644), "A celebrity endorsement is an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity to promote the entity". McCracken (1989) defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (310). Previous research shows that the uses of celebrities in advertising are directly related to the growth of the company's profits (Malodia et al., 2017). Celebrity endorsements have made significant contributions to brand advertising by driving positive attention to brands (Till & Busler 2000), building positive brand image (Min et al. 2019), improving brand attitude (Tripp et al. 1994), bolstering positive brand associations (Tripp et al. 1994), and raising purchase intention (Lafferty & Goldsmith 1999).

Numbers of companies have seen social media as an effective marketing tool in e-commerce. Compared to traditional marketing channels, social media are not only more efficient

but also more economical for sellers (Wang, Baesens & Zhu, 2018). By simply posting a message, usually containing pictures, links, and a short description of them on Weibo, they can promote their products easily. Moreover, in this way, sellers could get feedback and comments in time and show their e-WOM with likes and comments (de Vries, Gensler & Leeftang, 2012).

In addition to building their fan pages, brands now recognize the power of influencers' recommendation. Although companies are using social media to build images and advertise products, it is difficult for brand managers to form dialogs with consumers directly. However, influencers play a role in this process by generating interest, driving action, creating goodwill, establishing expertise, and creating a conversation with online customers (Gardner, 2005). In these years, influencer marketing is becoming nearly as much of a staple as content marketing (Nickalls, 2018), directly influencing their stakeholders' consumer behavior online.

In some ways, an influencer endorsement is similar to celebrity endorsement, but in some ways, they are different. Both of them are an agreement between a (digital) celebrity and a brand aiming to promote the brand. However, there are distinctions between these two forms of endorsement. To begin with, compared with traditional celebrities, the audiences of influencers are only a niche group of people (Abidin, 2016). Thus, social media influencers know their followers' preference better, which help them to design and transmit content more consistent with targeted consumers' psychology and create more advertising value (Wei, 2017). Additionally, social media influencers are increasingly regarded as more accessible, credible, and amiable. (Abidin 2016) Unlike traditional celebrities, influencers prefer to share content related to their personal daily life,

and interact with their followers often, which may generate parasocial interaction (PSI) between influencers and followers. As a result, influencer endorsement is reported to be more potent in terms of source credibility and consumer buying intention. In conclusion, the influencer endorsements are time-saving, cost-effective, follower-focused, emotion-based, and effective in introducing followers' actual purchases (Wei, 2017).

### **Influencer-Brand Congruence**

As mentioned above, the use of celebrities in brand advertising and marketing is not a nascent phenomenon. Researchers found that celebrity endorsement has a promotion function on brands, for example, increasing brand recall, improving brand attitude, bolstering positive brand associations, and adding purchase intention (Jin & Muqaddam, 2018). However, not all celebrity endorsements are effective. When the celebrity is incongruent, or irrelevant with the personality of the brand, the positive effects of endorsement will be greatly reduced or disappear (Misra & Beatty, 1990). Thus, the congruence between influencers and brands is an important issue.

The match-up hypothesis is a crucial model of celebrity endorsement, which based on the assumption that to make advertising effective, the messages conveyed by celebrity image should be congruent with the product messages (Kamins, 1990). The determinant of the degree of congruence between celebrity and brand relies on the degree of perceived "fit" between celebrity characteristics and brand attributes. The higher the relevance between celebrity characteristics and brand attributes, the higher the celebrity-brand congruence will be (Misra & Beatty, 1990).



Research has shown that the match-up between celebrity endorser and brand leads to a positive outcome of product attitude and consumption. Kamins and Gupta (1994) found that through increasing the congruence for the celebrity-product combination, the celebrity will receive perceptions of higher believability and attractiveness, and the product will obtain a more positive attitude. Besides, the congruence of celebrity and brand contributes to stable and long-term positive brand image in both high and low involvement (Batra & Homer 2004).

Previous studies has expounded three categorized of celebrity-brand congruence: (a) “attractiveness-based” congruence (Kahle & Homer,1985; Kamins, 1990), which corresponding a pretty endorser with a brand associated with a beauty product; (b) “expertise-based” congruence (Till & Busier, 2000), which corresponding a celebrity with a brand that related to his or her expertise (e.g., sportsperson and sports brand); and (c) "image-based congruence" (Malodia, Singh, Goyal & Sengupta, 2017), which corresponding a celebrity's personality with brand personality. Although attractiveness-based congruence explained celebrity-brand match-up effect, it has been restricted to only celebrities' physical appearance to promote the brand, and it may not be suitable for brands irrelevant to beauty. Till and Busier (2000) found that a match-up effect based on expertise may be more appropriate for matching products with celebrities than attractiveness-based congruence. The image-based congruence, on the other hand, provided a new theoretical framework in celebrity endorsement theory, reporting the significant impact of celebrity-brand personality congruity on brand recall, brand associations, and brand personality reinforcement.

The meaning transfer model is another famous model of celebrity endorsement, explaining

that the effectiveness of celebrity endorsement driven by the celebrity's cultural meaning and the transfer of that meaning to brands (McCracken 1989). There are three stages involved in the meaning transfer process: the formation of celebrity image, transfer of meaning from celebrity to product, and transfer of meaning from product to consumers. According to McCracken (1989), celebrities bring their own symbolic meanings to the endorsement process, and finally, the cultural meaning attached to the products. The different meanings such as status, class, gender, personality, and lifestyle of celebrities will potentially pass these subtle meanings to the brands and products. Once consumers recognize the symbolic meaning of products, they are able to transfer them into the meaning of themselves (Erdogan, 1999). When a product appears to have high congruence with the celebrity, it will attract favorable assessments according to a transfer of effect (Wansink & Ray 1996). Furthermore, because consumers use brands to present themselves and evaluate others by their consumption behavior (Muntinga et al., 2011), the meaning conveyed by brands is vital to the brand image.

Given the vital influence of celebrity-brand congruence on branding and the tendency of online advertising and marketing, it is necessary to explore the match-up hypothesis on social media platforms and the congruence between digital influencers and brands. Uzunoglu and Kip (2014) reported the congruence of influencer's blog and the brand was the essential criteria when brand managers were choosing endorser. However, there is limited literature that focuses on digital influencer endorsement and digital influencer-brand congruence and their effect on the brand in the social media field. The current study extends theories of the match-up hypothesis to examine

the possible association between influencer-brand congruence with consumer brand engagement on social media.

### **Parasocial Interaction in Influencer-Follower Relationship**

As noted above, followers consider digital influencers as affectionate and trustworthy when they interact with each other, which may generate parasocial interaction (PSI). PSI can be defined as unilateral psychology associations that media audiences develop with media figures (Rubin & Step, 2000). According to PSI, in the media communication environment, a media audience sees a media character as a real actor in his or her own social environment, and thus builds a pseudo-friendship with the media character (Hartmann et al., 2008). This parasocial relationship develops dependency and intimacy feelings between media characters and media users, and the feelings reflect real-world interpersonal relationships (Dibble, Hartmann & Rosaen, 2016).

In prior research, PSI was used to describe the connections between television characters and television audiences. For example, Livingstone (1988) reported that television viewers regarded their favorite television figures as their friends or colleagues. With the development of social media, PSI often applied for online relationships nowadays (Shin, 2016), especially digital influencers and their followers. PSI provided an appropriate perception of understanding the virtual online social relationship between digital influencers and their followers (Lee & Watkins, 2016). Users keep following digital influencers' daily activities by reading their posts, leaving comments, and asking for information on social media. PSI emerged because of the attraction to

and affinity for influencers, even though there is no actual two-way communication happens.

PSI typically affects consumer's intentional and behavioral outcomes. Due to the intimate relationships that followers regard, they consider influencers as a reliable source of information (Rubin, Perse & Powell, 1985). When the influencers recommend their daily use products or share their positive evaluation to certain products on social media, they promote the followers' purchase intention effectively (Hwang & Zhang, 2018). Likewise, Lee and Watkins (2016) found that the parasocial interaction between vloggers and followers positively guide followers' perception and buying intention to luxury brands. According to Gómez et al. (2019), interaction and attention are the most relevant components of social media brand engagement, which offers evidence of influencer-follower relationship's role in social media consumer brand engagement. However, there are still limited studies on the influence of PSI on consumer brand engagement.

### **Personal Identity and Social Identity**

In social psychology, self-concept is the concept the individual has of himself as a physical, social, and spiritual or moral being (Gecas, 1982). Identities are the central content of self-concept, which including self-identity and social identity (Gecas, 1982). According to Turner (1982), social and personal identity is conceptualized as hypothetical, cognitive structures that together account for most of the self-concept. Personal identity refers to "self-categories that define the individual as a unique person in terms of him or her individual differences from other (in-group) persons" while social identity refers to "social categorizations of self and others, self-categories that define

the individual in terms of his or her shared similarities with members of certain social categories in contrast to other social categories" (Turner et al., 1994) (p.454). Likewise, some other research divided self-concept into personal identity and social identity (Trafimow et al., 1991; Abrams & Hogg, 1990). Personal identity is the characteristics that make individuals feel different from others and social identity composed of traits that are representative of the group members (Turner et al., 1994).

Elliott and Wattanasuwan (2015) suggested that consumers will interpret and use the symbolic meaning transferred from the advertising to build internally their self-concept and externally their social world. Vinney (2019) stated that fans confirm themselves as fans by claiming that identification as part of their sense of self, socially and/or personally, which also adapted to influencers' followers. Lee and Watkins (2016) found that followers' parasocial interaction with digital influencers affects followers' luxury brand purchase intention because their relationship increases followers' desire to buy the same brand when they compare their own luxury property to those of influencers. Many people long for similar values and lifestyles, of their favorite digital celebrities, including their speech, dress, and the brands they use (Min et al., 2019). While the interaction takes place in the consumption field, individuals use the brand associated with influencers' post content as a contribution to forming their self-concept, establishing a connection or link with it (Escalas & Bettman, 2003).

According to the meaning transfer theory, the symbolic meaning of the influencer may affect the brand's meaning and further affect consumers (McCracken, 1989). When consumers

develop great passion and immersion into related brands, there will be a tendency to take the brand as part of their self-concept. Consumers use brands to communicate their identity to others and evaluate others based on their consumption behavior (Reed et al. 2012). Thus, the study posits:

**H1:** The parasocial interaction between influencers and followers will be positively related to followers' personal identity.

**H2:** The congruence between influencers and brands will be positively related to consumers' personal identity.

Social identity refers to the "part of an individual's self-concept, which derives from his/her knowledge of his/her membership of a social group (or groups) together with the value of emotional significance attached to that membership" (Tajfel, 1981, p. 255). The parasocial interaction between influencers and followers could increase credibility to influencers, and also improve community identification (Tsai & Men 2013).

According to Mock et al., (2013), fans often perceive themselves as a part of the fan community and generate social support among the group. It is also applicable for digital-celebrity fans, also known as followers, to form their own fanbase and thus form their social identity. The consumers' social identity also can transfer from the associations with influencers to those of brands. Thus, the study proposes the following hypothesis:

**H3:** The parasocial interaction between influencers and followers will be closely related to followers' social identity.

**H4:** The congruence between influencers and brands will be closely related to consumers'

social identity.

### **Consumer Brand Engagement on Social Media**

Given that social media has become a significant part of people's lives, it affects the way people communicate and make purchases in daily life and the way that brand marketing occurs. Social media offer consumers a window to communicate and interact with the brand by writing a review, expressing their preference, and sharing information. Also, it provides brands with a platform to understand consumer's opinions, express themselves, and build corporate image and reputation (Kim & Ko, 2010). Therefore, the brands place great emphasis on building relationships with consumers on social media. As one of the primary purposes of social media in the business context, raising brand engagement plays a significant role in online branding.

Previous consumer brand engagement literature highlights three dimensions that can be identified as its conceptualization, including cognitive, affective, and behavioral. For example, Brodie et al. (2011) defined consumer engagement as "motivational state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal brand relationships" (p. 254). Likewise, Hollebeek (2011) adopted a multi-dimensional approach that defined consumer brand engagement as "The level of a customer's cognitive, emotional and behavioral investment in specific brand interactions" (p. 565). According to Yang et al. (2016), brand engagement is "the customers' behavioral manifestation towards a brand – beyond purchase – resulting from motivational drivers, which is captured through the interactive behaviors between

consumers and brands" (p. 529). This definition is suitable for both online and offline brand engagement, and social media brand engagement is a specific part of the former (Yang et al., 2016).

Brand engagement on social media is a multidisciplinary theoretical perspective related to marketing, sociology, and psychology (Yang et al., 2016), paralleling the concept of engagement (Brodie et al., 2013; Hollebeek et al., 2014). Social media facilitates brand engagement, understood as the level of interaction and connections between consumers and the brand (Tsai & Men, 2013). Social media brand engagement is a useful tool for companies to gain competitive advantages because consumers rely on online reviewers heavily nowadays, and brand reviews are important references for consumers to measure brands (Gómez et al., 2019).

The current study adopts the consumer online brand-related activities (COBRAs) model as the primary framework of social media consumer brand engagement. According to the degree of consumers' involvement with brand-related content on social media, there are three main ways that Weibo users engage in brand-related activities: consume content, contribute content, and create content (Mutinga, Moorman & Smit 2011). Consuming brand-related content is a minimum level of online brand-related activities, including watching the brand-related videos, viewing product posts, playing branded games, etc. The contributing type represents the middle-level engagement, including both user-to-content and user-to-user interactions about brands, contributing to brand-related content such as writing a comment on brand forums. The catalog of creating content is the way that produces and publishes brand-related content, representing the highest brand-related activities — for example, consumers writing blogs or upload videos about the brands.



Muntinga, Moorman, and Smit (2011) found that personal identity drives both contributing and creating online brand-related content activities. Personal identity has three sub-motivations: self-presentation, self-expression, and self-assurance. In the process that individuals contribute and create brand-related content, they can show their personality images, express their statements to shape their identity, and receive others' impressions to obtain confidence. Thus, engaging in online brand content that has associations to themselves' personalities, consumers are able to build their personal identity.

As a sub-motivation of Integration and social interaction, social identity is also regarded as one of the factors to engage in online brand-related content. A common passion for the same brand brings consumers together and secure connections generated among them. Consumers divide users of their brand from users of other brands to gain a sense of belonging to a brand fanbase, and thus, a social identity formed. Therefore, the current research assumes that:

**H5a:** Consumers' personal identity related to their consumption of brand-related content on Sina Weibo.

**H5b:** Consumers' personal identity related to their contribution to brand-related content on Sina Weibo.

**H5c:** Consumers' personal identity related to their creation to brand-related content on Sina Weibo.

**H6a:** Consumers' social identity related to their consumption of brand-related content on Sina Weibo.

**H6b:** Consumers' social identity related to their contribution to brand-related content on Sina Weibo.

**H6c:** Consumers' social identity related to their creation of brand-related content on Sina Weibo.

Given that personal identity and social identity play important roles in consumer online brand engagement, combined with the influence of influencer-follower parasocial relationship and influencer-brand congruence, the author sets up personal identity and social identity as mediators.

Therefore, the following research questions and hypothesis are developed:

**RQ1:** Do consumers' personal identity mediate the influencer-follower parasocial relationship and consumer online brand engagement?

**RQ2:** Do consumers' social identity mediate the influencer-follower parasocial relationship and consumer online brand engagement?

**H7a:** The parasocial interaction between influencers and followers will be positively associated with an influence on their consumption of brand-related content on Sina Weibo.

**H7b:** The parasocial interaction between influencers and followers will be positively associated with influence on their contribution to brand-related content on Sina Weibo.

**H7c:** The parasocial interaction between influencers and followers will be positively associated with influence on their creation of brand-related content on Sina Weibo.

**H8a:** The congruence between influencers and brands will be positively associated with an influence on their consumption of brand-related content on Sina Weibo.

**H8b:** The congruence between influencers and brands will be positively associated with influence on their contribution to brand-related content on Sina Weibo.

**H8c:** The congruence between influencers and brands will be positively associated with influence on their creation of brand-related content on Sina Weibo.

## CHAPTER THREE

### RESEARCH HYPOTHESES

As mentioned above, the study proposes the following hypothesis and research questions:

**H1:** The parasocial interaction between influencers and followers will be positively related to followers' personal identity.

**H2:** The congruence between influencers and brands will be positively related to consumers' personal identity.

**H3:** The parasocial interaction between influencers and followers will be closely related to followers' social identity.

**H4:** The congruence between influencers and brands will be closely related to consumers' social identity.

**H5a:** Consumers' personal identity related to their consumption of brand-related content on Sina Weibo.

**H5b:** Consumers' personal identity related to their contribution to brand-related content on Sina Weibo.

**H5c:** Consumers' personal identity related to their creation to brand-related content on Sina Weibo.

**H6a:** Consumers' social identity related to their consumption of brand-related content on Sina Weibo.

**H6b:** Consumers' social identity related to their contribution to brand-related content on Sina Weibo.

**H6c:** Consumers' social identity related to their creation of brand-related content on Sina Weibo.

**H7a:** The parasocial interaction between influencers and followers will be positively associated with an influence on their consumption of brand-related content on Sina Weibo.

**H7b:** The parasocial interaction between influencers and followers will be positively associated with influence on their contribution to brand-related content on Sina Weibo.

**H7c:** The parasocial interaction between influencers and followers will be positively associated with influence on their creation of brand-related content on Sina Weibo.

**H8a:** The congruence between influencers and brands will be positively associated with an influence on their consumption of brand-related content on Sina Weibo.

**H8b:** The congruence between influencers and brands will be positively associated with influence on their contribution to brand-related content on Sina Weibo.

**H8c:** The congruence between influencers and brands will be positively associated with influence on their creation of brand-related content on Sina Weibo.

**RQ1:** Do consumers' personal identity mediate the influencer-follower parasocial relationship and consumer online brand engagement?

**RQ2:** Do consumers' social identity mediate the influencer-follower parasocial relationship and consumer online brand engagement?

**RQ3:** Do consumers' personal identity mediate the influencer-brand congruence and consumer online brand engagement?

**RQ4:** Do consumers' social identity mediate the influencer-brand congruence and consumer online brand engagement?

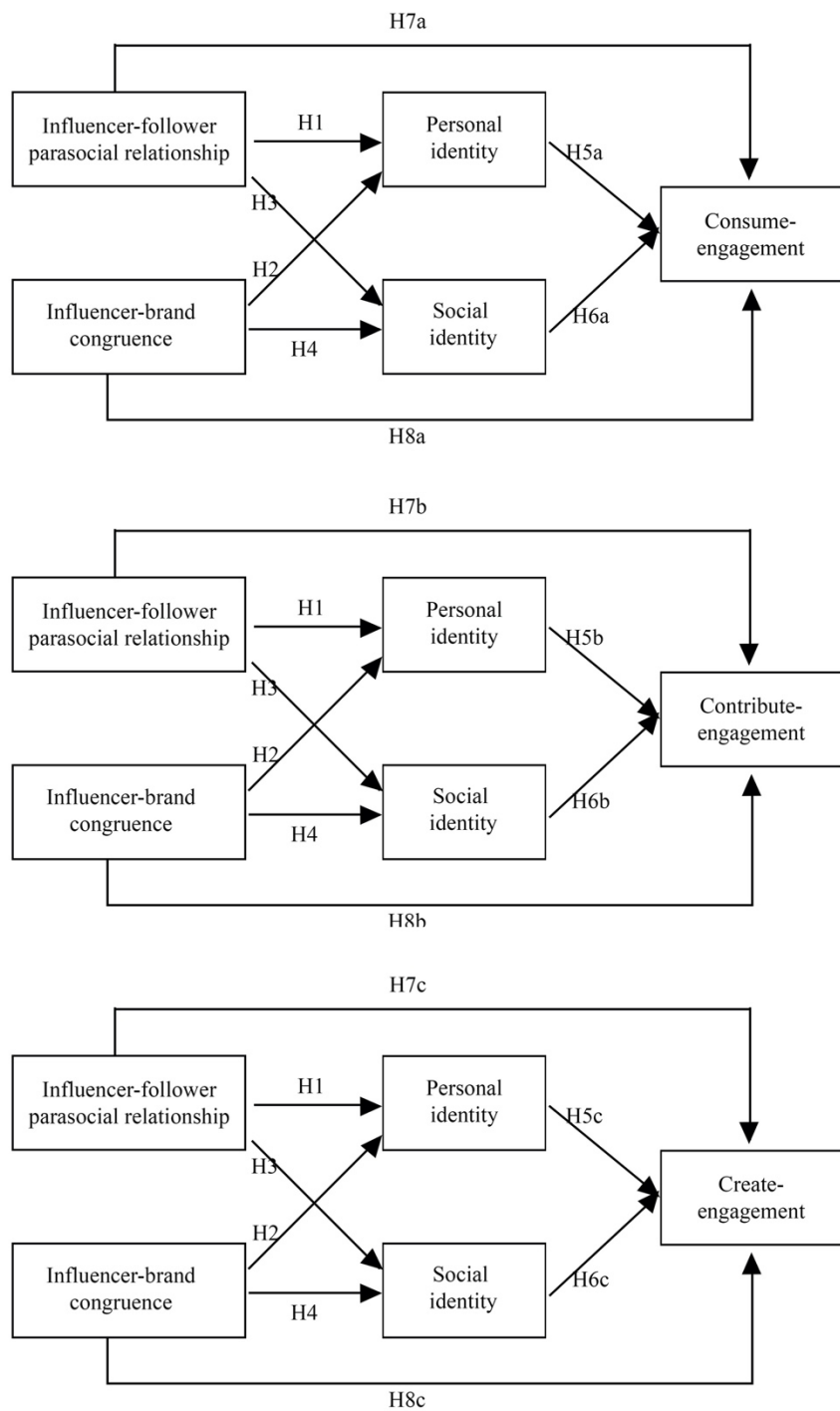


Figure 1. Proposed research model encompassing hypotheses

## CHAPTER FOUR

### METHODOLOGY

#### Sample

The sample of the current study consisted of 390 Sina Weibo users who follow certain digital influencers on Weibo. An online survey will be conducted on a Chinese leading online survey platform Credamo ([www.credamo.com](http://www.credamo.com)), which similar to Amazon Mechanical Turk ([www.mturk.com](http://www.mturk.com)).

To make sure that the respondents fit the requirement of the recruitment, two additional multiple-choice questions were set in the questionnaire: the first question asked on which social media platforms do participants' favorite influencer most active, and the second question asked them which social media platforms do they most often use to watch the content related to their favorite influencers. The answers to these two questions include Weibo, WeChat, Taobao, TikTok, BiliBili, and Other. The participants who do not select the "Weibo" choice under each of the two questions, their questionnaire were not adopted.

As presented in Table 1, a total of 390 respondents completed the questionnaires, of which 176 respondents ranged from 19- 26 years old, and 181 respondents ranged from 27-34 years old. Female participants comprised 55.6 percent of the sample and males 44.4 percent, and 91 percent



of respondents use Weibo at least 30 minutes every day in the week before answering this questionnaire.

**Table 1.** Demographic analysis.

Measure	Items	Frequency	Percentage (%)
Age	19-26	176	45.1
	27-34	181	46.4
	35-42	29	7.4
	>42	4	1.0
Gender	Male	173	44.4
	Female	217	55.6
Weibo Use	11-30min	35	9.0
	31-60min	117	30.0
	1-2h	118	30.3
	2-3h	64	16.4
	>3h	56	14.4

## Design

The purpose of the current study is to explore how two aspects of digital influencer endorsement -- the influencer-brand congruence and influencer-follower relationship -- affect Sina Weibo consumer brand engagement. For this, the study adopts sets of existing survey scales to test the relationships among influencer-brand congruence, influencer-follower parasocial relationship, consumer's personal identity, consumer's social identity, and their Weibo brand content engagement. Thus, the online survey will be used in the current research.

The questionnaire has two parts. The first part contains the background of users, including their ages, genders, and Weibo usage. The second part is divided into five categories, using 7-point

Likert scale to test participants' relationship with influencers, perception of influencer-brand congruence, personal identity and social identity related to the brands, and the degree of their Weibo brand engagement. 34 questions will be contained in the second part. The questionnaire will be designed in English and then translated to Chinese.

## **Measurement**

7-point Likert scale was used in measurement, where 1 = strongly agree, 2 = agree, 3 = somewhat agree, 4 = neutral, 5 = somewhat disagree, 6 = disagree, and 7 = strongly disagree. All of the measurements used in this study were adopted from prior studies. Five items are adopted to measure the parasocial relationship between influencer and follower (Rubin & McHugh, 1987; Rubin, Perse & Powell, 1985) (e.g., “My favorite influencer makes me feel comfortable, as if I am with a friend ” and “My favorite influencer seems to understand the kinds of things I want to know”). Four items adopted from Min (2019) to measure influencer-brand congruence (e.g., “I think my favorite influencer good fit to the brand he or she endorse”). According to Spratt et al. (2009), the current study measures consumer’s personal identity using five items (e.g., “I consider brands that my favorite influencer endorse to be a part of myself” and “Part of me is defined by brands that my favorite influencer endorse”). Five items used from Auty and Elliott (2001) to measure consumer’s social identity (e.g., “I often try to buy the same brands that other followers buy” and “I get a sense of belonging by buying the same brands that other followers do”). Finally, the study adopted nine items from Muntinga, Moorman, and Smit (2011) to measure consumer

brand engagement on Weibo, including consuming (e.g., “I view brand-related video, pictures”), contributing (e.g., “I rate products and/or brands on Weibo”), and creating (e.g., “I publish a brand-related blog or article on Weibo”) brand-related content. Each subcategory has five items.

## **CHAPTER FIVE**

### **RESULTS**

#### **Descriptive Analysis**

The study utilized IBM SPSS 25.0 for descriptive analyses, which were applied to measure the degree of different items. Table 2 presents the descriptive statistics of the 34 items. All of the means of these items were smaller than 4 on the 7-point Likert scale, which reveals that the respondents generally agree with all of these questions. However, apart from the five items under consuming brand-related content factors, these standard deviations showed that the answers from respondents were not unanimous.

#### **Measurement Model Analysis**

Structural equation modeling (SEM) was utilized for confirmatory factor analysis (CFA) and hypotheses testing through SPSS AMOS 24.0. The initial step is to examine the reliability and validity of the measurement model. The current research used Cronbach's alpha and composite reliability (CR) for measurement of the reliability of the variables, and factor loading and average variance extracted (AVE) for the convergent validity.

**Table 2.** Descriptive Statistics

<b>Items</b>	<b>Mean</b>	<b>Std.Dev.</b>
PSI1	2.35	1.100
PSI2	2.66	1.133
PSI3	2.52	1.105
PSI4	2.26	1.029
PSI5	2.62	1.100
CON1	2.45	1.081
CON2	2.51	1.060
CON3	2.56	1.090
CON4	2.38	1.099
PI1	2.80	1.246
PI2	2.85	1.263
PI3	2.72	1.175
PI4	2.67	1.107
PI5	3.01	1.291
SI1	2.84	1.293
SI2	2.85	1.327
SI3	3.13	1.444
SI4	2.96	1.447
SI5	2.82	1.287
Consume1	1.83	.780
Consume2	1.85	.815
Consume3	1.96	.810
Consume4	1.85	.770
Consume5	1.94	.843
Contribute1	2.28	.940
Contribute2	2.37	1.067
Contribute3	2.31	1.103
Contribute4	2.52	1.227
Contribute5	2.06	.860
Create1	2.67	1.246
Create2	3.38	1.457
Create3	3.05	1.392
Create4	2.69	1.312
Create5	2.62	1.215

Table 3 shows the Cronbach's alphas and the number of items of each factor. In addition to consuming brand-related content (Cronbach's alpha = 0.772), all of the Cronbach's alphas were greater than .80, which indicated a good level of internal consistency reliability (Cortina, 1993). Personal identity (Cronbach's alpha = 0.923), social identity (Cronbach's alpha = 0.923), and creating brand-related content (Cronbach's alpha = 0.905) had excellent internal consistency reliability (Cortina, 1993). The CR of all constructs ranged from 0.799 to 0.899, which indicates a high consistency, too (Churchill, 1979).

As exhibited in table 3, however, the AVE measure of consuming brand-related content was smaller than 0.5, which suggested an insufficient degree of convergence validity (Fornell & Larcker, 1981). All of the other AVEs were greater than the suggested cutoff of 0.5. Also, three loadings of consuming brand-related content and one loading of contributing brand-related content were between 0.4 and 0.7, indicating the lack of validity (Hair et al., 2011). Other factor loadings are greater than 0.7, which showed a good validity; and all factor loadings of individual items were positive.

The discriminant validity was assessed by the comparison between each construct's squared AVE and its correlation with other constructs (Table 4)(Hair et al., 2010). Every squared AVE of each variable was greater or equal to its correlation with other variables, which pointed out that the measurement model had an adequate discriminant validity (Fornell & Larcker, 1981). The constructs "Consume", "Contribute", and "Create" belonged to three models respectively, so the correlations among them were not calculated.

**Table 3.** Confirmatory factor analysis results.

<b>Constructs</b>	<b>Loading</b>	<b>Cronbach's alpha</b>	<b>CR</b>	<b>AVE</b>
PSI	0.699	0.863	0.832	0.558
	0.714			
	0.795			
	0.69			
	0.828			
CON	0.822	0.881	0.799	0.650
	0.828			
	0.832			
	0.739			
PI	0.877	0.923	0.833	0.709
	0.878			
	0.824			
	0.803			
	0.824			
SI	0.799	0.923	0.833	0.707
	0.876			
	0.879			
	0.867			
	0.779			
Consume	0.687	0.772	0.830	0.420
	0.729			
	0.744			
	0.587			
	0.447			
Contribute	0.636	0.838	0.832	0.521
	0.813			
	0.783			
	0.767			
	0.583			
Create	0.794	0.905	0.833	0.662
	0.864			
	0.896			
	0.782			
	0.721			

**Table 4.** Average variance extracted and squared correlations among constructs.

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>
<b>a. PSI</b>	0.747						
<b>b. CON</b>	0.747	0.806					
<b>c. PI</b>	0.740	0.758	0.842				
<b>d. SI</b>	0.640	0.644	0.811	0.841			
<b>e. CONSUME</b>	0.483	0.493	0.434	0.358	0.648		
<b>f. CONTRIBUTE</b>	0.580	0.591	0.658	0.652		0.722	
<b>g. CREATE</b>	0.593	0.574	0.700	0.675			0.814

To test the model fit, indices as following were assessed: the normed chi-square test ( $\chi^2/df$ ), the goodness-of-fit Index (GFI), the adjusted goodness of fit index (AGFI), the comparative fit index (CFI), the incremental fit index (IFI), the normed fit index (NFI), the Tucker-Lewis index (TLI) and the root mean square error of approximation (RMSEA). According to Hu and Bentler (1999), RMSEA values smaller than 0.06 is acceptable.

The indices related to fitness of three models were summarized in the table 5. The CONSUME model yielded a satisfactory fit indices:  $\chi^2$  (503.666,  $df = 242$ ),  $CMIN/DF = 2.081$   $n = 390$ ,  $p < .001$ ,  $GFI = 0.959$ ,  $AGFI = 0.882$ ,  $CFI = 0.959$ ,  $IFI = 0.960$ ,  $NFI = 0.925$ ,  $TLI = 0.954$ , and  $RMSEA = 0.053$ . Similarly, the CONTRIBUTE model ( $\chi^2 = 546.800$ ,  $df = 242$ ,  $CMIN/DF = 2.260$   $n = 390$ ,  $p < .001$ ,  $GFI = 0.895$ ,  $AGFI = 0.869$ ,  $CFI = 0.956$ ,  $IFI = 0.956$ ,  $NFI = 0.924$ ,  $TLI = 0.949$ ,  $RMSEA = 0.057$ ) and the CREATE model ( $\chi^2 = 552.685$ ,  $df = 242$ ,  $CMIN/DF = 2.284$ ,  $n = 390$ ,  $p < .001$ ,  $GFI = 0.896$ ,  $AGFI = 0.871$ ,  $CFI = 0.958$ ,  $IFI = 0.958$ ,  $NFI = 0.928$ ,  $TLI = 0.952$ ,  $RMSEA = 0.057$ ) also showed reasonable fitness. Because of the limitation of statistical significance testing, that is its sensitivity to large sample sizes, all the Chi-square tests suggested



lack of model fit. Thus, the study used indices that mentioned previously, which were developed for making up the issue of “nonsignificant”, to conduct the CFA (Byrne, 2016). Overall, the measurement in these three models showed a fairly good fit with the data collected.

**Table 5.** Model fit indices.

<b>Goodness-of-fit measures</b>	<b>Recommended value</b>	<b>CONSUME model</b>	<b>CONTRIBUTE model</b>	<b>CREATE model</b>
$\chi^2/df$	$\leq 3.00$	2.081	2.260	2.284
GFI	$\geq 0.90$	0.959	0.895	0.896,
AGFI	$\geq 0.80$	0.882	0.869	0.871
CFI	$\geq 0.90$	0.959	0.956	0.958
IFI	$\geq 0.90$	0.960	0.956	0.958
NFI	$\geq 0.90$	0.925	0.924	0.928
TLI	$\geq 0.90$	0.954	0.949	0.952
RMSEA	$\leq 0.06$	0.053	0.057	0.057

### **Structural Model Analysis**

Because consumer brand engagement was divided into three parts: consuming, contributing, and creating brand-related content, three structural equation modeling analyses were used to test the hypothesized relationships.

As displayed in Table 6, the parasocial interaction between influencers and followers positively related to follower’s personal identity ( $\beta=0.309$ ,  $p<0.01$ ) and social identity ( $\beta=0.531$ ,  $p<0.001$ ), which confirmed H1 and H3. The congruence between influencers and brands also has a significant positive influence on consumers’ personal identity ( $\beta=0.366$ ,  $p<0.001$ ) and social identity ( $\beta=0.426$ ,  $p<0.001$ ); thus, H2 and H3 were supported. Both the parasocial interaction between influencers and followers and the congruence between influencers and brands were

positively related to consuming brand-related content ( $\beta=0.237$ ,  $p<0.05$ ;  $\beta=0.197$ ,  $p<0.05$ ), which means H7a and H8a were supported. Consumers' social identity was positively related to their contribution to brand-related content ( $\beta=0.241$ ,  $p<0.001$ ); therefore, H6b was supported. Consumers' personal identity was positively related to their creation of brand-related content ( $\beta=0.415$ ,  $p<0.01$ ), which supported H5c. Consumers' social identity was also positively related to their creation of brand-related content ( $\beta=0.255$ ,  $p<0.01$ ), which supported H6c. All of the other hypotheses were rejected.

**Table 6.** Path coefficients and p-values

	<b>Relationship</b>	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
H1	PSI → PI	0.309	0.106	2.923	**
H2	CON → PI	0.366	0.090	4.060	***
H3	PSI → SI	0.531	0.149	3.569	***
H4	CON→SI	0.426	0.127	3.363	***
H5a	PI → Consume	0.005	0.089	0.056	0.956
H6a	SI → Consume	-0.027	0.064	-0.428	0.669
H7a	PSI → Consume	0.237	0.102	2.322	*
H8a	CON → Consume	0.197	0.090	2.177	*
H5b	PI → Contribute	0.050	0.083	0.602	0.547
H6b	SI → Contribute	0.241	0.062	3.895	***
H7b	PSI → Contribute	0.083	0.092	0.896	0.370
H8b	CON → Contribute	0.139	0.083	1.673	0.094
H5c	PI → Create	0.416	0.129	3.223	**
H6c	SI → Create	0.255	0.092	2.772	**
H7c	PSI → Create	0.181	0.143	1.271	0.204
H8c	CON → Create	-0.079	0.127	-0.620	0.535

\*\*\* $p<0.001$  \*\* $p<0.01$  \* $p<0.05$

**Table 7.** Mediation effect

	Estimate	BC 95% confidence interval		
		P-value	lower	upper
<b>Indirect effect</b>				
CON→PI→Consume	0.003	0.909	-.0150	0.164
CON→SI→Consume	-0.019	0.569	-0.154	0.069
PSI→PI→Consume	0.002	0.894	-0.107	0.119
PSI→SI→Consume	-0.021	0.602	-0.145	0.096
CON→PI→Contribute	0.027	0.589	-0.078	0.221
CON→SI→Contribute	0.152*	0.006	0.049	0.353
PSI→PI→Contribute	0.020	0.514	-0.061	0.136
PSI→SI→Contribute	0.164*	0.003	0.043	0.373
CON→PI→Create	0.136*	0.018	0.016	0.368
CON→SI→Create	0.097*	0.014	0.020	0.248
PSI→PI→Create	0.100*	0.013	0.016	0.263
PSI→SI→Create	0.106*	0.009	0.024	0.282
<b>Direct effect</b>				
CON→Consume	0.326	0.078	-0.038	0.727
PSI→Consume	0.340	0.116	-0.059	0.705
CON→Contribute	0.206	0.165	-0.092	0.520
PSI→Contribute	0.107	0.524	-0.216	0.382
CON→Create	-0.071	0.603	-0.387	0.210
PSI→Create	0.141	0.249	-0.096	0.433
<b>Total effect</b>				
CON→Consume	0.312*	0.048	0.002	0.678
PSI→Consume	0.324*	0.047	-0.054	0.639
CON→Contribute	0.402*	0.012	0.118	0.693
PSI→Contribute	0.309*	0.043	0.017	0.576
CON→Create	0.247	0.109	-0.083	0.496
PSI→Create	0.438*	0.001	0.183	0.751

\* $p < 0.05$ 

The mediation effect of personal identity between influencer-follower parasocial interaction and online brand engagement, between influencer-brand congruence, and the mediation effect of social identity between parasocial interaction and online brand engagement, between

influencer-brand congruence were evaluated by calculating indirect effect and direct effect in SPSS AMOS. As shown in Table 7, full mediation effects of personal identity were observed on the relationship between influencer-brand congruence and creating brand-related content, and between influencer-follower parasocial interaction and creating brand-related content. Also, full mediation effects of social identity were observed on the relationship between influencer-brand congruence and contributing to brand-related content, between influencer-follower parasocial interaction and contributing to brand-related content, between influencer-brand congruence and creating brand-related content, and between influencer-follower parasocial interaction and creating to brand-related content.

## **CHAPTER SIX**

### **DISCUSSION**

The present study investigated the relationship between influencer endorsement and consumer online brand engagement on Sina Weibo and the mediating role of personal identity and social identity in this relationship. The influencer endorsement was divided into two aspects: the parasocial relationship between influencer and follower and the congruence between influencer and brand; the consumer online brand engagement was divided into three levels: consuming, contributing, and creating brand-related content. Therefore, influencer endorsement's influence on consumer online brand engagement was explored by considering these two aspects of endorsement and three levels of engagement. Three separate but related model was tested in this study. The results demonstrate that influencer endorsement can positively affect consumer's consumption of brand-related content, positively affect consumer's contribution to brand-related content with the mediation effect of social identity, and positively affect consumer's creation to brand-related content the mediation effect of both personal identity and social identity.

Results show that both influencer-follower parasocial relationship and influencer-brand congruence positively related to consumer's personal identity, which supports H1 and H2. As mentioned before, followers regard their favorite social media influencer as an amiable friend

(Abidin 2016), and believe they are credible advisor (Wei, 2017). Thus, consumer's personality, including the lifestyle, consumption view, etc., may change with knowing and liking the influencer more. The match-up between that influencer and the brand he or she endorses, on the other hand, brings the influencer's personal qualities to the brand, which may also prompt consumers to change the personal identity to fit the brand's characteristics.

The research findings also support H3, which assumed that influencer-follower parasocial relationship positively related to consumer's social identity; and H4, which supposed that influencer-brand congruence positively related to consumer's social identity. Similar to fans of celebrities, the followers of influencers have their own fanbases or online communities. As a member of a social group that based on a person – the digital influencer, follower's interaction with this person can rationally affect their sense of belonging in that group. Similarly, the influencer-brand match-up is able to strengthen this kind of sense when they are buying the brand.

The current study also finds that influencer-follower parasocial relationship and influencer-brand congruence positively related to consumer's first level of online brand engagement: consuming. However, personal identity and social identity do not play a mediating role in this process. As the minimum level of online brand engagement, consuming brand-related content is a fundamental behavior to gain information about favorite social media influencers. The imitate relationship with a favorite influencer is enough for followers to consume the content of the brand that the influencer endorses. Thus, the change of personal identity and social identity is not necessary for followers to do this initial step.

The result shows that contributing to brand-related content is not affected by influencer-follower parasocial relationships and influencer-brand congruence. And different from Mutinga, Moorman, and Smit's (2011) findings that both contributing and creating online brand-related content activities are motivated by personal identity, the current study finds contributing just significantly positively related to social identity. Contributing is the middle-level of online brand-related activities, which include user-to-content and user-to-user interaction (Mutinga, Moorman & Smit, 2011). It makes sense that social group interaction can facilitate to discuss and share brand-related content online. The finding that social identity plays a mediating role between PSI and Consume, CON and Consume also verifies this point.

The result also indicates that both personal identity and social identity have positive relationships with the create-level online brand engagement, which is the highest brand-related activities. Additionally, both personal identity and social identity have mediation effects between PSI and Create and between CON and Create. Consumers have to spend more time creating content than consuming and contributing, and that means they are supposed to have a strong inner impulse for this behavior. Through affecting consumer's personal identity, which powerfully stimulates their self-presentation, and consumer's social identity, which encourages them to contribute to the online community, influencer endorsement has a significant influence on brand-related content creation. These findings fit the opinions of Mutinga et al. (2011).

## **Theoretical Implications**

Although many prior studies explored the antecedents and outcomes of influencer endorsement, most of them focused on influencers' attractiveness and its impact on consumers' brand attitude and purchase intention. The current study fills the gap in the literature of digital influencer advertising and consumer's online brand engagement. First of all, this study took social media influencers as the research object, which is an emerging group in the advertising field. With the development of information science and electronic technology, the social media influencers, or digital celebrities, have become prevalent figures in the internet world, and even show a tendency to surpass traditional celebrities. This study explored the role of influencer endorsement in consumer engagement, revealing the potential strength of influencer endorsement and recommendation.

Secondly, the current study investigated the potential factors of online consumer engagement. Nowadays, consumer engagement online is crucial to a brand's reputation, images, and e-WOM (Kim & Ko, 2010). However, there is limited literature that focuses on figuring out the motivation for consumer online brand-related activities. Additionally, this research used personal identity and social identity as mediation between influencer endorsement and online consumer engagement and verified their mediating roles to create-level engagement, which provides innovative insight. What is more, in the current research, consumer brand engagement was divided into three different levels, according to previous literature (Mutinga, Moorman & Smit, 2011). Thus, the relationships between consumer brand engagement and PSI, CON, personal



identity, and social identity were tested separately according to the three levels, leading to distinct results. These results uncovered consumers' motivations in different level engagement, contributing to future research that intends to study consumer online brand-related activities from different levels.

Finally, conducted in China and based on the background of Sina Weibo, this research provided a different cultural perspective. With many famous e-commerce firms such as Alibaba, JD, Suning, and a sizeable online shopper population, China is at the forefront of e-commerce development today. For example, in the most popular e-commerce platforms in China, Taobao, which belongs to Alibaba Group, currently has nearly 500 million users and it sells 48,000 items per minute (Taobao Corporation, 2020). The function of influencer advertising cannot be ignored in this process (Nickalls, 2018). This study showed how influencer endorsement affects the consumer's personal identity, social identity, and online brand activities, which may enlighten further studies that interested in Chinese influencer marketing.

### **Practical Implications**

The current research also has practical contributions to online advertising since influencer marketing is becoming nearly as much of a staple as content marketing (Nickalls, 2018). Initially, the results show both the PSI between influencer and follower and the congruence between influencer and brand are important to the consumer brand engagement, which may inspire corporates and brands in selecting endorsers. On the one hand, an influential endorser has to be

attractive and keeps a good relationship with the fans. On the other hand, for brands and companies, an effectual endorser is supposed to fit the characteristics of the brands and match the culture of the enterprises. These may be helpful for brands that desire to obtain attention and expand the online market.

In addition, the distinguish of engagement level may assistant brands and corporates to determine different levels of goals and adopt different tactics. As the results showed, three levels of engagement motivated by different factors, so brands are able to make relative strategies to achieve their marketing goals. For example, if the brands only aim to spread the brand-related information, which means consumers' consumption of the content is sufficient, they are not necessary to appeal to consumers' identities, which is more economical in both time and money for the brands.

### **Limitations and Future Directions**

Notwithstanding the implications, there are several limitations of this study should be acknowledged. Firstly, although this research set two questions as an exclusive criterion, the convenient sampling method conducted on the survey platform is not representative enough. Also, the survey did not appoint a specific influencer or brand, and the field of the influencer and brand, resulting in limited generalizability. Consequently, studies with samples from the influencer websites (e.g., Weibo fans group) are needed.

In the current study, many proposed hypotheses were not supported, which indicates that

the model still needs to be improved. Some previous research excavated the relationship between influencer endorsement and consumers' brand attitude or buying intention. Also, researchers found that online engagement contributes to consumers' brand attitudes. For example, according to Dessart (2017), social media engagement positively related to brand trust, commitment, and loyalty. Likewise, Tiruwa et al. (2016) demonstrated that brand community engagement has an impact on brand attitude and purchase intention. These variables could be considered in future research to build a more completed model.

Moreover, the current study tested the motivations of consumer engagement in the Weibo context, which is picture and text dominated. However, short video platforms and live-streaming platforms such as TikTok and Taobao Live is more and more popular in China, attracting a lot of users and influencers. In these social media platforms, videos with attractive digital influencers introducing the brands or products show more advantages in product promotion and brand marketing than pictures and texts. More real-time discussion can be generated in this process. Also, sometimes the product website links are inserted in the videos, which helps to sell the products. More studies needed to be conducted in these jumped-up social media platforms and more interesting findings may be revealed.

Finally, playing an outsized role in shaping consumer attitudes and behavior, influencers are no longer limited in promoting products for large brands but begin to create their own brands. Venture capital firm Andreessen Horowitz reported that five of the top ten women's apparel brands on Alibaba Group's Taobao online shopping platform were founded by influencers in 2017 (Doland,

2018). The followers' engagement with the brand owned by their favorite influencer might be different from other brands, which could be studied in the future.

## **CHAPTER SEVEN**

### **CONCLUSIONS**

This research investigated the positive role of digital influencer endorsement in motivating consumer's engagement to brand-related content and uncovered consumer's identities' impact in this process. According to the results, three dimensions of consumer online brand-related activities, which distinguished by the level of participation, are affected in different paths. This finding revealed that consumer's personal identity and social identity related to their favorite influencer and the brands endorsed by this influencer leading consumers to participate in higher-level brand-related activities.

Because E-commerce has become one of the business models with the most robust development momentum not only in China but also worldwide, online advertising is essential for brands nowadays. As a competitive form of online advertising, influencer advertising shows great potential on E-commerce platforms in the context of China. Thus, this research has a positive significance, both theoretically and practically. Despite the variables in the current study, more factors affecting the relationships in the model are needed to be explored in the future. Meanwhile, different cultural contexts are supposed to consider in the influencer endorsement field.

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## **APPENDICES**

## **Appendix A: Survey Questionnaire (English)**

### **Informed Consent to Participate in Research**

Information to Consider Before Taking Part in this Research Study

**Title:** The Role of Influencer Endorsement in Consumer Brand Engagement on Sina Weibo

**Study #** 000242

**Overview:** You are being asked to take part in a research study. The information in this document should help you to decide if you would like to participate. The sections in this Overview provide the basic information about the study. More detailed information is provided in the remainder of the document.

Study Staff: This study is being led by Xiaofan Wei, who is a student at/in University of South Florida (USF). This person is called the Principal Investigator. She is being guided in this research by Dr. Artemio Ramirez. Other approved research staff may act on behalf of the Principal Investigator.

Study Details: This study is being conducted at Chinese online survey platform Credam (ww.credamo.com). The purpose of the study is to explore the impact of influencer-brand congruence and influencer-follower parasocial interactions on consumer brand engagement on Sina Weibo. If you take part in this study, you will be asked to answer the online questionnaire that will use your around 5-10 minutes.

Participants: You are being asked to take part because you are Weibo user who follow influencers on Weibo. The investigator wants to understand whether influencer endorsement can affect followers online brand engagement.

Voluntary Participation: Your participation is voluntary. You do not have to participate and may stop your participation at any time. There will be no penalties or loss of benefits or opportunities if you do not participate or decide to stop once you start. Your decision to participate or not to participate will not affect your job status, employment record, employee evaluations, or advancement opportunities. Your decision to participate or not to participate will not affect your student status, course grade, recommendations, or access to future courses or training opportunities.



Benefits, Compensation, and Risk: There is no cost to participate. You will not be compensated for your participation. There will be no risk or loss when you stop taking part in this study.

Confidentiality: Even if we publish the findings from this study, we will keep your study information private and confidential. Anyone with the authority to look at your records must keep them confidential.

## **Study Procedures**

If you take part in this study, you will be asked to answer the online questionnaire that will use your around 5-10 minutes. All participants will voluntarily complete the questionnaire that includes questions about social media use, influencer-follower parasocial relationships, influencer-brand congruence, personal identity, social identity, and demography. The online survey platform is Credamo ([www.credamo.com](http://www.credamo.com)) that is popular and professional survey website in China. The data collection will through Credamo, WeChat and Weibo. The data is collected anonymously.

## **Alternatives / Voluntary Participation / Withdrawal**

You do not have to participate in this research study. You should only take part in this study if you want to volunteer. You should not feel that there is any pressure to take part in the study. You are free to participate in this research or withdraw at any time. There will be no penalty or loss of benefits you are entitled to receive if you stop taking part in this study. Decision to participate or not to participate will not affect your student status (course grade) or job status.

## **Benefits and Risks**

You will receive no benefit from this study. This research is considered to be minimal risk.

## **Privacy and Confidentiality**

We will do our best to keep your records private and confidential. We cannot guarantee absolute confidentiality. Your personal information may be disclosed if required by law. Certain people may need to see your study records. The only people who will be allowed to see these records are: Principle Investigator, Director Professors, and The University of South Florida Institutional Review Board (IRB).

It is possible, although unlikely, that unauthorized individuals could gain access to your responses because you are responding online. Confidentiality will be maintained to the degree

permitted by the technology used. No guarantees can be made regarding the interception of data sent via the Internet. However, your participation in this online survey involves risks similar to a person's everyday use of the Internet. If you complete and submit an anonymous survey and later request your data be withdrawn, this may or may not be possible as the researcher may be unable to extract anonymous data from the database.

### **Contact Information**

If you have any questions, concerns or complaints about this study, call Xiaofan Wei at 813-290-1294. If you have questions about your rights, complaints, or issues as a person taking part in this study, call the USF IRB at (813) 974-5638 or contact the IRB by email at RSCH-IRB@usf.edu.

We may publish what we learn from this study. If we do, we will not let anyone know your name. We will not publish anything else that would let people know who you are. You can print a copy of this consent form for your records.

I freely give my consent to take part in this study. I understand that by proceeding with this survey, I am agreeing to take part in research and I am 18 years of age or older.

The link to the survey is: <https://www.credamo.com/answer.html#/s/HX>

**Q1 Your age is**

1. <=18
2. 19-26
3. 27-34
4. 35-42
5. >42

**Q2 Your gender is**

1. Male
2. Female

**Q3 In the past week, on average, approximately how long time per day have you spent on Weibo ?**

1. Less than 10min
2. 11-30min
3. 31-60min
4. 1-2h
5. 2-3h
6. More than 3h

**Q4 Weibo Use**

1. Weibo is part of my everyday activity  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
2. I feel out of touch when I haven't logged onto Weibo for a while  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
3. I would be sorry if Weibo shut down  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
4. I feel I am part of the Weibo community

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q5 Which social media platforms are your favorite influencers most active? (Multiple choice)**

1. Weibo
2. WeChat
3. Taobao
4. TikTok
5. Bilibili
6. Others

**Q6. Which social media platforms do you most often use to watch the content related to your favorite influencers? (Multiple choice)**

1. Weibo
2. WeChat
3. Taobao
4. TikTok
5. Bilibili
6. Others

**Q7. Influencer-follower parasocial relationship (Please answer based on your favorite influencer)**

1. My favorite influencer like one of my familiar friends  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
2. My favorite influencer seems to understand the kinds of things I want to know  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
3. When my favorite influencer shows me how he or she feels about things, it helps me make up my own mind about the things

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

4. My favorite influencer's post content is one of the most important things I watch each day or each week

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

5. My favorite influencer's post content is reliable for me

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q8. Influencer-brand congruence (Please answer based on your favorite influencer and certain brand that s/he endorses or recommends)**

1. I think my favorite influencer good fit to the brand he or she endorse.

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

2. I think my favorite influencer is compatible to the brand he or she endorse

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

3. I think my favorite influencer is congruent to the brand he or she endorse.

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

4. I feel it make sense that my favorite influencer endorses the brand

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q9 Personal Identity**

1. I consider brands that my favorite influencer endorse to be a part of myself

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

2. Part of me is defined by brands that my favorite influencer endorse

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

3. I feel as if I have a close personal connection with the brands that my favorite influencer endorse

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

4. There are links between using the brands that my favorite influencer endorse and how I view myself

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

5. Using brands that my favorite influencer endorse are an important indication of who I am

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

### **Q10. Social identity**

1. I often try to buy the same brands that other followers buy

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

2. I get a sense of belonging by buying the same brands that other followers buy

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

3. I often identify with other people by buying the same products and brands they do

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

4. I often try to buy the same brands that other followers buy because I want to be one of them  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

5. If other followers can see me using the product, I often buy the products or brands they expect me to buy  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q11 Consuming brand related content on Weibo (Please answer based on the brand endorsed or recommended by your favorite influencer)**

1. I view brand-related pictures  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

2. I watch brand-related videos  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

3. I follow brand-related threads  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

4. I read comments on brand profiles or product reviews  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

5. I receive branded virtual coupons/gifts/cards  
1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q12. Contributing brand related content on Weibo (Please answer based on the brand endorsed or recommended by your favorite influencer)**

1. I rate products and/or brands on Weibo  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
2. I engage in branded community forums or hot topic  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
3. I comment brand-related microblogs, pictures, audios, videos, etc.  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
4. I retweet brand-related posts  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
5. I join brand profile on Weibo  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

**Q13. Creating brand related content on Weibo (Please answer based on the brand endorsed or recommended by your favorite influencer)**

1. I publish a brand-related microblog or blog on Weibo  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
2. I write a brand-related article on Weib  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree
3. I write content in branded community forums or topic on Weibo  
 1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree



4. I upload brand-related pictures, audios, videos on Weibo

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

5. I write reviews related to the brand or its products

1 Totally Agree 2 Agree 3 Somewhat Agree 4 Neutral 5 Somewhat Disagree 6 Disagree 7 Totally Disagree

## Appendix B: Survey Questionnaire (Chinese)

### 参与研究的知情同意书

请在参与前仔细考虑以下信息

Title: 网红代言在微博消费者品牌参与度中的作用

研究 # 000242

**概览:** 您被邀请参加本研究。本文档中的信息将会帮助您决定是否愿意参加。在此概述部分提供了有关研究的基本信息。更详细的信息, 将在文档的其余部分提供。

**研究人员:** 这项研究是由南佛罗里达大学的学生魏小凡所负责, 她也就是首席研究员。在这项研究中, 她将由 Artemio Ramirez 博士领导进行研究。其他经批准的研究人员可能代表主要研究者操作。

**研究细节:** 这项研究将在中国在线调查平台 Credamo 进行 ([www.credamo.com](http://www.credamo.com))。本研究的目的是探索微博中网红品牌一致性以及网红粉丝超社会关系对消费者品牌参与度的影响。如果您参加本研究, 您会被要求回答网上问卷, 将使用大约 5-10 分钟。

**参加人员:** 您被邀请参与本研究是因为您是在微博上关注网红博主微博用户。调查人员希望了解网红代言是否会影响粉丝的在线品牌参与。

**自愿参与:** 您的参与是自愿的。您可以选择参与不参与这项研究, 您也可随时退出, 并且不会有任何惩罚或利益损失。不管您参加与否, 都不会影响您的工作状况, 就业记录, 员工评估, 或晋升的机会; 也不会影响您的学生身份, 课程成绩, 建议, 或进入未来的课程或培训的机会。

**福利, 薪酬和风险:** 参与该研究不需要付出成本, 也不会收到补偿。当您停止参加研究不会有任何风险或损失。

**保密:** 即使我们发表这项研究的调查结果, 我们也将保护您的私人信息和机密。任何有权看您的记录的人都必须保密

### 研究过程

如果您参加本研究, 您将回答一份网上问卷, 这将需要大约5-10分钟。所有参加者自愿完成, 其中包括社交媒体使用的问题的调查问卷, 网红粉丝超社会关系, 网红品牌一致性, 个人认同, 社会认同和人口统计问题。网上调查平台Credamo ([www.credamo.com](http://www.credamo.com)) 是在中国流行的专业调查网站。数据将以匿名形式通过Credamo, 微信和微博进行收集。

### 备择方案/自愿参与/退出

您不必须要参加此项研究。您应在完全自愿的情况下参与调查研究。如果您参与研究, 您不应该觉得有任何压力。您可以自由地参与这项研究或随时退出。如果您退出参与,

您不会受到任何惩罚或利益损失。参加或不参加的决定不会影响您的学生状况（学业成绩）或工作状况。

## **收益与风险**

您不会从该研究中获得任何收益。这项研究被认为是风险极小。

## **隐私和保密**

我们将尽我们所能对您的私人数据进行保密。我们无法保证绝对保密。如果法律要求，您的个人信息可能会披露。某些人可能需要看您的研究记录。将会被允许看到这些记录的人仅有：首席调查员，主任教授，以及南佛罗里达大学的机构审查委员会（IRB）。

尽管不太可能，但因为您回答的是在线问卷，存在未经授权的个人可以访问的可能。我们将在技术允许的情况下最大限度地保密。我们不能保证通过互联网发送的数据的截取。但是，您参与此在线调查涉及与互联网日常使用相类似的风险。如果您完成并提交匿名调查，并且以后请求撤销您的数据，不能保证是否可行，因为研究人员可能无法从数据库中提取匿名数据。

## **联系信息**

如果您对此研究有任何疑问，顾虑或投诉，请通过（813）290-1294 联系魏小凡。如果您对您作为研究参与者的权利有任何疑问，请通过（813）974-5638 联系 USF IRB，或通过电子邮件联系 RSCH-IRB@usf.edu。

我们可能会将研究所得进行发表。如果发表了，我们不会让任何人获知您的姓名。我们不会发表任何其他能让他人认出您的信息。您可以打印此同意书的备份以作记录。

我已了解以上同意书中的内容并同意参与此问卷调查，且我的的年龄是 18 岁或 18 岁以上。以下是问卷链接：

<https://www.credamo.com/answer.html#/s/HX>

**Q1 您的年龄是**

1. 小于等于 18 岁
2. 19-26 岁
3. 27-34 岁
4. 35-42 岁
5. 大于 42 岁

**Q2 您的性别是**

1. 男
2. 女

**Q3 在上周，您大约每天花费多少时间在微博上？**

1. 十分钟及以下
2. 11-30 分钟
3. 31-60 分钟
4. 1-2 小时
5. 2-3 小时
6. 大于 3 小时

**Q4 微博使用强度**

1. 使用微博是我日常活动的一部分。  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
2. 当我有一段时间没有登录微博的时候，我感到与外界失去了联系。  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
3. 如果微博停止运营，我会觉得很遗憾。  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
4. 我觉得我是微博社区的一部分。

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

**Q5 您最喜爱网络红人通常活跃在哪些社交平台？（多选）**

1. 微博
2. 微信公众号
3. 淘宝
4. 抖音
5. 哔哩哔哩弹幕网
6. 其他

**Q6 您通常更喜爱在哪些社交平台观看与您最喜爱的网络红人有关的内容？（多选）**

1. 微博
2. 微信公众号
3. 淘宝
4. 抖音
5. 哔哩哔哩弹幕网
6. 其他

**Q7 网红与粉丝的超社会关系（请基于你最喜爱的网络红人作答）**

1. 我最喜欢的网红对我来说就像一个熟悉的朋友一样  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
2. 我最喜欢的网红似乎了解我想要知道的事物  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
3. 当我最喜欢的网红向我展示出他/她对某种事物的感觉时，能够帮助我下定决心  
1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意
4. 我最喜欢的网红的发布内容是我每天或每周观看的最重要的事情之一

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

5. 我最喜欢的网红的发布内容对我来说是可靠的

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

### Q8 网红品牌一致性 (请基于你最喜欢的网络红人及其代言或推荐的某一特定品牌作答)

1. 我认为我最喜欢的网红与他/她代言或推荐的品牌非常契合

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

2. 我认为我最喜欢的网红与他/她代言或推荐的品牌是兼容的

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

3. 我认为我最喜欢的网红与他/她代言或推荐的品牌是一致的

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

4. 我觉得我最喜欢的网红代言或推荐这个品牌是有道理的

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

### Q9 身份认同

1. 我把使用我最喜欢的网红代言或推荐的品牌视作自我的一部分

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

2. 一部分的我被我最喜欢的网红代言或推荐的品牌所定义

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

3. 我感觉好像与我最喜欢的网红代言或推荐的品牌有一种亲近的个人联系  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
4. 在使用我最喜欢的网红代言或推荐的品牌和我如何看待自己之间存在某种联系  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
5. 使用我最喜欢的网红代言或推荐的品牌是“我是谁”的重要迹象  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意

## Q10 社会认同

1. 我经常想要购买其他粉丝购买的同款品牌  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
2. 当购买其他粉丝购买或推荐的同款品牌时，我有一种归属感  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
3. 我经常通过购买其他粉丝买的同款产品和品牌来获得认同  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
4. 我经常想要购买其他粉丝买的同款品牌，因为我想成为他们中的一员  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
5. 如果其他粉丝能够看到我使用产品，我会买他们期待我买的产品或品牌  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意

**Q11 消费者微博品牌消费参与度（请基于你最喜欢的网红所代言或推荐的某品牌作答）**

1. 我浏览品牌相关的照片

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

2. 我观看品牌相关的视频

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

3. 我关注与品牌相关的热点

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

4. 我阅读对品牌的评论和对品牌产品的评价

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

5. 我领取品牌相关的虚拟优惠券/礼物/卡

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

**Q12 消费者品牌贡献参与度（请基于你最喜欢的网红所代言或推荐的某品牌作答）**

1. 我对品牌或其产品进行评级

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意

2. 我参与品牌热点话题讨论

1 完全同意    2 同意    3 比较同意    4 中立    5 比较不同意    6 不同意    7 完全不同意



3. 我对品牌有关的微博，帖子，图片，音频，视频等进行评价  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
4. 我转发品牌相关的内容  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
5. 我关注该品牌的页面  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意

**Q13. 消费者品牌创造参与度（请基于你最喜欢的网红所代言或推荐的某品牌作答）**

1. 我发布品牌相关的帖子，博客和微博  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
2. 我撰写品牌相关的文章  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
3. 我在品牌论坛或话题中撰写内容  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
4. 我上传品牌相关的图片，音频和视频  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意
5. 我撰写关于品牌及其产品的评论  
1\_完全同意 2\_同意 3\_比较同意 4\_中立 5\_比较不同意 6\_不同意 7\_完全不同意