

**SOCIAL MEDIA INFLUENCERS AND THEIR MARKETING
EFFECTS ON FOLLOWERS—AN EXPLORATORY STUDY IN
RESTAURANT REVIEW MICROBLOGS**

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Abstract

The current study investigates the factors that influence the effects of social media influencers' brand-related e-WOM on users. Moreover, the study evaluates the moderating impact of individualism/collectivism on consumers' responses towards social media influencers' e-WOM. The context of the study is focused on the Weibo microblogs related to restaurant reviews. By conducting an experimental survey, the study collected 463 valid data. The findings of the study indicate that the microblogs, either providing more product disclosure in contents and with higher degree of popularity, tend to enhance consumers' greater cognitive trust on the bloggers. Whereas, the microblogs revealing more bloggers' social disclosure in contents incline to induce consumers' greater affective trust on the bloggers. The study also confirms that the effects of product disclosure and popularity on cognitive trust and the effect of social disclosure on affective trust are stronger when consumers are collectivism-oriented than when consumers are individualism-oriented. Moreover, higher cognitive trust can result in higher affective trust which, in turn, leads to consumers' feedback intentions towards bloggers. Cognitive trust, affective trust, perceived enjoyment of reading e-WOM messages, and perceived usefulness of bloggers' recommendations are all proved to have positive influences on consumers' product attitudes. Additionally, the impact of cognitive trust on product attitudes is mediated by perceived usefulness. The findings of this study provide useful suggestions for bloggers and brands to implement effective e-WOM.

Keywords: Influencer Marketing, EWOM, Weibo, Online Restaurant Review

JEL Classification: M310, M370

Resumo

O presente estudo investiga os fatores que influenciam os efeitos do e-WOM relacionado à marca dos influenciadores de mídias sociais dos usuários. Além disso, o estudo avalia o impacto moderador do individualismo / coletivismo nas respostas dos consumidores em relação ao e-WOM dos influenciadores de mídias sociais. O contexto do estudo está focado nos microblogs do Weibo relacionados às revisões de restaurantes. Depois duma pesquisa experimental, o estudo coletou 463 dados válidos. As descobertas do estudo indicam que os microblogs, fornecendo mais divulgação de produto em conteúdos e com maior grau de popularidade, tendem a aumentar a confiança cognitiva maior dos consumidores nos blogueiros. Considerando que, os microblogs revelando mais divulgação social de blogueiros em conteúdo tendem a induzir maior confiança afetiva dos consumidores nos blogueiros. O estudo também confirma que os efeitos da divulgação do produto e da popularidade sobre a confiança cognitiva e o efeito da divulgação social sobre a confiança afetiva são mais fortes quando os consumidores são orientados para o coletivismo do que quando os consumidores são orientados pelo individualismo. Além disso, uma confiança cognitiva mais alta pode resultar em uma confiança afetiva mais alta, o que, por sua vez, leva às intenções de feedback dos consumidores em relação aos blogueiros. A confiança cognitiva, a confiança afetiva, o prazer percebido de ler as mensagens no e-WOM e a utilidade percebida das recomendações dos blogueiros provaram ter influências positivas nas atitudes dos produtos dos consumidores. Além disso, o impacto da confiança cognitiva nas atitudes dos produtos é mediado pela utilidade percebida. As conclusões deste estudo fornecem sugestões úteis para que blogueiros e marcas implementem e-WOM efetivo.

Palavras-chave: Marketing de Influenciadores, EWOM, Weibo, Revisão Online de Restaurantes

Classificação JEL: M310, M370

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Chapter 1: Introduction

1.1 Social Media Marketing

Communicating with consumers via social media platforms has become a common marketing strategy (Shareef et al., 2018). “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan & Haenlein, 2010).” Social media platforms can be classified as collaborative projects (such as Wikipedia), blogs and microblogs (such as Twitter), content communities (such as YouTube, Flickr) and social networking sites (such as Facebook, Myspace), virtual game and social worlds (such as World of Warcraft, Second Life), and sites dedicated to feedback (such as online forums; Kaplan & Haenlein, 2010; Chan & Guillet, 2011). Indeed, social media was initially created with the purpose of facilitating internet users to share information with each other (Kaplan & Haenlein, 2010). However, affected by the increasingly updated technology and explosive growth of smart phone market, social media has become more and more accessible and popular (Saravanakumar & SuganthaLakshmi, 2012), which not only differentiates the communications and connections among individuals but also facilitates the interaction between brands and consumers (Liu et al., 2015). First of all, social media breaks through the limitation of traditional mass media, such as television, newspapers, radio, and magazines, allowing brands to interact with their existing and potential customers in two-way communications and subsequently convey their strong existences and build up consumers’ brand loyalty (Saravanakumar & Suganthalakshmi, 2012; Hudson et al., 2015; Alves et al., 2016). Besides, social media, more than a simple marketing channel, is perceived by marketers as an effective consumer engagement tool, through which they can establish powerful relationship with consumers (Tsai & Men, 2017). Last but not least, it is an inevitable trend for the emergence of social media marketing from the traditional marketing, because online consumers, especially the young people, are more likely to spend time

with digital platforms and depend on the information shared on social media (Sonica, 2013; Alves et al., 2016). As the population of social media user keeps expanding, companies have to make their movements to reach prospective consumers and leverage their brand presences through social media marketing (Chen et al., 2015). For now, social media marketing is an indispensable part of digital brand strategy for marketers to raise brand awareness, drive engagement, and increase conversions for their brands and products (Phua et al., 2017).

1.2 EWOM Marketing

With the conversion of the sources for information delivery under the impact of Internet, seller-centric marketing strategy is gradually perceived as less effective than “online consumer reviews” (Lu et al., 2014). Online consumers, who are emphatically involved in social-networking environment (Shareef et al., 2018), prefer to rely on the peer advices for products or services from online communities because of the uncertainties of nonface-to-face transactions in virtual world (Tsang & Zhou, 2005; Hsu et al., 2013; Bayazit et al., 2017). However, prior to the development of Internet, marketers had realized the powerful marketing effects of consumer-to-consumer communications on customer’s purchasing behavior (Arndt, 1967). Bone (1992) defined word of mouth (WOM) as a group phenomenon that “an exchange of comments, thoughts, ideas among two or more individuals in which none of the individuals represents a marketing source”. “Word-of-mouth marketing (WOMM) is the intentional influencing of consumer-to-consumer communications by professional marketing techniques (Kozinets et al., 2010).” Under the enormous influence of Internet, nevertheless, the effectiveness of WOMM has been continually extending (Kozinets et al., 2010; Hennig-Thurau et al., 2004). In order to distinguish internet-based WOM from the general one, researchers use the term—electric word of mouth (e-WOM)—to include “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et

al., 2004).” Compared with traditional (offline) WOM, e-WOM is more flexible for consumers to exchange consumption-related experiences and access the unbiased information about products and brands from other customers in anytime and anywhere (Duan et al., 2008; Hennig-Thurau et al., 2004). That is the reason that e-WOM is able to make product-related and brand-related marketing messages widespread (Reichelt et al., 2014) and perceived to be more trustworthy than the information provided by brand marketers (Lange-Faria & Elliot, 2012). E-WOM communication can take place in many ways, such as web-based opinion platforms, discussion forums, boycott Web sites, news groups, and so forth (Hennig-Thurau et al., 2004). Thereinto, social media, as a great evolution from Internet’s roots, has become an extremely essential platform for brands to implement e-WOM marketing so as to engage with their potential consumers (Evans et al., 2017).

1.3 Influencer Marketing

From offline to online environment, WOM and opinion leadership seem to be increasingly essential. Along with the emergence of new communication technologies, the increase of individual isolation, and decline of a social membership society, individuals’ communication habits have been conversed (Bennett et al., 2006). Under such circumstance, social media, which contents the mass needs of close interpersonal communication, even more significantly highlights the importance of online opinion leaders (Turcotte et al., 2015). The influencers, also known as key opinion leader (KOL), can be bloggers, vloggers, “instafamous” individuals, or other users active on various social media platforms (Djafarova & Rushworth, 2017). Social media, that provides the best platforms for online opinion leadership, empowers the implementation of self-branding and simultaneously increases opportunities for the influencers, who have specific expertise and can build up sizable fan base, to attract brand advertisers’ attentions (Khamis et al., 2017). The influencers have the ability to affect their followers or readers’ purchase decisions and generate online sales in effective ways (Veirman et al., 2017). Some of them can earn millions of dollars by

brand endorsing or selling the products of their own brands (Ing & Ting, 2018). Typically, e-WOM implies organic inter-consumer communication, which is motivated by the desire to help other consumers and without the direct influence and measurement of marketers (Kozinets et al., 2010). Nowadays, it has become a trend that social media influencers are employed by brands to perform e-WOM (Evans et al., 2017), due to their substantial marketing effectiveness of transmitting brand messages to a much larger segment of responsive audience at a much faster rate and at a much lower cost than most traditional media (Phua et al., 2017). Nevertheless, influencer marketing, as a relatively new concept, has not been widely discussed by literature yet (Hsu et al., 2013; Veirman, et al., 2017). Only few studies have analyzed how influencers' e-WOM impacts consumers' purchasing attitudes and intentions in Asian context (Ing & Ting, 2018). Thus, to have in-depth research in the mechanisms underlying the marketing effects of influencers' e-WOM, the current study raises the following research question:

RQ1: How do the digital influencers impact consumers' consumption attitudes by means of e-WOM?

1.4 Individualism/Collectivism Orientation

It has been empirically proved that culture orientation can prominently influence consumers' responds to e-WOM (Chu & Choi, 2011). The theory of multidimensions in national culture was originally generated by Hofstede (1980), including Individualism/Collectivism, Power Distance, Uncertainty Avoidance, and Masculinity/Femininity, and later another two dimensions, Long/Short term orientation (Hofstede & Bond, 1988) and Indulgence/Restraint (Hofstede et al., 2010), were incorporated into the theory. These cultural dimensions have been widely applied in either literature and practices. Individualism/Collectivism Orientation (ICO), thereinto, is the most frequently discussed one in consumer research (Chu & Choi, 2011). ICO is related to the extent that how much people in a society are integrated in groups (Hofstede, 2011). Hofstede (1980) defined individualism as “a

preference for a loosely knit social framework in which individuals are expected to take care of themselves and their immediate families only” and collectivism as “a preference for a tightly knit framework in society in which individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty.” In prior studies, ICO is perceived as an essential moderator in various research contexts, since it has impacts on people’s cognitive mode (Luo et al., 2014). For instance, researchers (Tsai & Men, 2017) find out social media users in collectivism-oriented society have higher engagement with brand pages in social networking sites than their counterparts in individualism-oriented society. Another study (Han & Kim, 2018) also provides the evidences that collectivist social media users present higher perceived enjoyment and sense of community than individualist users when consuming social media commerce.

Although it has been widely acknowledged that national cultures have great influences on consumers’ preference and behavior, the effect of cultural orientations at individual level is ignorable. According to Yoon (2009), the literatures emphasizing on the effects of individual-level culture on e-commerce, are limited. Out of the limitations of macro-level culture within single large group, such as nations (Straub et al., 2002), micro-level culture can be viewed as difference variable among individuals (Srite & Karahanna, 2006). Even within a same country or society, individual’s beliefs and values are different under the impacts of their professionals, educations, organizations, ethics, religions, and so forth (Straub et al., 2002). The enormous variations of cultural values among persons may have significant impacts on their behaviors (Faqih & Jaradat, 2015). The moderating effects of ICO on Technology Acceptance Model (TAM) and its related relationships have been widely explored by researchers (Faqih & Jaradat, 2015). For example, Srite and Karahanna (2006) incorporated ICO in extended TAM to measure the moderating effects of individual-level ICO on users’ acceptance of information technology. Nevertheless, there exists very few studies exploring the moderating roles of ICO at individual level on consumers’ responds towards influencers' e-WOM. In order to have further

analysis in such direction, therefore, the present study proposes the following research question:

RQ2: Do individualism/collectivism orientation has a moderating effect on the relationship between influencers' e-WOM and consumers' responses?

1.5 Influencer Marketing in Weibo

Facebook, Twitter, YouTube, and Instagram, as the most widely used social media worldwide, are the preferential platforms for companies to implement digital marketing strategies (Chan & Guillet, 2011; Saravanakumar & SuganthaLakshmi, 2012; Hu et al., 2014; Veirman et al., 2017). However, under the circumstance that those western social media are all blocked in China, Sina Weibo (also known as Weibo) has been one of the most influential social media platforms as well as the largest microblogging service in such country, with approximately 431 million monthly active users (China Internet Watch, 2018; Jiang et al., 2015). Weibo is a type of microblog with the combination of Twitter and Facebook in designs and functions (DeGennaro, 2018; Han & Kim, 2018; Jiang et al., 2015), such as reposts (retweets), comments, likes, mentioned, hashtags, etc. Besides, Weibo also has its characteristic functions, e.g., hot search rankings, in which the hottest topics are listed and updated every minute so that the Weibo users can catch up the real-times trends and freshest news around the world. In Weibo, users can update their brief contents in forms of words, photos, or videos, acquire information, and interact with other users. According to Fath et al. (2017), Chinese consumers depend more often on influencers' recommendations before making purchase decisions, since they are inclined to be skeptical of formal institutions and authority in certain extent (Chiu et al., 2012). What's more, China has the world's most active environment for social media (Chiu et al., 2012). The data from Statista (2018) illustrates that there were about 673.5 million social network users in China in the year of 2018, and such population was estimated to continue growing in the future. According to the estimation of Analysys International—a Chinese consultancy—the China influencer economy was worth over

\$15.5 billion in 2018 (Dudarenok, 2018). Besides, 72% of brands in China indicated that they would continue to focus on social media marketing, and 63% revealed they would enhance their collaboration with influencers in terms of product or brand promotions (Dudarenok, 2019). Given that, influencer marketing has significant effects in China. Obviously, Weibo is a promising marketing platform for either native and foreign companies to distribute product information and strengthen brand awareness among the multitude of potential consumers. Chinese influencers, simultaneously, are the key drivers for marketing effectiveness. Considering the subject related to influencers' e-WOM in Weibo has been seldom explored, thus, the study intended to address the research questions based on the context of Chinese influencer marketing in Weibo.

1.6 Online Restaurant Reviews

EWOM is particularly influential for experience products in the hospitality and tourism industries, such as hotel, travel destination, restaurant, and other tourism services (Hlee et al., 2016). Because of the difficulties of evaluating experiential goods, which are intangible and complicated, before real consumption, consumers tend to seek WOM information from an experienced source to reduce uncertainty risks (Hlee et al., 2016; Zhang et al., 2010). With the attributes of being up-to-date, trustworthy, and helpful, online reviews has become prior reference for consumers before consuming tourism and hospitality products (Schuckert et al., 2015). Social media, as the primary platforms for users to share their real experiences online (Xiang & Gretzel, 2010), facilitate consumer to gather useful tourism and hospitality-related information and make wise decisions (Buhalis & Law, 2008). Rather than on traditional marketer-generated materials and knowledge, tourism consumers rely heavily on user-generated contents which are usually shared as stories, images, and photographs in social media and able to induce interactions, evaluations, and emotions among customers (Fath et al, 2017; Hlee et al., 2016; Lange-Faria & Elliot, 2012). However, considering tourism and hospitality industry includes multiple

products, the present study intended to focus on online restaurant review. According to a report published by the experts at Website Builder, approximately 61 percent of customers have read online reviews about restaurants, which is more than any other business (Arevalo, 2017). For restaurant advertising, the messages controlled by consumers in social media are more likely to be trusted than that controlled by the restaurateur in viral marketing (Pantelidis, 2010). In terms of such, the study narrowed the scope of influencers' e-WOM in online restaurant reviews.

1.7 Chapters Organization

With the purpose of resolving the research questions, the author intended to investigate the theories related to the relationship between influencers' e-WOM and consumers' consumption responses and the moderate impacts of ICO on such relationship and subsequently come up with several assumptions according to the confirmed knowledge. In the following chapter, hence, the literature review, research model, and hypotheses will be presented. In order to verify the assumptions, the study conducted an experimental survey in quantitative method. The third chapter demonstrates the designs and the pretest of the experiment as well as the in-detailed procedures of implementing this survey. Then, a series of data analyses based on the collected samples were completed to prove the hypotheses, and the related methods, processes, and results can be read in the fourth chapter. Further, the author concluded the whole view of the study and answered the research questions based on the findings in the fifth chapter, and the contributions of this study towards literature and practical implications and the suggestions for future studies are also shown in that chapter. Finally, the literatures and the materials from various sources that the study refers or quotes are listed in the sixth chapter.

Chapter 2: Literature Review

2.1 Social Media Influencers

Based on Katz and Lazarsfeld's (1955) two-step flow theory, opinion leaders are those in the mediate position of extracting information from mass media and then conveying it to mass audiences or people in surrounded circles, affecting their attitudes and behaviors via effective WOM (Corey, 1971; Buttle, 1998). More generally, opinion leaders are the individuals whom opinion followers perceive to be engaged and competent for discussed topic as well as honest and trustworthy (Turcotte, et al., 2015). By providing persuasive information or advices, opinion leaders can effectively influence consumers' decision-making process, since they are perceived to be more reliable than other kinds of brand-related advertising and able to reduce the uncertainties of new products or services (Rogers & Cartano, 1962; Chan & Misra, 1990; Engel et al., 1993). Besides, consumers consider opinion leaders' recommendations are trustworthy because they are not completely incented by economic benefits (Lin et al., 2018). Therefore, social media influencer, which is also seen as key opinion leader in specific area (such as travel, food, beauty, sport, and so on), has powerful marketing effectiveness that induce consumers' positive attitudes towards products or services (Huang, 2015).

As a particular type of micro-celebrity (Khamis et al., 2017), social media influencer is distinguishable from traditional celebrities, such as singers, actors and actresses, sport celebrities, etc., in certain ways. Influencers usually generate online fames as "ordinary" users and frequently upload attracting contents, that reflect their personal and private lives, on social network pages (Khamis et al., 2017). They are deemed by their followers to be more accessible and authentic as well as easier to relate to (Djafarova & Rushworth, 2017). As a consequence, influencers are more likely to build up intimate and credible relationships with online consumers when compared with mainstream celebrities (Veirman et al., 2017). Social media

influencers are recognized by brand marketers as promising e-WOM performers that can reach sizable audiences in shorter period, diffuse their brand messages in further way, more effectively impact consumers' attitudes and purchase behaviors, and subsequently generate sales for companies than any other marketing approaches (Phua et al., 2017; Evans et al., 2017; Veirman et al., 2017). Product-related information or brand messages can be transmitted over the internet by influencers through transforming hard product advertisement into soft contents in various entertaining ways, such as story-telling message, photo, video, emotion-laden characters (i.e., emoticons or emojis), etc. (Abidin, 2016; Stubb, 2018; Lin et al., 2018). In terms of such, influencers are able to gain audiences' interests and reduce the possibilities of consumers' blocking online commercials which are usually seen to be interruptive (Veirman et al., 2017). Marketing information can be propagated faster and promoted better by influencers through conveying product-related and brand-related information to their followers and peers in social media (Liu et al., 2015). Moreover, it has been confirmed that influencers can positively impact consumers' attitudes and purchase intentions via increasing their trust (Hsu et al., 2013; Ing & Ting, 2018).

2.2 Cognitive/Affective Trust

It has been widely supported by marketing literature that trust is a key influential factor in consumers' decision-making process. Trust plays a critical role in online social network users' decisions, especially when they are involving in indirect and nonface-to-face interactions (Liu et al., 2015). When facing transaction uncertainties and lacking of confidence in their own decision-making abilities (Djafarova & Rushworth, 2017), consumers tend to seek information or advices from someone they trust to reduce risks (Hsu et al., 2012; Huang, 2015). For consumer transactions, trust is essential when contractual safeguards are deficient and knowledge is asymmetry (Johnson & Grayson, 2005). Trust underlies the significant relationship between e-WOM and consumer buying behavior (Djafarova & Rushworth, 2017). Perceived credibility of e-WOM information tends to determine consumer's attitudes and

Intentions to refer to the e-WOM (Reichelt et al., 2014). Blogger's recommendations are more likely to win trustworthiness from consumers when compared with manager-generated contents, since the unbiased information and firsthand experience that the bloggers generate can satisfy consumers' information needs (Ing & Ting, 2018). Moreover, the recommendations are perceived to be even more useful and believable for consumers, if the bloggers are the experts in specific domains (Ing & Ting, 2018; Johnson & Grayson, 2005), such as beauty bloggers, travel bloggers, fashion bloggers, and so on.

In fact, consumers tend to experience both cognitive and affective forms of trust when reading influencers' e-WOM (Huang, 2015). When exposed to brand-related or product-related information, consumers will immediately develop message-related responses, containing cognitive and affective ones (Chen et al., 2015). The concept of cognitive and affective trust was initially proposed by Lewis and Weigert (1985) who considered trust was sociological outcome, that were generated from social relationship, instead of psychological event taken within isolated individual, and such attribute determined that trust contained cognitive and affective dimensions. Cognitive path of trust provides people with the evidences of trustworthiness or untrustworthiness, while the affective process of trust helps people establish emotional bonds with other participants during the relationship (Lewis and Weigert, 1985). According to Johnson and Grayson (2005), who studied the interpersonal trust in the context of consumer service consumption, the definitions of cognitive and affective trust were consistent with the nature of cognitive and affective components of general attitude. Precisely, cognitive trust is individuals' confidence to rely on a person based on that person's reliability and competence, which is driven by accumulated knowledge and usually refers to rationality and objectivity; whereas, affective trust is individuals' confidence on a person that the counterpart will do things good to them, intrinsically, and such confidence is mainly resulted from the individual's positive emotions and feelings of security, and the strong emotional attachments to the counterpart can be generated when affective trust is developed

(Johnson & Grayson, 2005; Huang, 2015). What's more, the development of cognitive trust implies the decrease of individuals' perceived risks and uncertainty, while the process of forming affective trust involves less objective risk assessments and more ventures taking (Johnson & Grayson, 2005).

2.3 Research Model and Hypotheses

According to Huang (2015), who explored consumers' responses towards influencers' e-WOM in the context of blog articles, consumers can develop cognitive and affective trust on bloggers during the process of receiving e-WOM information from the bloggers. Huang's study provides empirical evidences that both of the product disclosure revealed in a blog article and the blog popularity are the antecedents of consumer's cognitive trust development on the bloggers. Besides, affective trust towards the bloggers are determined by the degree of social disclosure revealed in the blog post. Additionally, his study confirms that higher cognitive trust, that consumers develop, will result in higher affective trust towards the bloggers, and either cognitive trust and affective trust on the bloggers can enhance consumers' positive attitudes towards the products introduced in the blogs. More than that, the findings of Huang's study support that consumers' affective trust will induce their Intentions of giving feedbacks towards the bloggers. Overall, Huang's research had already demonstrated a good model in which all of the hypotheses were empirically validated. On the basis of Huang's theoretical framework, the present study argues that ICO is a potential moderator impacting the antecedent factors' (product disclosure, social disclosure, and popularity) effects on cognitive trust and affective trust. What's more, the study predicts that perceived enjoyment, apart from cognitive trust and affective trust, may as well has influential effects on consumer's positive attitude towards products. Although Huang had verified the positive relationship between consumers' cognitive trust and their products attitudes, the author assume perceived usefulness may mediate such relationship. In that, the present study adopts Huang's original model as a foundation and incorporate ICO, perceived enjoyment, and perceived usefulness as

additional constructs so as to explore more undiscovered knowledge. This extended research model is shown in Fig. 1.

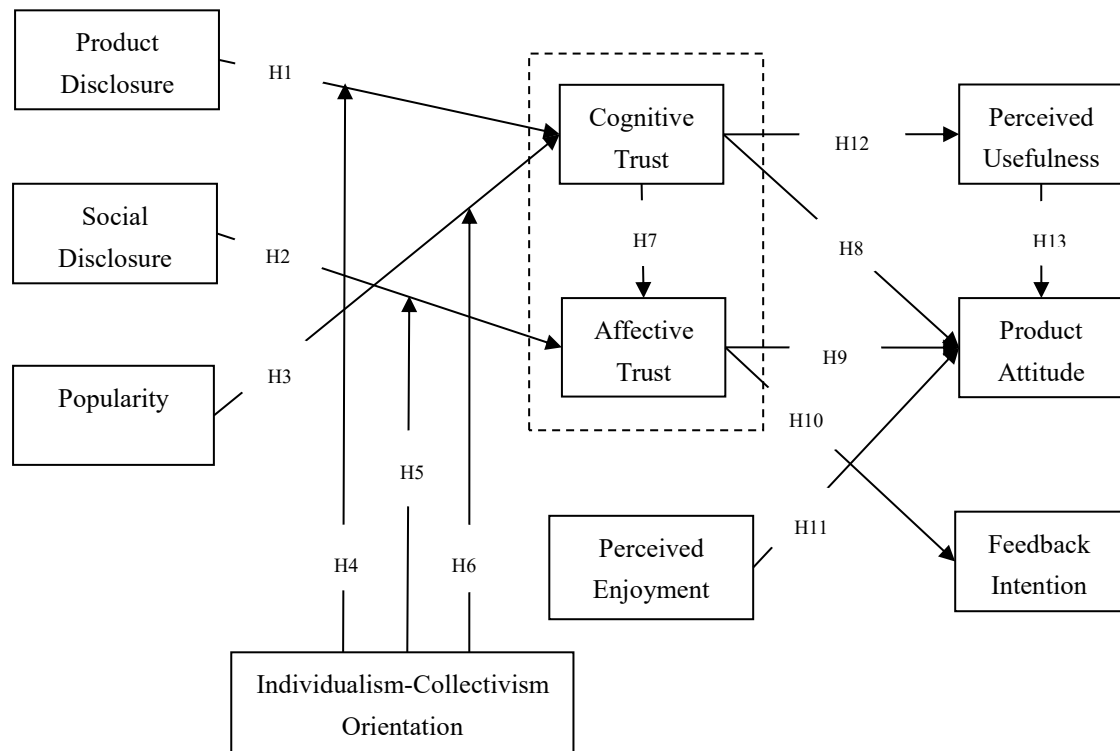


Fig. 1. Research model

2.3.1 Antecedents of Cognitive/Affective Trust

The term “self-disclosure” was first used by Komarovsky (1962) in the study related to marital relationship. Since then, self-disclosure has been widely studied by researchers (e.g., Jourard, 1971) in various domains, such as social psychology, clinical and counseling psychology, interpersonal communication, and so on, which results in diverse definitions of self-disclosure (Berg & Derlega, 1987). Thereinto, Derlega et al. (1993) defined self-disclosure as the act that individuals verbally reveal self-related information, including thoughts, feelings, and experiences, to others. Self-disclosure is the key in developing and maintaining the intimate interpersonal relationship among individuals (Dindia, 2002; Greene et al., 2006). The openness in a relationship encourages two parties to communicate, be sincere, and build up trust with each other (Derlega et al., 1993). Ko and Kuo’s (2009) study demonstrates that

self-disclosure can improve blog users' satisfactions with their social contact, interpersonal communication, and overall quality of life. In addition, positive self-disclosure strengthens Facebook users' intimate relationships (Park et al., 2011). Huang (2015) investigated the effects of self-disclosure on reader's responses in the context of influencers' e-WOM and reckoned blogger's self-disclosure could be classified into two types, product disclosure and social disclosure.

Product disclosure relates to the objective information and subjective evaluation of products (Huang, 2015). According to Muntinga et al. (2011), information motivation is an essential factor contributing to consumers' acceptance of brand-related contents on social media, since acquiring more knowledge and others' opinions about specific products or services helps to reduce risks and make well-considered decisions before real purchasing. When exposed to product-related information, consumers are especially persuaded by the real experience messages conveyed by their peers (Shareef et al., 2018). Useful product or service information and the corresponding evaluations initiated from others are essential sources for consumers to refer and subsequently make rational decisions (Huang, 2015). It is because mass consumers usually have no sufficient capabilities and resources to evaluate each choice (Merwe & Heerden, 2009). If revealing objective information about a product (such as price, quality, function, etc.) and the corresponding subjective evaluations (such as personal benefits, feelings and using experiences) via e-WOM, bloggers can satisfy consumers' information motivations and simultaneously promote the utilitarian values of products or services, which together strengthen the consumers' cognitive trust in the bloggers (Huang, 2015; Lin et al., 2018). There for, the study predicts that:

H1: The microblog post revealing higher degree of product disclosure tends to induce a significantly higher cognitive trust towards the blogger.

Social disclosure is related to blogger's personal or private information which is not directly relevant to the products (Huang, 2015). Via providing the information or

images which conveys personal, sociable, and sensitive human contacts, influencers will strengthen their social presences and subsequently increase electronic communications with e-WOM readers (Gefen & Straub, 2004). Furthermore, Gefen and Straub (2014) believe that ongoing interpersonal interactions enhance individual's trust development in the counterpart. Higher degree of social disclosure between strangers tends to decrease uncertainty level and increase familiarity for each interactant (Berger & Calabrese, 1975). In social media sites, frequent interactions and positive personal information are able to facilitate intimate relationships (Park et al., 2011). Regarding affective trust is based on the degree of interpersonal concern and care, which reflects the emotional connection with each other (Johnson & Grayson, 2005), consequently, the study makes the assumption that e-WOM reader's affective trust may be affected by influencer's social disclosure (Huang, 2015).

H2: The microblog post revealing higher degree of social disclosure tends to induce a significantly higher affective trust towards the blogger.

Online popularity is not only an implication of the social influence of bloggers (Huang, 2015) but also an essential predictor for internet users to evaluate source credibility (Jin & Phua, 2014). For influencers, the number of followers is a critical indicator of popularity (Veirman et al., 2017); as for the online updating posts in social media, such as Facebook and Twitter, the accounts of reposts and reply messages can be seen as the sign of popularity (Jin & Phua, 2014). Due to the limited capacities to process various information, people incline to utilize heuristic or peripheral cues to minimize their cognitive efforts and time when making caution decisions (Metzger et al., 2010). Metzger et al. (2010) also believe that group endorsement, rather than the firsthand information or knowledge, is likely to be the cognitive criterion during people's credibility-evaluating process. According to the bandwagon heuristic, which has powerful effect on perceived credibility, people tend to consider the information and sources are reliable if others do so also, and such heuristic is especially helpful for young consumers to make quick decisions in the era

of digital media (Sundar 2008). A popular blog post implies that the information conveyed by the blogger is widespread and of high quality, based on which readers will have more confidence towards the bloggers that they do not know before (Huang, 2015). In terms of such, the study proposes that consumers are likely to form cognitive trust in the bloggers whose e-WOM messages are perceived to be popular (Huang, 2015).

H3: The microblog post with higher degree of popularity tends to induce a significantly higher cognitive trust towards the blogger.

2.3.2 ICO's Moderating Effects

Doney et al. (1998) proposed that trust-building process can be influenced by culture orientation, suggesting that people's cognitive analysis processes are comprehensively impacted by their social norms and values, behavioral standards, and beliefs, which are all resulted from cultural orientations. For example, individualists, who generally value the evidence of individual initiative and achievement, tends to develop trust through assessing a target's capability, which contrarily is not valuable for people who espouse collectivistic culture, since collectivists emphasize in-group goals (Doney et al., 1998). Luo et al. (2014) believe that people embracing different cultural values in ICO will utilize different criteria to guide their cognitions and behaviors, and their study empirically demonstrates that individualism-oriented consumers, who are more independent and self-reliant, incline to evaluate the credibility of information based on their own cognitions, such as their own scrutiny and judgments toward the information contents. Tsai and Men (2017) also indicated that consumers, who are more individualistic, tend to be affected by hard-sell approach, such as explicit product information and promotions, when making purchase decisions. In the light of influencers' e-WOM, higher degree of product disclosure provides more objective cues for individualism-oriented readers to assess the products in various aspects via extensive cognitive process so as to make rational decisions (Luo et al., 2014). Considering cognition-based trust is motivated by self-interest on the cues of

performance behaviors and accomplishments (Chen et al., 1998), hence, the study proposes that ICO may moderate the relationship between product disclosure and cognitive trust.

H4: The effects of high product disclosure on cognitive trust are stronger when consumers are more individualistic.

Kim's (2005) study brings empirical evidences that individualism-oriented consumers' trust in e-vendor is significantly related to cognition-based determinants (e.g., privacy, security protection, and system reliability), and contrarily, collectivism-oriented consumers' trust in e-vendor is driven by affect-based factors (e.g., recommendations and certifications of third party). Moreover, Tsai and Men (2017) demonstrated that collectivism-oriented consumers rely more on the relationships with brands than the utilitarian product information when making purchase decisions, while individualism-oriented consumers incline to act in the opposite way. Collectivists tend to utilize social and emotional cues to build up trust relationships (Kim, 2005), that is why soft-sell approach (e.g., the product-related message with personal tone and featuring entertaining contents) is more effective when applied towards the consumers with collectivism orientation rather than individualism orientation (Tsai & Men, 2017). Regarding to the characteristics of affective trust that it is driven by relationship commitment and social emotional bond that goes beyond a regular business or professional relationship (Chen et al., 1998), hence, the study assumes collectivism-oriented consumers are more likely to form affective trust towards the influencers with the impacts of social disclosure when compared with individualism-oriented consumers.

H5: The effects of high social disclosure on affective trust are stronger when consumers are more collectivistic.

Collective goals (Doney et al., 1998) and interdependence (Triandis, 1995) are the core values of collectivism. People espousing collectivistic values, as a result, will

more often depend on social/group approval of the information (e.g., information consistency and information rating) and refer to other people's opinions or attitudes to assess the credibility of e-WOM information (Bond & Smith, 1996; Luo et al., 2014). As mentioned, individuals tend to believe something is beneficial or reliable if that thing is approved by a quantity of people (Sundar, 2008), which is similar to the herd behavior that people will be doing what others are doing rather than utilizing their firsthand information (Banerjee, 1992). What's more, Beckmann et al., (2008) verified that compared with the people espousing individualism culture, individuals, who embrace collectivism values, are more likely to be impacted by herd behavior during the process of making rational decisions. Since popularity indicates social approval, it is reasonable to predict that the popularity of e-WOM message is a more influential indicator to judge source credibility at cognition base for collectivistic consumers than for individualistic consumers.

H6: The effects of high popularity on cognitive trust are stronger when consumers are more collectivistic.

2.3.3 Trust and Consumer's Responses

Researchers argue that cognitive trust is the basis for affective trust, and it also has been experimentally proved that cognitive trust is positively related to affective trust (Lewis & Weigert, 1985; Huang, 2015; Johnson & Grayson; 2005). Additionally, Johnson and Grayson (2005) reckon that although cognitive trust is perceived as the antecedent of affective trust, the relationship between cognition-based attitude and affect-based attitude is bidirectional. Therefore, this study consists with the hypothesis that:

H7: The cognitive trust on blogger has significantly positive effect on affective trust towards the blogger.

The connection between influencer credibility and consumers' product attitudes has been continually explored (Hsu et al, 2013). Trust is a significant determinant of

consumers' positive attitudes and purchasing intentions towards products or services during online transaction (Wu & Chen, 2005; Hsu et al., 2013; Ing & Ting, 2018). In fact, it is widely acknowledged that general attitude towards an object includes affective and cognitive components (Millar & Tesser, 1986; Organ & Konovsky, 1989). Attitude formation can be determined by the domination of either cognitive or affective components or their correlation, depending on specific situations (Zajonc & Markus, 1982; Millar & Tesser, 1986). What's more, a study confirms that consumers' attitudes towards brands is simultaneously influenced by cognitive and affective responses when exposed to advertisement information (MacKenzie et al., 1986). Through cognition-based evaluations and knowledge accumulations, consumers build up more confidence in a product (Johnson & Grayson, 2005), then resulting in positive attitudes towards such product (Huang, 2015). Hence:

H8: Cognitive trust on the blogger has significant effect on consumers' positive attitudes towards the product described by the blogger in the microblog post.

Apart from cognitive evaluation, affective responses, including emotional and sensory gratifications, also have influences on consumers' attitude formation (Chen et al., 2015). When consumers develop emotional bonds with influencers, they tend to have the belief that the motive of influencers' e-WOM is in less self-interest (Rempel et al., 1985) and subsequently consider that the recommended product is beneficial (Huang, 2015), and such attitudes at affective base are strong and stable (Chen et al., 2015). In that:

H9: Affective trust on the blogger has significant effect on consumers' positive attitudes towards the product described by the blogger in the microblog post.

Based on the mutuality of self-disclosure between two parties, one person's disclosure input encourages another one's disclosure (Greene et al., 2006). When individuals receive certain extent of personal information from others, they are likely to provide similar degree of self-disclosure to the counterpart in order to maintain

their relationship (Derlega et al. 1993), which resembles to the dyadic effect in Jourard's (1971) study. During an interpersonal relationship, the openness encourages two parties to communicate in a further way (Derlega et al., 1993). When the readers develop affective trust on the influencers during the process of receiving e-WOM information, the emotional feelings and sensibility may induce their intentions to give feedbacks or responses to the influencers (Huang, 2015). Consequently:

H10: Affective trust on the blogger has significantly positive impact on consumers' feedback intentions towards the blogger.

2.3.4 Perceived Enjoyment

Indeed, consumers' product attitudes are affected by not only trust but also their perceived enjoyment. Perceived enjoyment was originally defined as "the extent to which the activity of using a computer system is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated (Davis et al., 1992)." Consumers' perceptions about a web site are impacted by their experiences of visiting the site, while perceived enjoyment, as an experiential factor, has significant influence on customers' attitudes and behavior on the web (Koufaris & Hampton-Sosa, 2002). Regarding to the context of influencers' e-WOM, however, perceived enjoyment is defined here as the extent to which reading the e-WOM information generated by the influencers is perceived to be enjoyable, and it is likely to affect readers' attitudes towards the products or brands introduced by the influencers. In fact, perceived enjoyment is personal experience, which has the ability to enhance individuals' social identity of being a part of a group and increase their emotional attachments as memberships (Soares & Pinho, 2014). Researchers (Shareef et al., 2018) believe that enjoyment is a critical prerequisite that consumers are persuaded by any product-related messages which are generated and received through the social network. Consumers' overall attitudes towards social media advertisements depend on cognitive, affective, and behavioral components; the affective part of attitudes, thereinto, is impacted by hedonic motivation (Shareef et al., 2018).

Furthermore, perceived enjoyment has positive effects on consumer's evaluation processes in different aspects, such as perceived risk and perceived product quality (Hwang & Kim, 2007). According to Mattila and Wirtz (2000), consumers incline to make product evaluations based on their moods. When in positive emotional states, consumers incline to expect that they will have positive experience with the products or services that are exposed to them (Mattila & Wirtz, 2000). Considering enjoyment is individual's positive emotional response (Johnson & Grayson, 2005) as well as affective reaction (Hwang & Kim, 2007), it is reasonable to relate perceived enjoyment with positive attitude. When feeling enjoyable of reading an e-WOM message, consumer may establish positive emotions and consciously believe that the product mentioned in the e-WOM is beneficial. Based on such, the present study proposes that:

H11: Perceived enjoyment of reading the e-WOM message has significant effect on consumers' positive attitudes towards the product described by the blogger in the microblog post.

2.3.5 Perceived Usefulness

Initially, Davis (1989) proposed the Technology Acceptance Model (TAM) demonstrating that perceived usefulness was a significant belief to predict users' acceptance of information system or information technology. This researcher (Davis, 1989) defined perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance." Further, the concept of perceived usefulness has been utilized in various contexts of researches. Hsu et al. (2013) defined perceived usefulness as the extent to which consumer perceives blogger's recommendation is useful in enhancing their shopping performance; their study shows the evidences that perceived usefulness can effectively induce consumers' positive attitudes and purchase intentions towards the products or services. What's more, Gefen et al. (2003) incorporated trust on the basis of TAM model and confirmed that trust has a significant effect on consumers'

perceived usefulness. Trust provides consumers with a measure of subjective guarantee that the bloggers would convey unbiased information and genuine opinion about the products, which will increase the potential of gaining expected benefits (such as perceived usefulness) from the blog posts (Gefen et al., 2003). Actually, perceived usefulness represents the cognitive component of individual's general attitude (Heijden et al., 2003). When developing the cognitive belief that using an object is useful, consumers will immediately form positive attitudes and intentions toward that object and eventually take actions to use that object (Karahanna & Straub, 1999). That is to say, consumers' cognitive trust in influencers would induce their positive perceptions about the usefulness of the influencers' recommendations and subsequently improve their positive attitudes towards the recommended products. Hence, this study proposes that perceived usefulness may have mediating effect on the positive relationship between cognitive trust and product attitude.

H12: Cognitive trust on the blogger has significantly positive impact on consumers' perceived usefulness of the blogger's recommendation.

H13: Perceived usefulness of the blogger's recommendation has significant effect on consumers' positive attitudes towards the product described by the blogger in the microblog post.

Chapter 3: Methodology

3.1 Designs

As mentioned, the study proposes that product disclosure and popularity are the antecedents of cognitive trust, and social disclosure is the antecedent of affective trust. That is, based on the context of Weibo, the microblog post with higher degree of product disclosure may result in consumers' greater cognitive trust towards the bloggers than the post with lower product disclosure. Similarly, the microblog post with higher popularity are more likely to induce consumers' cognitive trust, and the post with more social disclosure inclines to lead to greater affective trust. To verify these assumptions, therefore, the comparisons of cognitive trust and affective trust between the microblog posts with high and low product disclosure, high and low social disclosure, and high and low popularity are needed. For such, the author intended to conduct an experiment, in which product disclosure, social disclosure, and popularity were designed as experimental variables, and manipulate five versions of microblog posts, including the control post with low product disclosure and low social disclosure, the four manipulated posts with high product disclosure, high social disclosure, low popularity, and high popularity. The contents of the microblog posts were all restricted in restaurant products, since influencers' e-WOM is especially effective for online restaurant review.

The author firstly created a restaurant review, in which the opinions were all in positive side, based on a real dining experience, and the restaurant review was modified as real microblog post uploaded by a food blogger in Weibo. The restaurant was an unknown one in a small city in China. Moreover, this study avoided to use famous bloggers, since famous people usually involve other elements, such as their attractiveness or familiarity to the audience, which might impact the effects of the experimental variables. Instead, the food blogger in this experiment was unknown one. After then, different adaptations of microblog posts were derived from the original one regarding to the various conditions.

To manipulate the product disclosure, social disclosure, and popularity in the microblog posts, the author adopted the existing criteria from previous studies. To be specific, product disclosure contains the statements or evaluation about the restaurant, including food, service, ambience, price, and decoration; it also includes the photos of the food and the restaurant (Pantelidis, 2010; Huang, 2015). Nevertheless, considering it was lengthy to include the multi-aspects of restaurant assessments (i.e., food, service, ambience, price, and decoration) in microblog post, the author decided to merely contained the information about the restaurant's foods as product disclosure. Social disclosure includes the descriptions about a blogger's personal information, lifestyle, or preference, and the blogger's friends, family, colleagues, their relationships, and the photos of those people (Huang, 2015). The degree of product disclosure and social disclosure are both determined by the word counts of statements and the number of photos (Huang, 2015). On social media platforms like Facebook and Twitter, users' likes, shares, and comments are measured as the level of engagement which is a sign of the quality and popularity of a social update (Jin & Phua, 2014; Sukhraj, 2017). Similarly, the reposts, comments, and likes of a microblog post in Weibo, which are easily seen and utilized by readers to judge as objective cues, can be served as the quantitative indicators of popularity. What's more, Li et al. (2013) proposed a predict algorithm of microblog retweet scale, demonstrating that 1-20 reposts implies low popularity, 20-100 reposts implies medium popularity, and 100-2400 reposts indicates high popularity.

Based on the criteria, the author created five mock microblog posts (see Appendix B) in form of lengthy picture with descriptions and photos, and the words are in Chinese. The designs of those microblog posts were summarized on Table 1, presenting the variations among the different groups of mockups. Specifically, the base microblog post, which was designed to have less product disclosure and social disclosure, only includes few statements about and five photos of the restaurant's dishes. The high PD post was manipulated to have higher degree of product disclosure, so it contains the same photos of but much more statements about the restaurant's

dishes, compared with the base post. The high SD post, which provides additional contents about and photos of the blogger's colleagues and a birthday event happened at the dinner on the basis of the base post, was intended to have higher degree of social disclosure. The low POP post, manipulated to have less popularity, and the high POP post, manipulated to have more popularity, were both based on the high PD post but sustained prominent difference in the numbers of reposts, comments, and likes. Overall, the base post and high PD post were viewed as the couple groups with the variance in product disclosure, while the base post also coupled with the high SD post, since the degree of social disclosure was the only difference between these two posts. Finally, low POP post and high POP post were the couple groups, between which popularity was the difference variable. All of the microblog post would be further utilized as mockups in the experimental research.

Table 1. Designs of The Five Microblog Post

Mockup	Product Disclosure		Social Disclosure		Popularity		
	Words	Photos	Words	Photos	Reposts	Comments	Likes
Base Post	40	5	0	0	-	-	-
High PD Post	217	5	0	0	-	-	-
High SD Post	40	5	96	5	-	-	-
Low POP Post	217	5	0	0	1	2	1
High POP Post	217	5	0	0	978	1058	1204

Note: PD=Product Disclosure, SD=Social Disclosure, POP=Popularity; The word counts are in Chinese, and punctuations are excluded.

3.2 Pretest

Prior to formal experiment, a pretest was conducted to ensure the validity of the stimuli in mockups. For such, the author designed a small questionnaire (see Appendix C) in Chinese, in which each respondent was randomly assigned to one of the three microblog posts (i.e. base microblog post, high PD post, or high SD post) and requested to answer the items of product disclosure and social disclosure based on

the real situations. After then, the respondents also needed to read one of the two popularity-manipulated posts (low or high) in random manner and answer the items of popularity. All of the items of the three constructs were adapted from previous study, and the respondents were inducted to use the 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree) to indicate their agreement level with the items. The pretest questionnaire translated in English also can be seen in Appendix D.

Table 2. The Means of Experimental Variables in Each Mockup

Mockup	Product Disclosure	Social Disclosure	Popularity	Samples
Base Post	4.23	3.57	-	31
High PD Post	5.35	3.41	-	32
High SD Post	3.64	4.63	-	32
Low POP Post	-	-	2.64	52
High POP Post	-	-	5.09	43

Note: PD=Product Disclosure, SD=Social Disclosure, POP=Popularity

The pretest collected 95 samples in total. The mean values of the experimental variables in each mockup are shown on Table 2. In order to further verify that the manipulations of these experimental stimuli were feasible in statistics, the author first conducted One-way ANOVA with SPSS 20 to compare the means of product disclosure and social disclosure among base group, high PD group, and high SD group. As for the comparison of popularity between low popularity and high popularity groups, it would be directly calculated with Independent-Sample T Test. The Levene's Test (see Table 3) indicated that the homogeneity of variance for product disclosure and social disclosure among the three groups were both not significant ($p_{PD}=0.066$ and $p_{SD}= 0.172$). Thus, ANOVA was appropriate for the variance tests, and the ANOVA results (see Table 3) showed that the differences of product disclosure and social disclosure were both significant among the three groups ($p_{PD}=0.000$ and $p_{SD}= 0.026$). Therefore, further comparisons between each couple groups were executed with Independent-Sample T Test. As the results demonstrated

in Table 4, product disclosure was significantly higher in the high PD post than that in the base one ($Mean_{LOW}=4.23$, $Mean_{HIGH}=5.35$, $p=0.010$). Besides, social disclosure was significantly higher in high SD post than that in the base one ($Mean_{LOW}=3.57$, $Mean_{HIGH}=4.63$, $p=0.032$). Lastly, popularity was significantly higher in high POP post than that in low POP post ($Mean_{LOW}=2.64$, $Mean_{HIGH}=5.09$, $p=0.000$). To sum up, the manipulations of the experimental stimuli in the microblog posts were all successful, and the five designed microblog posts could be used for the formal experiment.

Table 3. Results of Levene's Test and ANOVA for PD and SD

Variable	Levene's Test		ANOVA	
	Statistics	Sig.	F	Sig.
Product Disclosure	2.800	0.066	8.537	0.000
Social Disclosure	1.795	0.172	3.805	0.026

Table 4. Results of Independent-Sample T Test for PD, SD, and POP

Variable	Group	N	Mean	Std. Deviation	Sig.
Product Disclosure	Base Post	31	4.23	1.86	0.010
	High PD Post	32	5.35	1.45	
Social Disclosure	Base Post	31	3.57	2.11	0.032
	High SD Post	32	4.63	1.69	
Popularity	Low POP Post	52	2.64	2.12	0.000
	High POP Post	43	5.09	1.45	

Note: PD=Product Disclosure, SD=Social Disclosure, POP=Popularity

3.3 Measurement

To ensure the content validity of questionnaire, all of the constructs included in this research were measured with the scales and items adopted from extant literature (see Appendix A). Apart from ICO, each item of other constructs was modified more or less so as to fit the contexts in this research. What's more, all of the items were initially developed in English and then translated in Chinese, which remained

readable for the target respondents. The 7-point Likert scale system is widely used in academic researches since it provides more options to the respondents and subsequently guarantees the maximum sensitivity of the scale items (Faqih & Jaradat, 2015). Therefore, the author decided to utilize the 7-point Likert scale to measure all of the independent, dependent, and moderate variables in this study, and the questionnaire's respondents were instructed to rate their agreement level with each item from 1 (strongly disagree) to 7 (strongly agree).

The items of product disclosure, social disclosure, popularity, cognitive trust, affective trust, product attitude, and feedback intention were all derived from Huang (2015). Specifically, the three items of product disclosure were modified here as the disclosure of description and evaluation of the restaurant's foods. Social disclosure, which was defined as the disclosure of the blogger's personal contents that are irrelevant to the products, including the blogger's personal life, interpersonal relationship, and personal experience, was measured with three modified items. Based on the attributes of Weibo and the adopted criteria, the items of popularity and feedback intention were converted either in content and quantity. The number of reposts, comments, and likes were considered as the index of popularity. This study, thus, used 6 items to measure popularity, including the amount of reposts, comments, and likes of the microblog post as well as the perceived popularity according to these three numbers. In terms of feedback intention, which reflects consumers' or readers' intention to provide feedbacks to the blogger, it was measured with 4 items, i.e., the willingness to express responses to, repost, leave comments on, and "like" the influencer's post. The construct of cognitive trust, representing reliability and dependability based on rational elaboration, and affective trust, which is based on emotional feelings, were respectively measured with three items. Product attitude included three modified items that refer to consumers' consumption attitudes towards the restaurant recommended by the blogger.

The study also used the 4-items scales of perceived enjoyment developed by

Chen et al. (2014) to measure respondents' enjoyment level during the process of reading the product-related information generated by the blogger. As for the measurement of perceived usefulness which is defined as the extent to which consumers perceive blogger's recommendation is useful in enhancing their consuming performance, the author selected the 4-items scales from Davis et al. (1992) and the 2-items scales from Park et al. (2007). Finally, the 6-items scales of ICO were adopted from Hofstede (1980), which were used in the current study to measure the cultural values at individual level in the dimension of individualism/collectivism. Although the ICO measurements generated by Hofstede (1980) were designed for national-level analysis, it has been confirmed that the measurements are also feasible for individual-level analysis (Dorfman & Howell, 1988).

3.4 Procedures

In order to reach the target samples, that are Weibo active users, the author conducted an electronic questionnaire (see Appendix C) through one of the biggest online survey platforms (www.wjx.cn) in China, and the English version of the formal questionnaire can be seen in Appendix D. The questionnaire mainly contains three sections: experimental conditions, construct items, and demographic profile. Firstly, the respondents, who entered the questionnaire, were noted that the purpose of this survey was to explore their trusts towards influencers' e-WOM. After then, a screening question, which was used to ensure participants' relevancy, was asked: "Do you have Weibo account?" If the answer was "no", they would be led to the end of questionnaire, and their responses would be submitted as invalid answer sheet when clicking next page. If the answer was "yes", they would continue to answer the questionnaire.

Before coming to the section of experimental conditions, respondents were requested to answer two questions related to the perception of online restaurant reviews, which were "Do you use online reviews when selecting the restaurant?" and "Which platform do you usually use for reading online restaurant review?" The latter

question allowed respondents to have multiple answers. Then, the respondents were randomly assigned to one of the five experimental conditions (i.e., the five microblog posts). They first read the microblog posts, that they randomly had, and then answered the items of product disclosure, social disclosure, or popularity, depending on the specific condition. Specifically, the respondents, who were randomly assigned to the base post, needed to answer the items of product disclosure and social disclosure. If randomly assigned to the high product disclosure post, then the respondents required to answer the items of product disclosure, and If randomly assigned to the high social disclosure post, similarly, they would answer the items of social disclosure only. As for the items of popularity, they would be shown, when the participants randomly assigned to the conditions with low popularity post or high popularity post. Except for the three constructs mentioned above, all of the remain items for other variables were constrained to be the same in every condition.

Furthermore, in order to guarantee that the respondents read the microblog posts carefully, a control question with 4 options was incorporated after the items of stimulus, which was “What are the cuisines mentioned in this microblog post?” The correct answer for such question was Thai cuisine. The respondents, who selected the right option, were allowed to continue answering the remain items. Otherwise, they were led to the end of questionnaire, and their submissions would be seen as invalid. Also, there was an additional question asking the respondents to select the number from 1 (not at all) to 7 (very much) to indicate how much they like Thai cuisine. Such question was important, because it could be used to ensure the participants’ responses were affected by the experimental manipulations instead of their dislike or favor of that type of food described in the microblog post. Finally, the respondents were asked about their personal profile, such as their gender and age, as well as the questions indicating their involvement with Weibo, which were “In the past thirty days, how frequently did you use Weibo?” and “How much time do you usually spend on Weibo each time?”

Chapter 4: Data Analysis and Results

4.1 Descriptive Statistics

As mentioned in the methodology, the author designed certain control questions in the questionnaire to get rid of unqualified respondents. To avoid duplication, furthermore, the survey constrained the respondents with same IP address as well as same devices not to repeat answering the questionnaire. However, it was inevitable that different responses executed under same network would result in same IP address. Overall, the samples after manipulations were reliable. Excluding the invalid responses of the questionnaire, this survey finally collected 463 effective samples in total, which were all qualified as Weibo users, and each group of experimental condition includes around 90 responses because of the random assignments of one of five microblog posts to participants in the survey.

As shown in Table 5, 36.1% of the respondents were man, while 63.9% came from woman. In terms of age, most of the respondents were aged 18 to 25 (34.3%) and 26 to 30 (36.1%), followed by the respondents who were between 31 and 40 years of age (25.9%). Most of the participants (70%) indicated that browsing through Weibo was their daily activity, and 20.3% of them logged in Weibo every three days. Additionally, almost half of the respondents (44.5%) spent 15 to 30 minutes in Weibo each time, whereas 40% of them kept active in Weibo for 30 minutes to 1 hour each time. The survey also asked the respondents' perceptions towards online restaurant reviews (ORR). Among those effective participants, 62.2% revealed that they read ORR very often, while 24% read ORR occasionally and 12.7% of them searched for ORR every time when selecting restaurants for dining. Only 1% of the respondents said that they never read or read ORR very few. What's more, the results indicate that Weibo, Dianping, and Meituan are the most popular platforms for ORR, respectively representing 74.5%, 76.9%, and 72.6% of the respondents. 48.6% of the respondents also read ORR in WeChat Official Account, whereas 16.2% used Nuomi, and 4.5% had other options.

To sum up, the sample structures demonstrate that the Weibo users are mostly young and active in such social media platform very frequently. Besides, most of the respondents tend to browse through online restaurant reviews before making dining decisions, and Weibo is one of the most often used platforms for consumers to read online restaurant reviews. As a result, the participants were all appropriate in this study.

Table 5. Sample's Demographic Profile

Item	Type	Frequency	Percent
Gender	Male	167	36.1
	Female	296	63.9
Age	Under 18	1	0.2
	18-25	159	34.3
	26-30	167	36.1
	31-40	120	25.9
	Above 40	16	3.4
Weibo Using Frequency	Every Day	324	70.0
	Every Three Days	94	20.3
	Every Week	29	6.3
	Above One Week	16	3.4
Weibo Using Time	Less Than 15 minutes	22	4.8
	15-30 minutes	206	44.5
	30 minutes – 1 hour	185	40.0
	More than 1 hour	50	10.8
ORR Using Frequency	Every Time	59	12.7
	Often	288	62.2
	Occasionally	111	24.0
	Very Few	2	0.4
	Never	3	0.6
ORR Platform	WeChat	225	48.6
	Weibo	345	74.5
	Dianping	356	76.9
	Meituan	336	72.6
	Nuomi	75	16.2
	Others	21	4.5

4.2 Reliability and Validity Assessment

The Reliability Analysis and Factor Analysis were both conducted with SPSS 20 to measure the reliability and validity of the scale used in this study. Initially, the author found that several original items adapted from Huang (2015), Park et al. (2007), and Hofstede (1980) failed to meet the guidelines in validity assessment. Thus, they were considered as unimportant for the measurement and dropped from the analysis, and the following procedures were executed with all of the items in the scale, except CT1, AT1, PU2, FI1, and ICO2 (see Appendix A). After deleting the items, the constructs of cognitive trust and affective trust both remained two items. Thus, the author used Pearson's Linear Correlation to analyze the reliability of the items of cognitive trust and affective trust. As shown in Table 6, the correlation coefficient of cognitive trust was 0.663 and the p value was 0.000 which was below 0.001. Moreover, the correlation coefficient of affective trust was 0.707 and the p value was 0.000 which was also below 0.001. Based on such, the reliability of the items of cognitive trust and affective trust were considered acceptable. Besides that, the author utilized Reliability Analysis to test the items of the remain constructs in the scale, and the results (see Table 7) demonstrated that the Cronbach's Alpha of each factor in the scale all exceeded 0.7, which were 0.990 (PD), 0.982 (SD), 0.996 (POP), 0.901 (PE), 0.895 (PU), 0.886 (PA), 0.847 (FI), 0.865 (ICO), respectively. Overall, the results of Pearson's Correlation Analysis and Reliability Analysis implied a good internal consistency of the items in the scale. Therefore, the scale of the study was reliable.

Table 6. Pearson's Correlation Analysis

	Correlation Coefficient	Sig.	N of Items
Cognitive Trust	0.663	0.000	2
Affective Trust	0.707	0.000	2

In Factor Analysis, the calculation of KMO was 0.945. Kaiser (1974) suggested that $KMO > 0.9$ was marvelous for factor analysis. Simultaneously, the Barlett's test of

sphericity was significant ($p=0.000$), which also indicated that the scale was appropriate for Factor Analysis. All of the measurement items, apart from the eliminated ones, were used for Factor Analysis through Principle Axis Factoring method and Equamax rotation, and the number of factors was fixed as 10. The results were presented in Table 8, demonstrating that there were 10 factors extracted from the items, which was matching with the 10 constructs designed in the scale. Furthermore, this table only showed the item loadings above 0.3, and it illustrated that the loadings of each item on their corresponding constructs were all higher than the loadings across on other constructs. Overall, the results of Factor Analysis suggested that the construct validity of this scale was satisfied, after excluding the items of CT1, AT1, PU2, FI1, and ICO2.

Based on the dimensions of product disclosure, social disclosure, and popularity, the samples of the formal survey were classified into 3 pairs of groups: low versus high product disclosure groups, low versus high social disclosure groups, and low versus high popularity groups. In further hypotheses testing, comparisons would be made between each couple of groups. Prior to such procedures, however, the validity of group comparisons first needed to be measured so as to ensure each couple of groups were comparable. Specifically, the control variables of gender, age, and Thai

Table 7. Reliability Statistics

Constructs	Cronbach's Alpha	N of Items
Product Disclosure (PD)	0.990	3
Social Disclosure (SD)	0.982	3
Popularity (POP)	0.996	6
Perceived Enjoyment (PE)	0.901	4
Perceived Usefulness (PU)	0.895	4
Product Attitude (PA)	0.886	3
Feedback Intention (FI)	0.847	3
Individualism/Collectivism Orientation (ICO)	0.865	5

Table 8. Results of Factor Analysis

	Factor									
	PD	SD	POP	CT	AT	PE	PU	PA	FI	ICO
PD1	0.949									
PD2	0.916		-0.316							
PD3	0.952									
SD1		0.915								
SD2		0.922	-0.311							
SD3		0.939								
POP1	-0.419	-0.386	0.780							
POP2	-0.402	-0.407	0.809							
POP3	-0.399	-0.404	0.806							
POP4	-0.413	-0.418	0.792							
POP5	-0.406	-0.411	0.803							
POP6	-0.407	-0.412	0.796							
CT2				0.616						
CT3				0.609	0.394					
AT2				0.395	0.414	0.373				
AT3				0.390	0.429			0.336	0.307	
PE1					0.372	0.563			0.313	
PE2						0.624				
PE3						0.648				
PE4				0.305	0.370	0.456				
PU1				0.310	0.435		0.451	0.314		
PU3							0.719			
PU4					0.445		0.559	0.343		
PU5							0.571	0.317		
PA1				0.367		0.335	0.375	0.424		
PA2								0.656		
PA3				0.316		0.330	0.330	0.498		
FI1									0.628	
FI2					0.332				0.622	
FI3									0.702	
ICO1									0.310	0.495
ICO3										0.778
ICO4										0.802
ICO5										0.767
ICO6										0.511

Note: PD=Product Disclosure, SD=Social Disclosure, POP=Popularity, CT=Cognitive Trust, AT=Affective Trust, PE=Perceived Enjoyment, PU=Perceived Usefulness, PA=Product Attitude, FI=Feedback Intention, ICO=Individualism/Collectivism Orientation.

food preference were tested whether they were different between each couple of groups in statistics. To do so, Independent-Sample T Test was conducted. As the results shown in the Table 9, the p values of the gender and age for each pair of groups all exceeded 0.1, indicating that the differences of those variables were insignificant between each couple groups. Besides, Thai food preference was also not significantly different in low versus high product disclosure groups ($p=0.371>0.1$) and low versus high social disclosure groups ($p=0.273>0.1$). Although, the p value of Thai food preference between low and high popularity groups was above 0.05, which was also seen as distinguishable in statistics, such difference between popularity groups ($p=0.073<0.1$) seemed to be less evident than that in the other two pairs of groups. Overall, the results implied that gender, age, and Thai food preference had no significant effects on the constructs of this study, so the couple groups were comparable.

Table 9. Results of Independent-Sample T Test for Control Variables

Variable	Group	N	Mean	Std. Deviation	Sig.
Gender	Low Product Disclosure	96	1.66	0.477	0.564
	High Product Disclosure	91	1.62	0.489	
	Low Social Disclosure	96	1.66	0.477	0.276
	High Social Disclosure	96	1.73	0.447	
	Low Popularity	90	1.63	0.485	0.291
	High Popularity	90	1.56	0.500	
Age	Low Product Disclosure	96	2.95	0.863	0.211
	High Product Disclosure	91	3.11	0.900	
	Low Social Disclosure	96	2.95	0.863	0.738
	High Social Disclosure	96	2.91	0.859	
	Low Popularity	90	2.97	0.867	0.802
	High Popularity	90	3.00	0.912	
Thai Food Preference	Low Product Disclosure	96	5.28	1.140	0.371
	High Product Disclosure	91	5.42	0.920	
	Low Social Disclosure	96	5.28	1.140	0.273
	High Social Disclosure	96	5.10	1.090	
	Low Popularity	90	4.84	1.059	0.073
	High Popularity	90	5.12	1.004	

4.3 Hypotheses Testing

Again, SPSS 20 was used during the entire process of hypotheses testing, and the items of CT1, AT1, PU2, FI1, and ICO2 were not included for the tests. For hypothesis 1 to hypothesis 3, the author predicted that: the microblog post with higher degree of product disclosure tends to result in consumers' greater cognitive trust towards the blogger (H1); the microblog post with higher degree of social disclosure inclines to induce consumers' greater affective trust towards the blogger (H2); the microblog post with higher popularity tends to induce consumers' greater cognitive trust towards the blogger (H3). At first, the Levene's Test (see Table 10) indicated that the variance homogeneity of cognitive trust and affective trust among the groups were both significant ($p_{CT}=0.000$, $p_{AT}=0.000$). Thus, Kruskal-Wallis analysis was conducted for testing the differences of cognitive trust and affective trust among the multiple groups of independent nonparametric samples. As Table 10 showed, cognitive trust and affective trust were both significantly different among the independent groups ($p_{CT}=0.000$, $p_{AT}=0.000$). Then, Mann-Whitney U Test was run in order to further measure whether the difference of cognitive trust between low and high product disclosure groups and low and high popularity groups was significant and the difference of affective trust between low and high social disclosure groups was significant. With the calculations of the mean values and the p values of cognitive trust and affective trust between each couple of groups, as presented in Table 11, product disclosure was significantly higher in high PD group than that in low PD group ($Mean_{LOW}=4.24$, $Mean_{HIGH}=5.24$, $p=0.000$). Besides, social disclosure in high SD group was statistically higher than that in low SD group ($Mean_{LOW}=4.14$, $Mean_{HIGH}=5.57$, $p=0.000$). Hence, H1 and H2 were both supported. As mentioned before, it was worthwhile to notice that the variable of Thai food preference had less significant difference between low and high popularity groups when compared to the other two couple groups. However, these two groups were still perceived as comparable in statistics terms, and the results implied that cognitive trust was significantly higher in high popularity group than that in low popularity group

(($Mean_{LOW}=4.30$, $Mean_{HIGH}=5.12$, $p=0.000$). As a result, H3 was also supported.

Table 10. Results of Levene's Test and Kruskal-Wallis Test

Variable	Levene's Test		Kruskal-Wallis Test		
	Statistic	Sig.	Chi-Square	df	Sig.
Cognitive Trust	9.905	0.000	45.073	4	0.000
Affective Trust	21.634	0.000	47.937	4	0.000

Table 11. Results of Mann-Whitney U Test

Variable	Group	N	Mean	Std. Deviation	Mann-Whitney U Test
					Sig.
Cognitive Trust	Low PD	96	4.24	1.64	0.000
	High PD	91	5.24	0.98	
	Low POP	90	4.30	1.30	0.000
	High POP	90	5.12	1.00	
Affective Trust	Low SD	96	4.14	1.81	0.000
	High SD	96	5.57	0.99	

Note: PD=Product Disclosure, POP=Popularity, SD=Social Disclosure

As for hypothesis 4 to hypothesis 6, the author predicted that individual-level ICO would moderate the antecedent factors' effects on consumers' cognitive/ affective trust. Specifically, the effects of higher product disclosure on cognitive trust might be stronger for the consumers who were more individualistic (H4); the effects of high social disclosure on affective trust might be more significant for consumers who were more collectivistic (H5); the effects of high popularity on cognitive trust might be stronger for consumers who were collectivism-oriented (H6). The author referred to the method of separating individualism and collectivism groups from Luo et al (2014). Each of the three groups—high product disclosure group, high social disclosure group, high popularity group—were split into two groups according to the mean value of ICO, which was 4.87 in this study. Considering higher value of ICO indicates higher level of collectivism orientation (Faqih & Jaradat, 2015), the respondents, whose ICO values were below 4.87 (the ICO values range from 1 to 4.80), were allocated to individualism group, whereas other respondents, whose ICO values were more than or

equal to 4.87 (the ICO values range from 5 to 7), were assigned to collectivism group. As a consequence, these three stimulus-manipulated groups were rearranged as six groups, which were High PD/IND, High PD/COL, High SD/IND, High SD/COL, High POP/IND, and High POP/COL. Then, the difference of ICO between each couple of rearranged groups (e.g., High PD/IND versus High PD/COL) was calculated via Independent-Sample T Test. The results (see Table 12) indicated that the p values of ICO between each pair of rearranged groups were all below 0.05. Based on such, the differences of ICO between each couple of rearranged groups were significant, and these groups were comparable. Referring to the results of Levene's Test (see Table 13), the variance homogeneity of cognitive trust and affective trust were both not significant among those rearranged groups ($p_{CT}=0.283$, $p_{AT}=0.265$), implying that cognitive trust and affective trust in the rearranged groups obeyed normal distribution. Hence, ANOVA was run, and as shown in Table 13, either cognitive trust and affective trust were significantly different among the multiple rearranged groups ($p_{CT}=0.000$, $p_{AT}=0.000$). Further, Independent-Sample T Test was executed for the moderate measurements of ICO by comparing the mean values of cognitive trust or affective trust between each pair of rearranged groups. The consequences (see Table 14) demonstrated that cognitive trust was significantly higher in High PD/COL group than that in High PD/IND group ($Mean_{IND}=4.19$, $Mean_{COL}=5.51$, $p=0.004$). Such result was opposite to the expectation that the effects of higher product disclosure on cognitive trust were stronger for the individualism-oriented consumers than for the collectivism-oriented consumers. Thus, H4 was not supported. Besides, affective trust was significantly higher in High SD/COL group than in High SD/IND group ($Mean_{IND}=5.14$, $Mean_{COL}=5.84$, $p=0.001$), which was as the author's assumption that the effects of high social disclosure on affective trust were stronger for consumers embracing collectivism values than for the ones embracing individualism values. In that, H5 was supported. The results also showed that High POP/COL group had significantly higher cognitive trust than High POP/IND group ($Mean_{IND}=4.77$, $Mean_{COL}=5.31$, $p=0.016$). Since such result was

consistent with the hypothesis that the effects of higher popularity on cognitive trust were stronger for collectivism-oriented consumers than for individualism-oriented consumers, H6 was verified.

Table 12. Results of Independent-Sample T Test for ICO

Variable	Group	N	Mean	Std. Deviation	Sig.
ICO	High PD/IND	41	3.83	0.79	0.000
	High PD/COL	50	5.72	0.51	
	High POP/IND	31	3.90	0.62	0.000
	High POP/COL	59	5.75	0.50	
	High SD/IND	38	3.69	0.81	0.000
	High SD/COL	58	5.89	0.52	

Note: ICO=Individualism/Collectivism Orientation, PD=Product Disclosure, SD=Social Disclosure, POP=Popularity, IND=Individualism, COL=Collectivism.

Table 13. Results of Levene's Test and ANOVA for CT and AT

Variable	Levene's Test		ANOVA	
	Statistics	Sig.	F	Sig.
Cognitive Trust (CT)	1.257	0.283	6.469	0.000
Affective Trust (AT)	1.298	0.265	7.805	0.000

Table 14. Results of Independent-Sample T Test for CT and AT

Variable	Group	N	Mean	Std. Deviation	Sig.
Cognitive Trust	High PD/IND	41	4.91	1.02	0.004
	High PD/COL	50	5.51	0.87	
	High POP/IND	31	4.77	1.04	0.016
	High POP/COL	59	5.31	0.94	
Affective Trust	High SD/IND	38	5.14	1.03	0.001
	High SD/COL	58	5.84	0.86	

Note: PD=Product Disclosure, SD=Social Disclosure, POP=Popularity, IND=Individualism, COL=Collectivism.

For hypothesis 7 to hypothesis 13, the author assumed that: cognitive trust has significantly positive effect on affective trust towards the blogger (H7); cognitive trust on the blogger has significant effect on consumers' positive attitudes towards the product recommended by the blogger (H8); affective trust on the blogger has

significant effect on consumers' positive attitudes towards the product recommended by the blogger (H9); affective trust on the blogger has significantly positive impact on consumers' feedback intentions towards the blogger (H10); perceived enjoyment of reading the e-WOM message has significant effect on consumers' positive attitudes towards the product recommended by the blogger (H11); cognitive trust on the blogger has significantly positive impact on consumers' perceived usefulness of the blogger's recommendation (H12); perceived usefulness of the blogger's recommendation has significant effect on consumers' positive attitudes towards the product recommended by the blogger (H13). Bivariate Correlations and Linear Regression Analysis were both run for testing those hypotheses. Before that, it was necessary to first test the distributions of the variables that were used for the Correlation Analysis, because the most widely used Pearson's Correlation requires the normality of variables. For such, Levene's Test was conducted, and the results (see Table 15) after power transformations presented that the p values for each variable (i.e., cognitive trust, affective trust, perceived enjoyment, perceived usefulness, and product attitude) were all below 0.05, except feedback intention ($p=0.172$). It illustrated that all of the variables, that were used for correlation analysis, violated normal distribution, apart from the only variable of feedback intention. Thus, Pearson's Correlation was not appropriate for the data here. Instead, the author decided to refer to the results of Spearman's Correlation which was more reliable for the nonparametric variables. The results of Spearman's Correlation analysis were listed on Table 16, which indicated that there existed strong and positive correlations between each pair of variables, including Cognitive Trust and Affective Trust ($r_s=0.666$, $p=0.000$), Cognitive Trust and Product Attitude ($r_s=0.620$, $p=0.000$), Affective Trust and Product Attitude ($r_s=0.666$, $p=0.000$), Perceived Enjoyment and Product Attitude ($r_s=0.663$, $p=0.000$), Affective Trust and Feedback Intention ($r_s=0.630$, $p=0.000$), Cognitive Trust and Perceived Usefulness ($r_s=0.612$, $p=0.000$), and Perceived Usefulness and Product Attitude ($r_s=0.671$, $p=0.000$).

Table 15. Results of Levene's Test after Power Transformations

Levene's Test	Variable					
	CT	AT	PE	PU	PA	FI
Statistic	3.735	2.604	6.084	4.093	6.939	1.605
Sig.	0.005	0.035	0.000	0.003	0.000	0.172
Note: CT=Cognitive Trust, AT=Affective Trust, PE=Perceived Enjoyment, PU=Perceived Usefulness, PA=Product Attitude, FI=Feedback Intention.						

Table 16. Results of Spearman's Correlation Analysis

Variables	Mean	Std. Deviation	Correlation Coefficient	Sig.
CT	4.81	1.32	0.666	0.000
AT	5.00	1.45		
CT	4.81	1.32	0.620	0.000
PA	5.45	1.20		
AT	5.00	1.45	0.666	0.000
PA	5.45	1.20		
PE	4.87	1.39	0.663	0.000
PA	5.45	1.20		
AT	5.00	1.45	0.630	0.000
FI	4.25	1.55		
CT	4.81	1.32	0.612	0.000
PU	5.19	1.33		
PU	5.19	1.33	0.671	0.000
PA	5.45	1.20		
Note: CT=Cognitive Trust, AT=Affective Trust, PE=Perceived Enjoyment, PU=Perceived Usefulness, PA=Product Attitude, FI=Feedback Intention.				

Finally, Simple Linear Regression was conducted to further confirm the relationships between each pair of independent variables and dependent variables. The statistic results (see Table 17) demonstrated that the linear relationship between each pair of independent and dependent variables were all significant (Cognitive Trust→Affective Trust: $F=587.948$, $p=0.000^a$, $\beta=0.749$, $p=0.000^b$; Cognitive Trust→Product Attitude: $F=528.255$, $p=0.000^a$, $\beta=0.731$, $p=0.000^b$; Affective Trust→Product Attitude: $F=740.835$, $p=0.000^a$, $\beta=0.785$, $p=0.000^b$; Perceived Enjoyment→Product Attitude:

$F=782.371$, $p=0.000^a$, $\beta=0.793$, $p=0.000^b$; Affective Trust \rightarrow Feedback Intention: $F=399.277$, $p=0.000^a$, $\beta=0.681$, $p=0.000^b$; Cognitive Trust \rightarrow Perceived Usefulness: $F=445.511$, $p=0.000^a$, $\beta=0.701$, $p=0.000^b$; Perceived Usefulness \rightarrow Product Attitude: $F=782.723$, $p=0.000^a$, $\beta=0.793$, $p=0.000^b$). Incorporating the results of Correlation and Regression Analysis, hence, H7, H8, H9, H10, H11, H12, and H13 were all supported.

Table 17. Results of Simple Linear Regression

Model		ANOVA		Coefficients		Summary	
Dependent Variable	Independent Variable	F	Sig.	Std. Beta	Sig.	R ²	Adjusted R ²
AT	CT	587.948	0.000 ^a	0.749	0.000 ^b	0.561	0.560
PA	CT	528.255	0.000 ^a	0.731	0.000 ^b	0.534	0.533
PA	AT	740.835	0.000 ^a	0.785	0.000 ^b	0.616	0.616
PA	PE	782.371	0.000 ^a	0.793	0.000 ^b	0.629	0.628
FI	AT	399.277	0.000 ^a	0.681	0.000 ^b	0.464	0.463
PU	CT	445.511	0.000 ^a	0.701	0.000 ^b	0.491	0.490
PA	PU	782.723	0.000 ^a	0.793	0.000 ^b	0.629	0.629

Note: CT=Cognitive Trust, AT=Affective Trust, PE=Perceived Enjoyment, PU=Perceived Usefulness, PA=Product Attitude, FI=Feedback Intention; a. the p value of F test; b. the p value of t test for regression coefficients.

4.4 Discussion

The findings of this study confirm that product disclosure and popularity are both the antecedents of cognitive trust, which is completely consistent with Huang's (2015) conclusions. To be more specific, when reading the microblog post that reveals higher level of product disclosure, consumers are inclined to form greater cognitive trust towards the blogger. It is because consumers tend to seek for product-related information and advices from others, since they have no sufficient capabilities and resources to evaluate each choice (Merwe & Heerden, 2009) and try to reduce the perceived risks resulted from consumptions, especially when doing nonface-to-face transactions (Hsu, et al., 2013) or consuming experience products (Hlee et al., 2016).

If the bloggers provide adequate product disclosure to consumers via e-WOM, including the objective information and personal evaluations about the products, consumers' information needs can be satisfied and subsequently perceive the bloggers' recommendations are believable and unbiased (Ahmad & Lutters 2011). Since cognitive trust is based on the objective cues that someone or something are trustworthy or not (Lewis and Weigert, 1985), higher degree of product disclosure in e-WOM messages can result in greater cognitive trust towards the bloggers. Besides, the present study also proves that consumers, who are exposed to the microblog post with higher level of popularity, are more likely to build cognitive trust towards the blogger. The popularity of an e-WOM message not only implies the social impacts of the e-WOM performer but also indicates the extent to which the products described in the e-WOM are embraced by other consumers (Huang, 2015). Thus, popularity can serve as a direct and cognitive criterion for consumers to judge the source credibility (Metzger et al., 2010). In other words, consumers tend to consider the widespread product-related information is reliable, as it has been acknowledged by other readers (Sundar 2008). That is the reason that the e-WOM message with greater popularity is more likely to win consumers' cognitive trust.

The positive relationship between social disclosure and affective trust is also empirically confirmed in this study, which is as Huang (2015) suggested that the microblog post revealing higher degree of social disclosure are inclined to induce consumers' greater affective trust towards the blogger. In fact, people tend not to trust in someone whom they do not know or are not familiar with. By exposing the personal information related to the lifestyle, interpersonal relationships, private experiences, etc. in the microblog posts, yet, the bloggers provide opportunities for the users, who never knew the bloggers before, to know more about them. Such openness and in-depth interactions enable the users to increase familiarity and decrease uncertainty towards the bloggers (Berger & Calabrese, 1975), which is helpful for the development of intimacy relationship between two parties (Park et al., 2011). When getting more familiar and affected by the bloggers' positive social status,

consumers start to build emotional bond with the bloggers and consider that the bloggers' recommendations are sincere. Since affective trust is related to the feelings of security and strong emotional attachments to the counterpart (Johnson & Grayson, 2005), it is making sense that social disclosure is the antecedent of affective trust.

Furthermore, the study measured the moderating effect of ICO on the relationships between product disclosure and cognitive trust, social disclosure and affective trust, and popularity and cognitive trust. Firstly, the ICO's moderating impact is verified between social disclosure and affective trust, which indicates that high social disclosure has stronger effects on affective trust when the consumers espouse more collectivism values. Collectivism-oriented consumers emphasize collective goals and are inclined to depend on social relationships when making judgements (Luo et al., 2014; Tsai & Men, 2017), so they are more likely to utilize social and emotional cues, that are less relevant to the utilitarian aspects of the targets, to develop trust on influencers' e-WOM (Kim, 2005). Nevertheless, such affective cues are invaluable for individualist, since they focus on personal goals and tend to depend on cognition-based cues, such as the objective and explicit information about products, to make purchase decisions (Tsai & Men, 2017). When exposed to a same e-WOM information with adequate social disclosure, thus, collectivism-oriented consumers are more likely to be impacted by such stimuli and subsequently develop greater affective trust towards the influencers when compared with the individualism-oriented consumers.

Moreover, the study proves that ICO also moderates the relationship between popularity and cognitive trust. As predicted, the effects of popularity on cognitive trust are more effective when consumers espouse more collectivism values. Opposite to the individualistic consumers who are self-reliant and incline to depend on their own cognitions, collectivistic consumers prefer interdependence in communications (Triandis, 1995) and tend to refer to other people's approvals or attitudes towards the targets, rather than their first-hand knowledge, when making decisions (Bond &

Smith, 1996; Luo et al., 2014; Beckmann et al., 2008). The high popularity of microblog post (in this case, enormous volumes of the reposts, comments, and likes) with e-WOM message reflects that such product-related information is widespread and most importantly approved or at least paid attention by mass consumers in certain extents. Therefore, popularity is an important cue for the collectivists to assess source credibility, and their elaborations of cognitive trust on influencers are likely to be driven by the high popularity of microblog post.

Although the findings illustrate that ICO has moderating effect on the relationship product disclosure and cognitive trust, the assumption, that the effects of high product disclosure on cognitive trust are stronger when consumers are more individualistic, is not supported. By contraries, the findings indicate that collectivism-oriented consumers have greater cognitive trust towards the blogger after reading the microblog post with high product disclosure, when compared with the individualism-oriented consumers, which is not consistent with the previous studies (Luo et al., 2014; Tsai & Men, 2017). Unfortunately, exploration of the moderating effects of ICO on the relationship between product disclosure and cognitive trust has not been done in prior literature. Hence, there is no existing conclusions that can be compared with the present finding. For such contradiction, the author consider it may be due to fact that China is a collectivism-oriented society. In the present study, the mean value of ICO is 4.87 out of 7, and its standard deviation is 1.24, indicating that the samples of this survey are inclined to be collectivist, as a whole. Some of the individualism-oriented participants may not be real “individualist”, because the guideline of classifying individualist and collectivist, that is applied in the research, is based on the mean value of ICO. Therefore, the effects of product disclosure on cognitive trust may not be obvious for the respondents who claim to embrace “individualism” culture. In the light of Faqih and Jaradat’s (2015) research, which investigates the moderation impacts of ICO at individual level on the adoption of mobile commerce, their study indicates that some of the empirical results also contradict with the findings concluded by prior studies. To be additional, Luo et al.

(2014), who explore the ICO's moderating effects on the relationship between perceived information credibility and its antecedent factors, reckon that the information processing mode of collectivism-oriented individuals are complex, and they tend to make judgements based on either their own cognitions and other's opinions, but the latter one dominates such process. That is, product disclosure is also effective for collectivism-oriented consumers to develop cognitive trust toward the bloggers. What's more, Kim's (2005) study points out that collectivists are more likely to believe in e-WOM and other people's recommendations, while individualists are not. That may help to explain why the responses of individualism-oriented consumers are less impacted by either product disclosure, social disclosure, or popularity of e-WOM message.

This study's findings confirm the positive effects of cognitive trust on affective trust, indicating that when the consumers develop greater cognitive trust towards the blogger, they will also form higher degree of affective trust on the same blogger. Such consequence is accordant with the previous conclusion that cognitive trust is the antecedent of affective trust (Lewis & Weigert, 1985; Huang, 2015; Johnson & Grayson, 2005). Before deciding to trust in a target, some people will proceed risk assessments with available knowledge. When uncertainty weakens, those individuals tend to develop cognitive trust, and sense of security towards the counterpart is subsequently enhanced (Johnson & Grayson, 2005). Then, positive emotions is likely to be generated when the persons feel their counterparts are reliable. That interprets higher cognitive trust induces higher affective trust.

The present study also verifies that either consumers' cognitive trust and affective trust on the bloggers can positively impact their attitudes towards the products described in the blogger's microblog post. Cognitive trust and affective trust are different elaborations that are implemented through two paths, but they eventually result in the same consequence that consumers form positive attitudes towards the products or services recommended by the counterparts they trust (Wu & Chen, 2005;

Hsu et al., 2013; Ing & Ting, 2018). When consumers perceive the influencers are reliable in cognition base, they will have more confidence that the products recommended by the bloggers are good and worth to try (Johnson & Grayson, 2005; Huang, 2015). Via building emotional bonds, besides, affective trust can enhance consumers' perceptions that the bloggers will do things good to them and their recommendations are benevolent, so the consumers will hold positive attitudes that the recommended products are worth to try (Johnson & Grayson, 2005; Rempel et al., 1985; Chen et al., 2015).

What's more, the findings give the evidence that consumers' affective trust on bloggers has positive impact on their feedback intentions towards the bloggers, which is consistent with Huang's (2015) conclusion. Once consumers develop emotional attachment on the bloggers that they trust, they tend to expect to build and maintain intimate relationships with the bloggers (Dindia, 2002; Greene et al., 2006; Park et al., 2011). For such, constantly interactions, mutual self-disclosure, and openness are necessary (Derlega et al. 1993; Jourard, 1971). Hence, consumers, who trust the bloggers at affective base, will intend to give feedbacks (in this case, repost or leave comments in the microblog posts) so as to interact with the bloggers.

The findings of the study empirically illustrate that the more consumers perceive reading the e-WOM message is enjoyable, the more positive attitudes towards the products introduced by the bloggers will be generated. As the researchers (Shareef et al., 2018; Hwang & Kim, 2007) concluded, consumers' perceived enjoyment has positive impacts on product evaluation process. Perceived enjoyment reflects a person's positive responses and reactions at affective base (Johnson & Grayson, 2005; Hwang & Kim, 2007), and such positive emotions and feelings can enhance the person's positive expectations that the recommended product is beneficial (Mattila & Wirtz, 2000). When consumers' hedonic motivation is satisfied by the influencers' e-WOM (Shareef et al., 2018), positive product attitudes then tend to be developed.

Finally, the findings of the present study indicate that perceived usefulness of e-WOM message mediates the positive relationship between consumers' cognitive trust on the bloggers and their product attitudes. Such finding is aligned with Gefen et al.'s (2003) research, which validates the positive effect of trust on consumer's perceived usefulness, and Hsu et al.'s (2013) conclusion that perceived usefulness can effectively induce consumers' positive attitudes towards products or services. When forming cognitive trust towards bloggers, consumers will have high level of subjective certainty that the bloggers are competent for conveying unbiased information and genuine opinion about the products, and subsequently the potential benefits, that the bloggers' recommendations are helpful for the consumers' effectiveness of making consumption decisions, will be resulted (Gefen et al., 2003). Once such cognitive perception is generated, consumers will immediately form the attitudes that the products recommended by the bloggers are worth to try (Karahanna & Straub, 1999). Thus, perceived usefulness of bloggers' recommendations, as the cognitive component of general attitudes, is able to mediate the effects of cognitive trust on consumers' positive attitudes towards products.

Chapter 5: Conclusions

5.1 Conclusions

Along with the development of Web 2.0 and the explosion of smart phone markets, social media has become more than a digital platform for netizens to share their everyday lives, make friends, and acquire information. Brands are flocking into social media and expect to enhance their social presence and communicate with mass of potential consumers as possible via such channel. For such, brands can implement marketing strategies in many ways, including brand pages, paid ads or sponsored posts, e-WOM, and so on (Evans et al., 2017). Thereinto, e-WOM is one of the most essential tactics for marketers, and influencers, such as the bloggers, vloggers, youtubers that have specific expertise and sizable followers, are acknowledged as the most effective e-WOM performers, because they are competent for transmitting product-related messages to a much larger segment of audience at a much faster rate and at a much lower cost than any other channels (Phua et al., 2017). However, influencer marketing, as a relatively new topic, has not been widely discussed by academic researches, especially in Asian context (Ing & Ting, 2018). Only few studies (Ing & Ting, 2018; Hsu et al., 2013) explore the influential factors of influencers' e-WOM on consumers' purchase attitudes and Intentions.

What's more, Hofstede's (1980) cultural dimensions at national level are popular subjects for literature in various domains, and the dimension in ICO is especially essential for the research of consumer behavior (Chu & Choi, 2011). For example, researchers (Han & Kim, 2018) provides the evidences that the social media users, who are collectivist, present higher perceived enjoyment and sense of community than the individualist users when consuming social media commerce. Such conclusions indicate that marketers need to consider the culture orientations of their target customers so as to make perfect marketing strategies. Nevertheless, most of the existing studies, which explore the moderating effects of ICO in the context of consumers' consumption behavior, are based on national degree. Very limited

academic researches investigate the moderating roles of ICO at individual level on consumers' responses towards influencers' e-WOM.

To have in-depth learning about the mechanisms underlying the marketing effects of influencers' e-WOM and ICO's moderate impacts on the relationship between influencers' e-WOM and consumers' consumption behavior, thus, the present study proposed the following research questions:

RQ1: How do the digital influencers impact consumers' consumption attitudes by means of e-WOM?

RQ2: Do individualism/collectivism orientation has a moderating effect on the relationship between influencers' e-WOM and consumers' responses?

The author intended to address the research questions based on the context of Chinese influencers' e-WOM in Weibo which is one of the most influential social media platforms in China (China Internet Watch, 2018). It was because, first of all, Chinese consumers depend more often on influencers' recommendations when making purchase decisions (Fath et al., 2017). Additionally, China has the world's most active environment for social media (Chiu et al., 2012), and influencer marketing has enormous effects in such country (Dudarenok, 2018). Last but not least, considering there existed limited researches investigating influencers' e-WOM in Weibo, the author perceived it would be a valuable subject. Besides, influencers' e-WOM is particularly effective for experience products in the hospitality and tourism industries, such as hotel, travel destination, restaurant, and other tourism services, because it is difficult for customers to assess these experiential goods, which is intangible and complicated (Hlee et al., 2016). Moreover, it has been reported that customers prefer to read online reviews about restaurants before making decisions, and such tendency is much more obvious in restaurant industry than in any other business (Arevalo, 2017). As a consequence, the present study focused on the influencers' e-WOM related to restaurant review.

Through reviewing related literatures, the author found that trust is a critical factor for the effectiveness of influencers' e-WOM on consumers' product attitudes. A research (Huang, 2015) confirms the influence of product disclosure, social disclosure, and popularity of blogs on consumers' trust intentions (cognitive and affective), as well their further effects on product attitudes and feedback intentions. Simultaneously, the author learned that ICO might be a potential moderator that impacts the antecedent factors' effects on cognitive trust and affective trust, and consumers' product attitudes were influenced by not only trust but also their perceived enjoyment and perceived usefulness related to e-WOM information. More than that, perceived usefulness might mediate the relationship between cognitive trust and product attitudes. Thus, the author considered Huang's (2015) model, in which all of the hypotheses were supported, could be a good foundation, and a new and interesting framework could be generated by incorporating ICO, perceived enjoyment, and perceived usefulness in the original one. Based on the reconstructed model, 13 hypotheses were proposed.

In order to test the hypotheses, the study designed three variables—product disclosure, social disclosure, popularity—in the experiment, and the criteria of manipulating the experimental variables were all adopted from existing studies. The author initially designed a microblog post about a positive restaurant review which was based on real dining experience and eventually generated five different adaptations of microblog posts according to three experimental variables. The five microblog posts included the base one, which revealed low degree of product disclosure and social disclosure, the high product disclosure one, the high social disclosure one, the low popularity one, and the high popularity one. Base post and high product disclosure post were a couple group, since the degree of product disclosure was their only difference. Similarly, base post and high social disclosure post were the couple group for social disclosure, and low and high popularity posts were the couple group for popularity. Through a pretest, the study verified the three experimental variables were all significantly different between each couple of groups, indicating that the

manipulations were successful. Thus, the five microblog posts were used as mockups in the formal experimental survey. With the scales and measurements that adapted from previous studies, the author designed a questionnaire for the online survey, in which participants were randomly assigned to one the five microblog posts and required to answer the items based on the specific microblog contents.

The study collected 463 effective samples in total, which were all from Weibo users, and most of them were active in such platform very frequently and tend to browse through online restaurant reviews before making dining decisions. After eliminating several original items, the reliable and validity measurements indicated that the data and the scale were feasible for hypotheses testing. At the end, 12 out of 13 predictions were verified in a good path with various statistics approach.

Finally, the research questions were resolved based on the findings of this study. To be specific, cognitive trust, affective trust, perceived enjoyment, and perceived usefulness are the influential factors of consumers' positive attitudes towards the products when the customers receive e-WOM messages from bloggers in microblog posts. Moreover, bloggers can induce consumers' greater cognitive trust, by revealing higher degree of product disclosure in their e-WOM messages and increasing the popularity of their microblog posts, and generate greater affective trust from the consumers via enriching the e-WOM contents with more social disclosure. In fact, consumers' cognitive trust also contributes to the forming of affective trust towards bloggers. Besides, the present study concludes that when consumers develop more affective trust on bloggers, they will have greater Intentions to repost and leave comments in the bloggers' microblog posts, which further contributes to the popularity of e-WOM messages. The study also finds that the reason consumers' cognitive trust on bloggers can enhance their positive attitudes towards the products recommended by the bloggers is that they perceive the bloggers' recommendations are usefulness for their consumption performances. Furthermore, the study discovers that effects of the antecedent factors on cognitive trust and affective trust are

distinguishing when consumers embrace different individualism/collectivism values. For consumers who are more collectivistic, the impacts of high product disclosure on cognitive trust tend to be more effective and the influences of high social disclosure on affective trust are also stronger. As for popularity, it also has greater effects on cognitive trust when consumers are collectivism-oriented. Therefore, it seems that collectivists are more likely to be impacted by the influencers' e-WOM when making consumption decisions than the individualists.

5.2 Theoretical Contributions

The present study has several contributions to the marketing literature. First, although individual-level ICO has been confirmed as effective moderator on users' acceptance of information technology (Srite & Karahanna, 2006; Faqih & Jaradat, 2015) and consumers' perceived credibility of e-WOM information (Luo et al., 2014), the present study verifies the moderate impacts of individual-level ICO on the relationship between cognitive/affective trust on bloggers and their corresponding antecedent factors (i.e., product disclosure, social disclosure, and popularity of microblog posts), which has not been done before. Second, prior research has investigated the influence of perceived enjoyment on website users' behavior (Hwang & Kim, 2007; Koufaris & Hampton-Sosa, 2002) and consumers' responses towards online social network advertisements (Soares & Pinho, 2014; Shareef et al., 2018). This study, however, focuses on influencers' e-WOM and explores the effects of perceived enjoyment on consumers' positive attitudes towards the products recommended by bloggers in microblog posts. Thirdly, previous studies have proved the positive effects of trust in bloggers and perceived usefulness of bloggers' recommendations on consumers' product attitudes (Hsu et al., 2013; Ing & Ting, 2018). Nevertheless, the current research initiates to investigate the mediate impact of perceived usefulness in the relationship between consumers' cognitive trust and product attitudes and also provides evident to support such assumption. Fourth, influencers' e-WOM has been studied in various social media platforms such as blog

(Huang, 2015), Instagram (Evans et al., 2017; Djafarova & Rushworth, 2017), YouTube (Lee & Watkins, 2016), and Facebook (Lin et al., 2018), yet the present study originally explores the mechanism underlying the marketing effects of influencers' e-WOM in the context of Weibo.

Furthermore, the present study has certain advances compared with Huang's (2015) research which provides inspirations and a basis model for this study. First of all, the present study discovers and verifies more unknown knowledge by incorporating the variables of ICO, perceived enjoyment, and perceived usefulness, as mentioned before. Besides, this study further supports Huang's conclusions and avoids the external effects of food type preference on the study's constructs by restricting the designs of experimental manipulations in one dining experience in the restaurant and one type of foods, while Huang designed seven versions of blog posts featuring different dining experiences in various restaurants and with various types of foods. Lastly, Huang's study is focused on the platform of blog, and differently, this study's context is based on the microblog of Weibo.

5.3 Managerial Implications

From the standpoint of managerial implications, the findings of the present study provide strong evidences confirming the powerful marketing effects of influencers' e-WOM in Chinese social media environment. An effective influencers' e-WOM can enhance consumers' positive attitudes and purchase Intentions towards products by inducing their trust in the bloggers, their perceived usefulness of the bloggers' recommendations, and their perceived enjoyment of reading the e-WOM messages. There for, either domestic and foreign companies should start or continue to focus on the influencer marketing in China and expect its contributions to the brand and product awareness and the increase of sales. In the lights of this study's conclusions, several suggestions are generated for both influencers and marketers in restaurant and food service industry to implement effective influencer e-WOM.

First off, hiring food bloggers to write online restaurant reviews is a very essential tactic for restaurants to attract consumers' attentions, since the study finds 62.2% of the 463 samples frequently refer to online restaurant reviews prior to making consumption decisions. What's more, bloggers should consider Weibo as priority to post their online restaurant reviews, because it is one of the most popular platforms for consumers to read online restaurant reviews. The other two platform—Dianping and Meituan—are also the preference choices for the consumers to read online restaurant reviews, however, they are the online platforms that focus on user-generated contents instead of influencer e-WOM, like TripAdvisor. Likewise, restaurants should pay more attentions to the food bloggers in Weibo.

Moreover, the study suggests that bloggers should emphasize on the contents of their microblog posts, since product disclosure and social disclosure in the e-WOM messages are the influential antecedents of consumers' forming trust towards the bloggers. When introducing restaurants in their microblog posts, to be specific, bloggers could enhance consumers' cognitive trust through conveying adequate objective information (such as the food, price, service, ambience, and decoration) and subjective evaluations (such as their feelings and experiences) related to the restaurants. Sufficient disclosure of the bloggers' personal life, interpersonal relationship, and personal experiences, that have less direct relevance with the recommended products, in the restaurant reviews is also beneficial to generating strong and solid trust at affect base from consumers. Additionally, bloggers should craft the product-related contents in interesting approaches, e.g., telling stories, speaking in fun tones, and introducing the novelties of products, so as to induce readers' enjoyments of reading their microblog posts and subsequently increase their positive attitudes towards the recommended restaurants. In order to find or evaluate the sponsored bloggers, simultaneously, restaurants should focus on the bloggers' writing styles and their habits of revealing product and social disclosure in the e-WOM messages.

Furthermore, the popularity of e-WOM messages is also a critical factor driving consumers' cognitive trust on bloggers, so the bloggers should find the ways to raise the volumes of reposts, comments, and "likes" of their microblog posts. For example, they could provide more social disclosure in their microblog posts so as to increase readers' emotional attachments and then feedback Intentions of reposting, leaving comments in, and "liking" their posts. Besides, the bloggers could also use some incentives to encourage readers to repost, comment, and "like" their microblog posts, e.g., selecting the lucky audiences from the users, who has followed the bloggers and reposted, comments, or "liked" their posts, and then giving them some presents or other rewards. Actually, this has been a common strategy for the Chinese bloggers in Weibo to make their posts widespread. The study also advises marketers should choose the bloggers with significant fan base and social influence, which will help to enhance the popularity of e-WOM messages, as the e-WOM performers for their restaurants or companies. Last but not least, restaurants or companies should take the cultural orientations of their target consumers into considerations, if they intend to make related tactics. In China, for example, most of the people are collectivists who are more likely to be impacted by the influential factors (i.e., product disclosure, social disclosure, popularity) of microblog posts when referring to influencers' e-WOM. By contrary, the individualists seem to be less affected by those factors.

5.4 Limitations and Future Research Directions

Although there exist some limitations in this study, it provides certain directions for the future research. The present study investigates the moderating effects of ICO at individual level in the relationship between cognitive/affective trust and their corresponding antecedents. Nevertheless, the findings related to the moderating effects of individual-level ICO in this study are restricted within country. Hence, they may not be applicably used to interpret the individualistic and collectivistic consumers' behavior cross nations. For such, the future study could experiment the moderating impacts of the national-level ICO on the relationships between product

disclosure and consumers' cognitive trust, social disclosure and consumers' affective trust, and popularity and cognitive trust. Besides, apart from ICO, the future research could also explore the moderating effects of cultural orientation on consumers' responses towards influencers' e-WOM from other dimensions, such as Power Distance, Uncertainty Avoidance, Masculinity/Femininity, etc.

The current study restricts the scope of influencers' e-WOM in restaurant and food service business, which may limit the findings of the study to have less generality and be specific to such area. Considering the potential marketing effects of influencers' e-WOM in various industries and businesses, future study could focus on other products categories in tourism and hospitality industry (such as hotel and travel destination) or the search products (e.g., makeups and electronic devices). If intending to emphasize restaurant and food service industry, the future research could study user-generated contents in Dianping and Meituan, as the present study finds these are the most popular platforms for online restaurant reviews, except Weibo, in China.

Regarding to the experiment designs of this study, the author constrained the presentations of e-WOM messages in words and photos and modified them as informal articles in Weibo. Yet more and more influencers in various countries, including China, prefer to present their personal life and stories to the public in forms of vlogs (also known as video blogs). In that, future study could have in-depth investigations for the influencers' e-WOM presented via vlogging.

Chapter 6: Bibliography

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Appendices

Appendix A. The Items of Constructs

Constructs	Items	Sources
Product Disclosure	<p>PD1: The content about the restaurant's foods in this microblog post are sufficient</p> <p>PD2: This microblog post has detailed descriptions about the restaurant's foods</p> <p>PD3: I think this microblog post gives complete information about the restaurant's foods</p>	Huang (2015)
Social Disclosure	<p>SD1: This microblog post reveals the blogger's personal life a lot</p> <p>SD2: The blogger provides sufficient contents about her colleagues in this microblog post</p> <p>SD3: In this microblog post, the messages related to the personal experiences (including personal life, works, and interpersonal relationship) of the blogger are many</p>	Huang (2015)
Popularity	<p>POP1: The reposts of microblog post are many</p> <p>POP2: The comments of this microblog post are many</p> <p>POP3: The "likes" of this microblog post are many</p> <p>POP4: According to the repost volume, I think this microblog post is popular</p> <p>POP5: I think this microblog post is popular after viewing its comment volume</p> <p>POP6: Regarding to the "like" count, I think this microblog post is popular</p>	Huang (2015)
Cognitive Trust	<p>CT1: <i>The blogger's recommendation is good</i></p> <p>CT2: I think the blogger provides unbiased opinions</p> <p>CT3: The recommendations provided by the blogger are reliable</p>	Huang (2015)

Appendix A. (continued)

Affective Trust	<p>AT1: <i>I enjoy reading this microblog post</i></p> <p>AT2: This microblog post is sincere</p> <p>AT3: I feel I would get good suggestions if I asked for advice from the blogger</p>	Huang (2015)
Individualism/ Collectivism Orientation	<p>ICO1: Being accepted as a member of a group is more important than having autonomy and independence</p> <p><i>ICO2: Being accepted as a member of a group is more important than being independent</i></p> <p>ICO3: Group success is more important than individual success</p> <p>ICO4: Being loyal to a group is more important than individual gain</p> <p>ICO5: Individual rewards are not as important as group welfare</p> <p>ICO6: It is more important for a superior to encourage loyalty and a sense of duty in subordinates than it is to encourage individual initiative</p>	Hofstede (1980)
Perceived Enjoyment	<p>PE1: This microblog post provides me with enjoyment</p> <p>PE2: Reading this microblog post makes me feel relaxed and pleasant</p> <p>PE3: I feel happy when reading this microblog post</p> <p>PE4: This microblog post is fun</p>	Chen et al. (2014)
Product Attitude	<p>PA1: I have positive thoughts about the restaurant in this microblog post</p> <p>PA2: I think that the restaurant described in this microblog post is good</p> <p>PA3: It would be worthwhile to try the restaurant described in this microblog post</p>	Huang (2015)

Appendix A. (continued)

Feedback Intention	<p>FI1: I would like to express my thoughts and responses to this microblog post</p> <p>FI2: I intend to repost this microblog post</p> <p>FI3: I want to leave a comment on this microblog post to interact with this blogger</p> <p><i>FI4: I am willing to “like” this microblog post</i></p>	Huang (2015)
Perceived Usefulness	<p>PU1: This microblog post provides useful information about the restaurant’s foods</p> <p><i>PU2: This microblog post is helpful for me to understand the restaurant’s foods</i></p>	Park et al. (2007)
	<p>PU3: This microblog post would improve my performance of selecting the restaurant’s dishes</p> <p>PU4: This microblog post would enhance my effectiveness of selecting the restaurant’s dishes</p> <p>PU5: This blogger’s recommendations would increase my productivity of selecting the restaurant’s dishes</p>	Davis et al. (1992)
<p>Note: the italicized items were the original items dropped from the final data analysis due to their poor factor loadings.</p>		



Appendix B. The Designs of Microblog Posts in Chinese

Condition 1: The Base Post	Condition 2: High Product Disclosure Post
 <p data-bbox="371 656 593 683">阿莱•东南亚风味餐厅</p>  <p data-bbox="400 790 574 810">原创 美食博主@有只阿渣司</p>  <p data-bbox="312 1135 655 1176">最近小司发现了一家味道非常不错的高性价比东南亚风味餐厅，寻思着必须分享给我的朋友们。</p>    	 <p data-bbox="970 640 1192 667">阿莱•东南亚风味餐厅</p>  <p data-bbox="989 775 1163 795">原创 美食博主@有只阿渣司</p>  <p data-bbox="911 1099 1238 1142">最近小司发现了一家味道非常不错的高性价比东南亚风味餐厅，寻思着必须分享给我的朋友们。</p> <p data-bbox="991 1169 1158 1189">先给大家推荐几道招牌菜。</p> <div data-bbox="903 1227 1238 1406"> <p data-bbox="1134 1263 1222 1283">👉 鳗鱼炒饭</p> <p data-bbox="1114 1312 1238 1400">米饭炒得粒粒分明，火候十足，鳗鱼鲜美可口，配上葱花和香香的芝麻，我要吃十碗！！</p> </div> <div data-bbox="903 1406 1238 1585"> <p data-bbox="919 1442 1007 1462">👉 冬阴功海鲜汤</p> <p data-bbox="919 1491 1027 1579">酸酸辣辣非常开胃，料很足，而且汤底鲜味满分，跟香喷喷的白米饭简直绝配！</p> </div> <div data-bbox="903 1630 1238 1809"> <p data-bbox="1126 1666 1214 1686">👉 蒜泥黑香肠拼盘</p> <p data-bbox="1114 1715 1238 1803">烤过的香肠肉香味十足，搭配酸黄瓜和香甜的蛋黄酱，味道富有层次感，每吃一口都是满满的幸福！</p> </div> <div data-bbox="903 1809 1238 1989"> <p data-bbox="935 1845 1023 1865">👉 牛油大虾</p> <p data-bbox="919 1895 1027 1982">大虾很新鲜，而这道菜的酱汁是点睛之笔，咸甜相宜，浓郁的牛油香味刺激着味蕾，根本停不下来！！</p> </div>

Appendix B. (continued)

Condition 3: High Social Disclosure Post	High Social Disclosure Post (continued)
 <p data-bbox="363 658 590 689">阿莱•东南亚风味餐厅</p>  <p data-bbox="392 797 571 819">原创 美食博主@有只阿渣司</p>  <p data-bbox="300 1146 657 1191">前阵子公司部门聚餐，小司发现了一家味道非常不错的高性价比东南亚餐厅，寻思着必须分享给我的胖友们。</p>  <p data-bbox="306 1568 654 1608">当天还是我们的老板Paul的生日，我和同事们向餐厅订了一个包间，还将房间精心布置了一番。</p>   <p data-bbox="513 1926 635 1966">给Paul一个小小的惊喜。</p>	 <p data-bbox="922 613 1219 658">同时也庆祝Paul即将迎来美好的退休生活。我们会想您的❤️</p>  <p data-bbox="890 1061 1264 1106">我们点了满满的一桌菜，没有踩雷，全部都被我们扫光光了。</p>    









Appendix B. (continued)

Condition 4: Low Popularity Post	Condition 5: High Popularity Post
 <p>Condition 4: Low Popularity Post</p> <p>转发 1 评论 2 赞 1</p>	 <p>Condition 5: High Popularity Post</p> <p>转发 978 评论 1058 赞 1204</p>

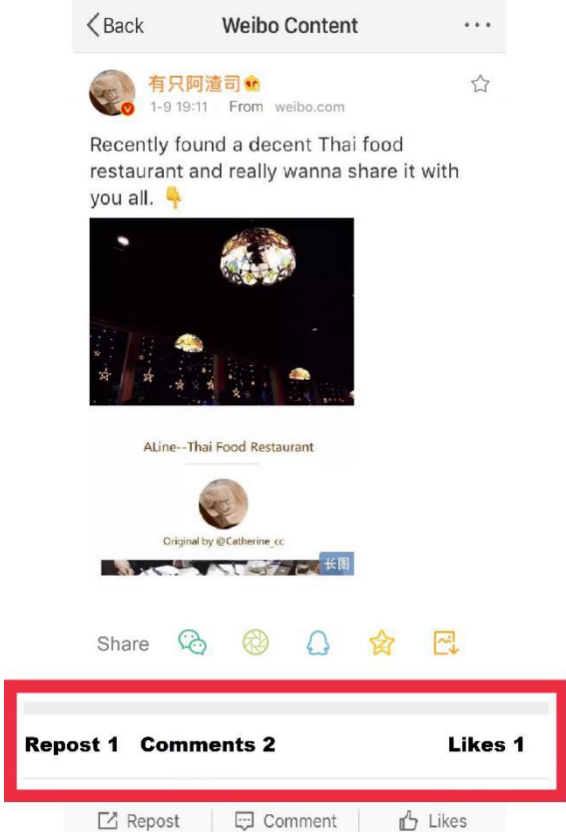
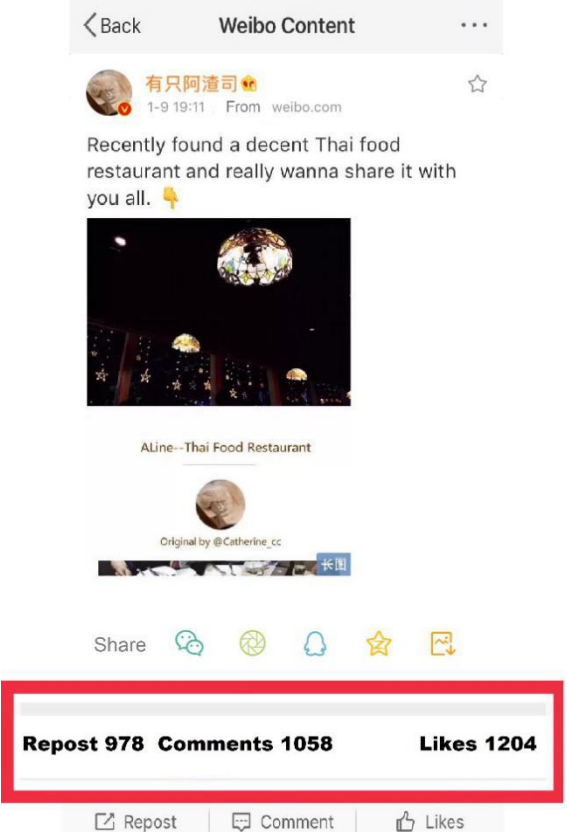
Appendix C. The Designs of Microblog Posts in English

Condition 1: The Base Post	Condition 2: High Product Disclosure Post
 <p data-bbox="357 645 635 674">ALine--Thai Food Restaurant</p>  <p data-bbox="389 792 584 815">Original by @Catherine_cc</p>  <p data-bbox="293 1137 675 1182">Recently found a decent Thai food restaurant and really wanna share it with you all.</p>    	 <p data-bbox="954 645 1232 674">ALine--Thai Food Restaurant</p>  <p data-bbox="986 792 1181 815">Original by @Catherine_cc</p>  <p data-bbox="890 1122 1272 1223">Recently found a decent Thai food restaurant and really wanna share it with you all. This restaurant produces amazing foods. I specially recommend these four favorable signature dishes.</p>  <p data-bbox="1123 1249 1291 1391">Eel fried rice. The rice is not sticky at all, and the eel meat is fresh and delicious. With chopped green onions and sesame seeds, have to eat ten bowls of it!</p>  <p data-bbox="879 1435 1034 1592">Tom Yum Kung seafood soup. The soup is sour and spicy, very appetizing. It is full of the freshness of seafood, which is definitely matching with white rice.</p>  <p data-bbox="1123 1666 1286 1823">Munich sausage platter. The grilled sausages have rich flavor. Pickles and mayonnaise can just neutralize the greasiness of the meats. Literally every bite is full of happiness!</p>  <p data-bbox="879 1854 1034 1995">Butter prawns. The sauce of this dish is a punchline, perfectly salty and sweet. The rich flavor of butter stimulates every taste bud. Once you eat it, you cannot stop it!</p>

Appendix C. (continued)

Condition 3: High Social Disclosure Post	High Social Disclosure Post (continued)
 <p data-bbox="347 658 611 685">ALine--Thai Food Restaurant</p>  <p data-bbox="379 797 571 819">Original by @Catherine_cc</p>  <p data-bbox="304 1144 655 1200">Recently had a company's department dinner in a decent Thai food restaurant and really wanna share it with you all.</p>  <p data-bbox="290 1561 671 1617">That day was also our boss's, Paul's, birthday. Me and my colleagues ordered a private room and made decorations for the party.</p>   <p data-bbox="501 1928 644 1966">We gave Paul a big surprise!</p>	<p data-bbox="820 259 1345 293">High Social Disclosure Post (continued)</p>  <p data-bbox="906 613 1249 651">This party was also to celebrate Paul's coming retired life.</p> <p data-bbox="906 669 1082 692">We will miss you, Paul.</p>  <p data-bbox="900 1066 1265 1088">We ordered a table of dishes which were all tasty.</p>    

Appendix C. (continued)

Condition 4: Low Popularity Post	Condition 5: High Popularity Post
 <p>Condition 4: Low Popularity Post</p> <p>Recently found a decent Thai food restaurant and really wanna share it with you all. 🌟</p> <p>ALine--Thai Food Restaurant</p> <p>Original by @Catherine_cc</p> <p>Share 🗨️ 🌐 📧 ⭐ 📄</p> <p>Repost 1 Comments 2 Likes 1</p> <p>🔄 Repost 💬 Comment 👍 Likes</p>	 <p>Condition 5: High Popularity Post</p> <p>Recently found a decent Thai food restaurant and really wanna share it with you all. 🌟</p> <p>ALine--Thai Food Restaurant</p> <p>Original by @Catherine_cc</p> <p>Share 🗨️ 🌐 📧 ⭐ 📄</p> <p>Repost 978 Comments 1058 Likes 1204</p> <p>🔄 Repost 💬 Comment 👍 Likes</p>

Appendix D. The Pretest Questionnaire in Chinese

关于消费者对博主电子口碑信任度的调查研究—预实验

以下所展示的是一篇关于餐厅介绍的微博,请您仔细阅读并根据所看到的内容真实地回答相关问题。

[第 1 页/共 1 页]

(随机展示实验情景 1、2、3)

请仔细阅读以下句子并从 1 (非常不同意) 到 7 (非常同意) 表明您的同意程度。

1. 在这篇微博中,跟餐厅菜品相关的内容(包括照片以及文字介绍)足够多
 1 2 3 4 5 6 7
2. 这篇微博帖子对餐厅的部分菜品进行了详细的描述
 1 2 3 4 5 6 7
3. 我认为这篇微博展现了很多有关于餐厅菜品的信息
 1 2 3 4 5 6 7
4. 这篇微博帖子呈现出很多跟博主个人生活相关的内容
 1 2 3 4 5 6 7
5. 这位博主提供了很多有关于她的同事的内容(包括照片及文字描述)
 1 2 3 4 5 6 7
6. 在这篇微博中,与博主的个人经历(包括生活、工作或人际关系方面)有关的内容非常多
 1 2 3 4 5 6 7

下面请您仔细浏览这条微博发布了一个月之后所积累的转发量、评论数以及点赞数,并根据真实情况回答以下问题。

(随机展示实验情景 4、5)

请仔细阅读以下句子并从 1 (非常不同意) 到 7 (非常同意) 表明您的同意程度。

7. 我觉得这篇微博的转发量非常多
 1 2 3 4 5 6 7
8. 这篇微博累积了很多的评论数
 1 2 3 4 5 6 7
9. 这篇微博获得的“赞”非常多
 1 2 3 4 5 6 7

10. 根据其积累的转发量, 我认为这篇微博很受欢迎
○1 ○2 ○3 ○4 ○5 ○6 ○7
11. 看到这条微博积累的评论数后, 我觉得这条微博很受欢迎
○1 ○2 ○3 ○4 ○5 ○6 ○7
12. 从这篇微博获得的“点赞”数来看, 我认为这篇微博很受欢迎
○1 ○2 ○3 ○4 ○5 ○6 ○7

Appendix E. The Pretest Questionnaire in English

Consumer's Trust in Influencer EWOM

What shows below is a microblog post introducing a restaurant. Please read carefully and answer the questions based on the what you see.

[1st Page]

(Randomly showing experimental conditions 1, 2, and 3)

Please read attentively the sentences below and indicate your level of agreement from 1 (completely disagree) to 7 (completely agree).

1. The content about the restaurant's foods in this microblog post are sufficient.
 1 2 3 4 5 6 7
2. This microblog post has detailed descriptions about the restaurant's foods.
 1 2 3 4 5 6 7
3. I think this microblog post gives complete information about the restaurant's foods.
 1 2 3 4 5 6 7
4. This microblog post reveals the blogger's personal life a lot.
 1 2 3 4 5 6 7
5. The blogger provides sufficient contents about her colleagues in this microblog post.
 1 2 3 4 5 6 7
6. In this microblog post, the messages relate to the personal experiences (including personal life, works, and interpersonal relationship) of the blogger are many.
 1 2 3 4 5 6 7

Please read the accumulated reposts, comments, and "likes" counts of the microblog post in a month, and answer the questions based on real condition.

(Randomly showing experimental conditions 4 and 5)

Please read attentively the sentences below and indicate your level of agreement from 1 (completely disagree) to 7 (completely agree).

7. The reposts of microblog post are many

1 2 3 4 5 6 7

8. The comments of this microblog post are many

1 2 3 4 5 6 7

9. The “likes” of this microblog post are many

1 2 3 4 5 6 7

10. According to the repost volume, I think this microblog post is popular

1 2 3 4 5 6 7

11. I think this microblog post is popular after viewing its comment volume

1 2 3 4 5 6 7

12. Regarding to the “like” count, I think this microblog post is popular

1 2 3 4 5 6 7

Appendix F. The Formal Questionnaire in Chinese

关于消费者对博主电子口碑信任度的调查研究

欢迎来到我们的调查！本调查问卷的目的是探讨消费者对网红博主的电子口碑的信任度。参与问卷调查的过程中您将完全匿名。我们意识到您的时间非常宝贵，但您的参与绝对有助于我们的研究。非常感谢！

[第 1 页/共 5 页]

1. 您有微博账号吗？
 - 有
 - 没有 (点下一页时提交为无效答卷)

[第 2 页/共 5 页]

2. 平时选择就餐的餐厅时，您是否会在网上找食评（美食评论）？
 - 每次都会
 - 经常会
 - 偶尔会
 - 很少会
 - 从来不会
3. 您通常会选择哪一个平台阅读食评？【多选题】
 - 微信公众号
 - 微博
 - 大众点评
 - 美团
 - 百度糯米
 - 其他

以下展示的是由一位美食博主撰写且发表在微博上的一篇餐厅食评，请您仔细阅读并根据所看到的内容真实地回答相关问题。

(随机展示 5 个实验情景中的 1 个)

请您仔细阅读以下句子，并通过选择 1 到 7 之间的数字来表明您的同意程度，其中“1”表示非常不同意，“7”表示非常同意。

4. 在这篇微博中，跟餐厅菜品相关的内容（包括照片以及文字介绍）足够多
 1 2 3 4 5 6 7
*依赖于第一、第二个情景
5. 这篇微博帖子对餐厅的部分菜品进行了详细的描述
 1 2 3 4 5 6 7
*依赖于第一、第二个情景

7. 我认为这篇微博展现了很多有关于餐厅菜品的信息
1 2 3 4 5 6 7
*依赖于第一、第二个情景
8. 这篇微博帖子呈现出很多跟博主个人生活相关的内容
1 2 3 4 5 6 7
*依赖于第一、第三个情景
9. 这位博主提供了很多有关于她的同事的内容（包括照片及文字描述）
1 2 3 4 5 6 7
*依赖于第一、第三个情景
10. 在这篇微博中，与博主的个人经历（包括生活、工作或人际关系方面）有关的内容非常多
1 2 3 4 5 6 7
*依赖于第一、第三个情景
11. 我觉得这篇微博的转发量非常多
1 2 3 4 5 6 7
*依赖于第四、第五个情景
12. 这篇微博累积了很多的评论数
1 2 3 4 5 6 7
*依赖于第四、第五个情景
13. 这篇微博获得的“赞”非常多
1 2 3 4 5 6 7
*依赖于第四、第五个情景
14. 根据其积累的转发量，我认为这篇微博很受欢迎
1 2 3 4 5 6 7
*依赖于第四、第五个情景
15. 看到这条微博累积的评论数后，我觉得这条微博很受欢迎
1 2 3 4 5 6 7
*依赖于第四、第五个情景
16. 从这篇微博获得的“点赞”数来看，我认为这篇微博很受欢迎
1 2 3 4 5 6 7
*依赖于第四、第五个情景
17. 请问这篇微博帖子所介绍的是以下哪一种料理？
日式料理 (点下一页时提交为无效答卷)
韩国料理 (点下一页时提交为无效答卷)
东南亚料理
法国 (点下一页时提交为无效答卷)

18. 请通过选择 1 到 7 之间的数字来表明您对东南亚料理的喜爱程度，其中“1”表示一点也不喜欢，“7”表示非常喜欢。

1 2 3 4 5 6 7

请您仔细阅读以下句子，并通过选择 1 到 7 之间的数字来表明您的同意程度，其中“1”表示非常不同意，“7”表示非常同意。

19. 我觉得这位博主的推荐很不错

1 2 3 4 5 6 7

20. 这位博主对该餐厅的评价没有偏见

1 2 3 4 5 6 7

21. 这位博主的推荐是可靠的

1 2 3 4 5 6 7

22. 我很享受阅读这篇微博帖子

1 2 3 4 5 6 7

23. 这篇微博帖子很有诚意

1 2 3 4 5 6 7

24. 如果我向这位博主提问美食方面的一些问题，她应该会给我提供很好的建议

1 2 3 4 5 6 7

25. 这篇微博帖子给我带来了乐趣

1 2 3 4 5 6 7

26. 阅读这篇微博让我感到轻松愉快

1 2 3 4 5 6 7

27. 阅读这篇微博的时候我感觉很开心

1 2 3 4 5 6 7

28. 我觉得这篇微博帖子挺有意思

1 2 3 4 5 6 7

[第 4 页/共 5 页]

请您仔细阅读以下句子，并通过选择 1 到 7 之间的数字来表明您的同意程度，其中“1”表示非常不同意，“7”表示非常同意

29. 我对这篇微博所描述的餐厅有正面的想法

1 2 3 4 5 6 7

30. 我感觉这家餐厅的菜品挺不错

1 2 3 4 5 6 7

31. 我认为这家餐厅值得尝试（假设这家餐厅开在您所在的城市里）

1 2 3 4 5 6 7

32. 我想对这篇微博发表一些看法

1 2 3 4 5 6 7

33. 如果可以，我会转发这篇微博

1 2 3 4 5 6 7

34. 我想通过评论这篇微博跟博主有一些互动

1 2 3 4 5 6 7

35. 我愿意给这篇微博点赞

1 2 3 4 5 6 7

36. 关于这家餐厅的菜品，这篇微博帖子提供了一些有用的信息

1 2 3 4 5 6 7

37. 这篇微博帖子对我了解这家餐厅的菜品很有帮助

1 2 3 4 5 6 7

[第 4 页/共 5 页]

请您仔细阅读以下句子，并通过选择 1 到 7 之间的数字来表明您的同意程度，其中“1”表示非常不同意，“7”表示非常同意。

38. 通过阅读这篇微博，在选择菜品方面我可以做得更好（假设您有机会到该餐厅就餐）

1 2 3 4 5 6 7

39. 这篇微博可以帮助我选择到好的菜品（假设您有机会到该餐厅就餐）

1 2 3 4 5 6 7

40. 这位博主写的食评可以提高我选择菜品时的效率（假设您有机会到该餐厅就餐）

1 2 3 4 5 6 7

41. 我认为被接纳为团体成员比拥有自主权和独立性更重要

1 2 3 4 5 6 7

42. 对比独立，成为团体的一员更为重要

1 2 3 4 5 6 7

43. 团队成功比个人成功更重要

1 2 3 4 5 6 7

44. 忠诚于一个团体比个人收获更重要

1 2 3 4 5 6 7

45. 相对个人利益，团体利益更重要

1 2 3 4 5 6 7

46. 对于上级来说，鼓励下属的忠诚度和责任感比鼓励个人主动性更为重要

1 2 3 4 5 6 7

47. 您的性别是

男性

女性

48. 您的年龄是

18 岁以下

18-25 岁

26-30 岁

31-40 岁

41-50 岁

51-60 岁

60 岁以上

49. 在过去的 30 天内，您多久上一次微博？

每天

每三天

每周

每两周

每月

超过一个月

50. 您每次会在微博上会花多少时间？

少于 15 分钟

15-30 分钟

30 分钟 - 1 个小时

1-2 个小时

超过 2 个小时

Appendix G. The Formal Questionnaire in English

Consumer's Trust in Influencer EWOM

Welcome to our survey! The purpose of this questionnaire is to explore consumer's trust in influencer e-WOM. Please be aware that you will remain completely anonymous. We realize how precious your time is, but your answer will absolutely be helpful for our research. Thank you!

[1st Page]

1. Do you have Weibo account?

Yes

No (Submit as invalid answer sheet when clicking the next page)

[2nd Page]

2. Do you use online reviews when selecting the restaurant?

Every time Often Occasionally Seldom Never

3. What is your most frequently used platform for reading online restaurant review?

Wechat Official Account

Weibo

Dianping

Meituan

Nuomi

Others

What shows below is a microblog about a real restaurant review. Please read carefully and answer the questions according to what you see.

(Randomly showing one of the five the experimental conditions)

Please read attentively the sentences below and indicate your level of agreement from 1 (completely disagree) to 7 (completely agree).

4. The content about the restaurant's foods in this microblog post are sufficient.

1 2 3 4 5 6 7

*Depending on condition 1 and 2

5. This microblog post has detailed descriptions about the restaurant's foods.

1 2 3 4 5 6 7

*Depending on condition 1 and 2

6. I think this microblog post gives complete information about the restaurant's foods.

1 2 3 4 5 6 7

*Depending on condition 1 and 2

7. This microblog post reveals the blogger's personal life a lot.

1 2 3 4 5 6 7

*Depending on condition 1 and 3

8. The blogger provides sufficient contents about her colleagues in this microblog post.

1 2 3 4 5 6 7

*Depending on condition 1 and 3

9. In this microblog post, the messages relate to the personal experiences (including personal life, works, and interpersonal relationship) of the blogger are many.

1 2 3 4 5 6 7

*Depending on condition 1 and 3

11. The reposts of microblog post are many

1 2 3 4 5 6 7

*Depending on condition 4 and 5

12. The comments of this microblog post are many

- 1 2 3 4 5 6 7

*Depending on condition 4 and 5

13. The “likes” of this microblog post are many

- 1 2 3 4 5 6 7

*Depending on condition 4 and 5

14. According to the repost volume, I think this microblog post is popular

- 1 2 3 4 5 6 7

*Depending on condition 4 and 5

15. I think this microblog post is popular after viewing its comment volume

- 1 2 3 4 5 6 7

*Depending on condition 4 and 5

16. Regarding to the “like” count, I think this microblog post is popular

- 1 2 3 4 5 6 7

*Depending on condition 4 and 5

17. What are the cuisines mentioned in this post?

- Japanese (Submit as invalid answer sheet when clicking the next page)
- Korean (Submit as invalid answer sheet when clicking the next page)
- Thailand
- French (Submit as invalid answer sheet when clicking the next page)

[3rd Page]

18. From 1 (not at all) to 7 (very much), how much do you like Thai cuisine?

- 1 2 3 4 5 6 7

Please read attentively the sentences below and indicate your level of agreement from

1 (completely disagree) to 7 (completely agree).

19. The blogger's recommendation is good

1 2 3 4 5 6 7

20. I think the blogger provides unbiased opinions

1 2 3 4 5 6 7

21. The recommendations provided by the blogger are reliable

1 2 3 4 5 6 7

22. I enjoy reading this microblog post

1 2 3 4 5 6 7

23. This microblog post is sincere

1 2 3 4 5 6 7

24. I feel I would get good suggestions if I asked for advice from the blogger

1 2 3 4 5 6 7

25. This microblog post provides me with enjoyment

1 2 3 4 5 6 7

26. Reading this microblog post makes me feel relaxed and pleasant

1 2 3 4 5 6 7

27. I feel happy when reading this microblog post

1 2 3 4 5 6 7

28. This microblog post is fun

1 2 3 4 5 6 7

[4th Page]

Please read attentively the sentences below and indicate your level of agreement from 1 (completely disagree) to 7 (completely agree).

29. I have positive thoughts about the restaurant in this microblog post
1 2 3 4 5 6 7
30. I think that the restaurant described in this microblog post is good
1 2 3 4 5 6 7
31. It would be worthwhile to try the restaurant described in this microblog post.
1 2 3 4 5 6 7
32. I would like to express my thoughts and responses to this microblog post
1 2 3 4 5 6 7
33. I intend to repost this microblog post
1 2 3 4 5 6 7
34. I want to leave a comment on this microblog post to interact with this blogger
1 2 3 4 5 6 7
35. I am willing to “like” this microblog post
1 2 3 4 5 6 7
36. This microblog post provides useful information about the restaurant’s foods
1 2 3 4 5 6 7
37. This microblog post is helpful for me to understand the restaurant’s foods
1 2 3 4 5 6 7

[5th Page]

Please read attentively the sentences below and indicate your level of agreement from 1 (completely disagree) to 7 (completely agree).

38. This microblog post would improve my performance of selecting the restaurant’s dishes
1 2 3 4 5 6 7
39. This microblog post would enhance my effectiveness of selecting the restaurant’s

dishes

1 2 3 4 5 6 7

40. This blogger's recommendations would increase my productivity of selecting the restaurant's dishes

1 2 3 4 5 6 7

41. Being accepted as a member of a group is more important than having autonomy and independence

1 2 3 4 5 6 7

42. Being accepted as a member of a group is more important than being independent

1 2 3 4 5 6 7

43. Group success is more important than individual success

1 2 3 4 5 6 7

44. Being loyal to a group is more important than individual gain

1 2 3 4 5 6 7

45. Individual rewards are not as important as group welfare

1 2 3 4 5 6 7

46. It is more important for a superior to encourage loyalty and a sense of duty in subordinates than it is to encourage individual initiative

1 2 3 4 5 6 7

47. What is your gender?

Male Female

48. What is your age?

Under 18 18-25 26-30 31-40 41-50 51-60 Over 60

49. In the past thirty days, how frequently did you use Weibo?

Daily

Every three days

- Every week
- Every two weeks
- Every month
- More than one month

50. How much time do you usually spend on Weibo each time?

- Less than 15 minutes
- 15-30 minutes
- 30 minutes to 1 hour
- 1-2 hour
- More than 2 hour