Micro Influencer as New Strategy
: The Case of Entering Chinese Market

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Abstract

Are you aware of an individual "YouTuber" that a kid dreams to become?

They are an influential individual who is active on YouTube. To generalize we call

these kinds of individuals an influencer. An influencer appears on all the social media

and they seem to be aware of various things such as "consumer needs" and "trends that

seem to cause". Our object is to reveal how Japanese companies effectively cooperate

with a Chinese influencer to succeed in the Chinese market. Because there is no such

study that reviews cooperation as the main topic of influencer study, we set our

frontier to cooperation. We conducted interviews with Chinese influencers and

Japanese companies that cooperated with an influencer to find an effective method for

cooperation with a Japanese company and a Chinese influencer.

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1.INTRODUCTION

 An influencer is a new type of consumer that has a massive influence on social media(SM) who has the potential to lead business success when the Japanese company enters the Chinese market. Recently, Japanese companies are facing an immense problem when entering the Chinese market. Comparing the withdrawal rate, China has remarked the highest rate not just compared with any other countries but also comparing with the total rate of each continent (Ministry of Economy, Trade, and Industry, 2018). However, the Japanese company should find out the way to success in the market because they have the largest number of the population there is massive potential for the Japanese company to earn huge benefit.

 In our study, we declare that "Cooperation" with an influencer will lead to solving the problem. We will introduce some business effects of "Cooperation" with

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them. In China, there is an influencer called Austin. He introduced a lipstick on an EC website and sold 15,000 lipsticks in 15 minutes. Also, in a sales campaign called "W11", he sold 320,000 lipstick and recorded $10 million in a day (COMEMO, 2019). It should be emphasized that when a company cooperates with influencers, this kind of phenomenon is generally observed rather than a fluke. From this case, we can say that by cooperating with influencers companies could lead to copious profit and could be a keystone for the Japanese company to succeed in the Chinese market.

"Cooperation" with an influencer brings great profit despite the Japanese influencer market scale which points the total amount of sales provided to a company by an influencer is 4 times smaller compared to China. Because the influencer industry is not familiar to Japanese companies, they are carrying problems such as:

・Lacking knowledge with to specify an influencer they should cooperate

・Lacking knowledge with how to cooperate with influencers

・Lacking knowledge what to do after cooperation with influencers

More noteworthy is that, no previous research that we are aware of mentioned any solutions to the issues outlined above.

Therefore, the objective of the study is to reveal how and which influencers Japanese companies should cooperate with for improved success in the Chinese market.

2. THEORETICAL BACKGROUND

In 2.1 literature review, we will introduce an influencer by pointing out the important characteristics by making relations with business effects. Then we will explain how to utilize an influencer by which considers how a Japanese company could succeed in the Chinese market. In 2.2 research gap, we will construct 2 research questions which are related to cooperation with an influencer.

2.1 Literature Review

We will first characterize an influencer. After we will determine what kind of steps should a Japanese company follow after cooperation with a Chinese influencer for success in the Chinese market.

Who is an Influencer

We will define an influencer from the preceding research. According to Nathalie (2016), it is a universal fact that human beings are being influenced by a given third party since the origin of humanity. She also said this fact is supported by political and religious phenomena because there has always been a leader in the party that affects people when they make decisions or beliefs. We call these leaders an "opinion leader" in general (Nathalie, 2016). From these points of view, we could predict that there is an opinion leader on SM. Roope (2017) discussed an influencer is a

famous individual that is familiar to SM that directly affects the opinions of other

people. From the correspondence of the character with an opinion leader we define an

influencer as "an opinion leader that affects people in various ways on Social media".

Recently SM has become an unignorable source to explain human behavior.

This could be said from the dramatic increase of users. Figure1 is pointing the market

scale of Chinese influencer marketing in 2018 (Intelligence Research Group, 2018).

This points out the benefit that a company was able to earn by collaborating with a

Chinese influencer. We could observe that the market scale is increasing continuously

and predicted to become 3 times larger in 2022.

Figure1: The Market scale of the Chinese influencer market
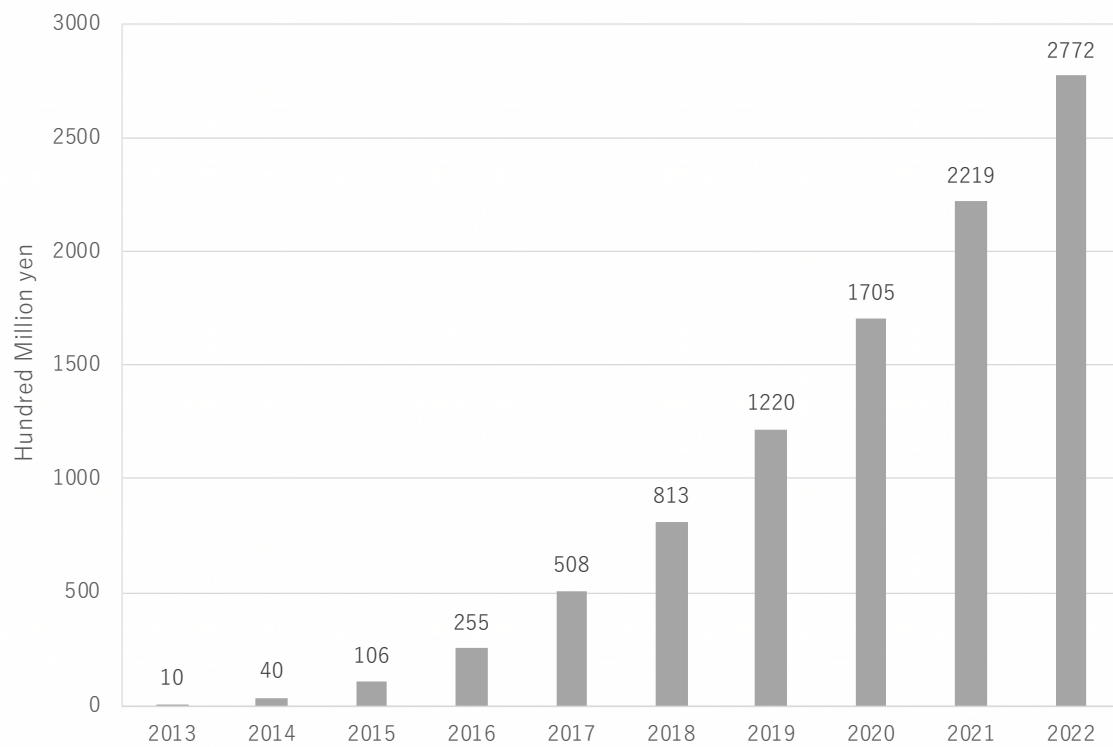
Source: Based on Intelligence Research Group(2018)

From the growth of the user of SM and the market scale, we could easily predict that

an influencer is a very influential individual.

Now we will clarify the characteristic of an influencer. According to Lim et al.

(2017), an influencer is a person who could generate buzz words. Therefore, we can say

that "an influencer is a person who could set the fashion". Furthermore, Igors (2014)

researched the characteristics that an influencer must possess. She mentioned they are

a person who shapes their community linked to the post and is able to reach a wider

audience than average. From this study, we could say that "an influencer is a person

who possesses a community composed of homogenous individuals".

In fact, the most important characteristic is that they are well engaged with

their followers and the product. Engagement with their followers means the depth of

the relationship between an influencer and their followers. Engagement with the

product means how much an influencer is detailed to the product. According to Kumar

and Rohan (2012), an influencer is a person who has high engagement with users of

SM when they share their opinion. Also, information proclaimed by an influencer is

most trusted and most compelling to customers (Talaverna, 2015). These two research

are supporting the engagement to their followers. Eliashberg and Shungan (1997)

mentioned that an influencer is a person who has superb knowledge in a specific field.

Also, this is supported by Tapinfluence (2017) mentioning an influencer is highly

engaged with the product they post. These two kinds of research are supporting

engagement with the product. Comprehensively, we could say an influencer is well engaged with their followers and the product.

Business Effects Remarked by Engagement

Here we will explain why has an engagement to both followers and products become an important characteristic. Putting it simply a company generally cooperates with an influencer because it is one of the best ways to attract consumers. According to Talaverna (2015), 82% of consumers intend to affirm their favorite influencers' opinion. Also, Whitler (2014) mentioned that 92% of the consumers put weight on the information that's spread from someone they trust and, highly engaged who is a close individual such as influencers rather than a company. From these data, we could observe that recently information is being sorted by consumers whether they could trust or not. For this solution, an influencer who has high engagement with their followers has become an important characteristic.

Observing from the economic aspect, doing business with an influencer a company could expect 11 times more ROI than doing business without them (Kirkpatrick, 2016). Also, he mentioned that the ROI is affected by the engagement to their followers and product. In summary, we could say that engagement is a very important characteristic when we explain doing business with an influencer.

Utilizing an Influencer Through Hoyer's 4step

Here we will indicate the steps a Japanese company should follow for success in the Chinese market. First, a Japanese company is facing four concrete problems which are "cost reduction", "adaption to customer needs", "product cognition", and "information asymmetry" (Shintaku and Amano, 2009). Information asymmetry happens when there is an information gap between companies and consumers. When this happens, a gap appears between the information such as advertisement spread from a company and the information a consumer perceives.

We predict that there is an effective marketing strategy using an influencer to solve these perceived problems. However, the existing research of influencers only mentions about the advertisement aspect. We may be able to solve the "product cognition", and "information asymmetry" by the advertisement aspect but not the others. Therefore, we will look in the preceding research that discussed cooperation between a consumer and a company that includes all the process which is product development to the advertisement.

According to Hoyer et al. (2010) generally, a company and a consumer cooperate in more than one process which is divided into 4steps which is "Ideation", "Product Development", "Commercialization" and "Post-Launch".

Figure 2: Hoyer's 4step
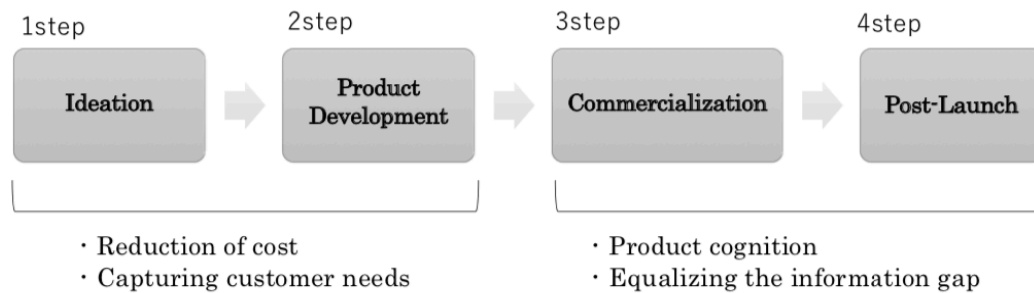
Source: Based on Hoyer et al. (2010)

According to Hoyer et al. (2010), "Ideation" is a step in which a consumer suggests an idea when a company is intending to start a business, "Product Development" is a step in which a company makes samples of the idea which came up from the "Ideation", "Commercialization" is a step in which a company and a consumer determine which sample is the best to sell in the market, "Post-Launch" is a step that points every phenomenon after the product is brought in to the market which includes advertisement.

Most important of all is that Hoyer et al. (2010) discussed that a consumer and a company should cooperate in all the steps mentioned above. This is because the company could receive significant benefits from each step. To be more specific "Ideation" and "Product Development" leads to "reduction of cost" and "capturing customer needs", "Commercialization" and "Post-Launch" leads to "Product cognition" and "equalizing the information gap between a company and the consumer" (Hoyer et al., 2010). The important point to notice is that these advantages show correspondence with the issues mentioned when a Japanese company enters the Chinese market.

Therefore, we conclude that a Japanese company must cooperate with a Chinese influencer not only in the advertisement aspect but also in all Hoyer's 4step for great success in the Chinese market.

2.2 Research Gap

In this section, we will point out a gap observed from the previous study and the problems perceived in business practice. As mentioned, engagement to followers and the product is an important characteristic of an influencer in general. Therefore, here we discuss who is the influencer with high engagement.

According to Marwick (2010), there is an influencer called micro-influencer (MI) who has surpassed relationships with their followers. Furthermore, Mediakix (2016) discussed that a MI is someone who is highly engaged, and considerate of their followers. Also, according to Barrett (2018) a MI is someone who is highly engaged with the products. Simone (2019) supported both the characteristic by addressing, a MI is someone who has surpass engagement to the SM users in the community and, has strong power when their followers make decisions. Also, he has mentioned that an MI is a specialist in a specific topic.

From these characteristics mentioned in the previous studies, we could say that a MI is an influencer who is highly engaged to their followers and the product. We must frequently remind ourselves of the most important characteristic of an influencer

is high engagement to their followers and the product for great success in business.

Therefore, cooperation with a MI is very important for a Japanese company for success

in the Chinese market.

However, there is a big issue when cooperating with a MI. Simply saying, it

is the obscurity of a MI. Generally, a MI is specify by the number of followers which is

between 1k to 20k (Morsio, 2019). However, these days we could observe an influencer

who has over 20k followers but, is highly engaged to their followers and the product.

Also, Nathalie (2016) mentioned that because a MI is a new concept there is no such

definition about them.

Supported by these perspectives we will point out a gap that while a MI is a

focal influencer in business success, there is no such research specifying them but also

determining how to cooperate with them.

We will point out 2 research questions.

RQ1 How can we specify a Chinese Micro-Influencer

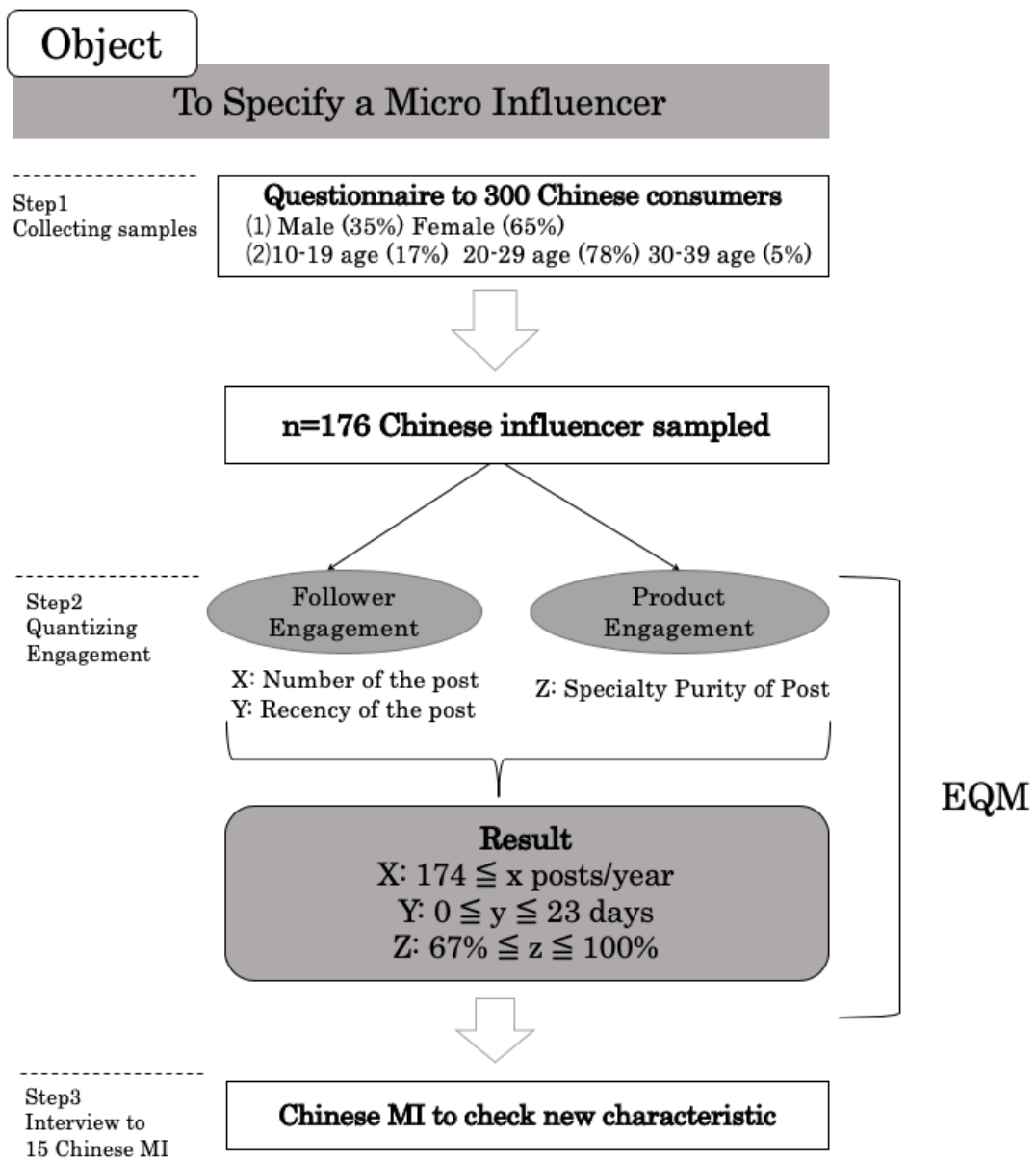**RQ2 How can a Japanese company cooperate with a Chinese Micro-Influencer**

3. SPECIFYING A CHINESE MICRO INFLUENCER

Here we will answer RQ1. In this section, we will enable to specify a micro-

influencer by the engagement that is converted into numerical information. High

engagement is the only characteristic to define them. However, no standard define

what is high engagement, we set a model (EQM) to convert engagement into numbers.

Furthermore, we set the numerical standard that a MI should fulfill for specifying

them. Moreover, interviewed to a Chinese MI to reveal the characteristics. Figure3 will

point out the flow of this section.

Figure3: Flow of Chapter3

Object

To Specify a Micro Influencer

Step1
Collecting samples

Questionnaire to 300 Chinese consumers
(1) Male (35%) Female (65%)
(2)10-19 age (17%) 20-29 age (78%) 30-39 age (5%)

n=176 Chinese influencer sampled

Step2
Quantizing
Engagement

Follower Engagement

Product Engagement

X: Number of the post
Y: Recency of the post

Z: Specialty Purity of Post

EQM

Result
X: $174 \leqq x$ posts/year
Y: $0 \leqq y \leqq 23$ days
Z: $67\% \leqq z \leqq 100\%$

Step3
Interview to
15 Chinese MI

Chinese MI to check new characteristic

Source: Authors

3.1 Engagement Quantizing Model (EQM)

Here we will specify a MI by advocating Engagement Quantizing Model (EQM). This model enables to specify a MI by the engagement that is converted into numbers. Previously they were specified by the number of followers. The problem that occurs when we specify a MI from the number of followers is that there is a risk that their engagement may not be high. Moreover, there is no such research that has expressed influencer's engagement in numerical form. Furthermore, specifying them from engagement converted into numbers we will be able to see whether the MI has high engagement or not by comparing the numbers and this leads to precise determination.

We will measure engagement to a follower and the product by using three variables. The engagement to a follower is measured using variable X, Y:

・X: "Number of the post", which means how many posts a MI makes in a year

・Y: "Recency of the post", which means how recent a post was made by a MI

Identically we will measure engagement to a product by using Z which is

・Z: "Specialty purity of the post", which means how much post a MI makes in a specific genre

We predict that we could measure engagement using these variables from the preceding studies. According to Plummer and Joseph (2008), the new method to build engagement is to build a bond with the consumes. This supports the rightfulness

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to measure "Number of the post" and "Recency of the post", to show engagement to the follower. This is because the more an influencer makes a post, the more they will be able to communicate with their followers. "Recency of post" explains not only building bond but also explain if the relationship is going on. This is because there might be an MI that marks a high score in the number of a post but, all the post was made 5 years ago. The bond with the followers may not exist in the present. Therefore, we use 2 variables to explain engagement to a follower.

According to Higgins (2006) engagement means getting involved in something or being attracted to something or being occupied with something. This supports the rightfulness to measure "Specialty purity of the post" to show engagement to the product. This is because if an influencer makes many posts of a specific genre, we could predict that they are being attracted to the specific genre. And as a result of being passionate about a specific genre, they get specialized in a specific genre. Which leads to a high engagement with the product. Therefore, we will use 1 variable to explain engagement with the product.

3.2 Sampling and Quantizing Engagement

In the research, we spread a questionnaire, using an online survey web site (WJX). The purpose of the survey is to quantize engagement from the Chinese consumers real voice. We collect the sample on SM (Wechat, Weibo, Red). In the

questionnaire, we asked 4 questions in total. There were 2 requirements to become a

sample. The requirements are: 1) The Nationality is Chinese 2) Answered an

influencer's name. In question 2) we asked, "Who is an influencer you frequently check

and, think is highly detailed to a genre you are concerned to". This question supports

the engagement of a product because an influencer is being judged by consumers

whether they are familiar with a specific genre or not. Also, this supports the

engagement to the followers because this questionnaire is asking the exact name of the

influencer. We spread the questionnaire to object from June 3 to June 10 and we were

able to collect 300 answers in total and n=176 passed the 2 requirements. After we

measured all of the Chinese influencers (n=176) that have been answered through the

questionnaire using the formula in Figure4.

Figure4: The Formula of X, Y, Z

X: The number of Post

Standard　Date　2019/06/28

X = The number of posts made in a year ÷ Activity Period (years)

Y: Recency of the post

Y = The number of date the latest post was made

Z: Specialty Purity of Post

Z = The number of post of a specific genre made in a year
　　÷ The number of posts made in a year × 100

Source: Authors

After quantizing n=176 Chinese influencers we calculated the average of each variable

and defined it as the requirement numerical value to become a MI.

3.3 Result

We quantified all of the Chinese influencers sampled by the Chinese

consumers and, defined a concrete number to specify a MI by calculating the average.

X: 174≦x posts/year (*Number of the post*)

Y: 0≦y≦23 days　　(*Recency of the post*)

Z: 67%≦z≦100%　　(*Specialty purity of the post*)

3.4 Interview to a Chinese Micro Influencer

Here we conducted a semi-structured Interview with 15 Chinese MI which is

specified by the standard above to understand their characteristic. The interview was

held for an hour using video chat (wechat). The question was constructed based on

engagement with their followers and a product. Figure5 is the result of the interview.

Figure5: The Characteristic of Chinese MI (1)

No.	Influencer's name	follower (people)	genre	X	Y	Z	Date and time	The engagement with a follower	The engagement with a product
1	大胃王mini 丸公子	126 K	food	233	0	100%	2019/7/6 12:00~13:00	・Aged 18 to 35 years. ・Interested in food	・Conscious of posting own thoughts and opinions, and emphasize the special food culture of each region ・Posting are made with emphasis on popular and useful products
2	e小鱼	150 K	cosmetic	258	0	97%	2019/7/4 20:00~21:00	・20s and 30s. ・Interested in makeup and cosmetics. ・communicate with followers every day and reflect them in their posts	・Reference to popular and Interesting products on the Word of site ・Improve product knowledge based on the followers' feedback
3	Valerie美欣	113 K	cosmetic	270	0	67%	2019/7/8 21:00~22:00	・young people (students) ・Interested in cosmetics and makeup ・Exchange opinions with her followers and reflect them in her posts	・Use her opinions and ideas to improve her product knowledge through post comments and DM ・Sharing information with an influencer
4	猫抖抖	120 K	cosmetic	242	2	99%	2019/07/12 18:30~19:30	・Young female ・Guangdong, Jiangsu and Zhejiang users. ・Like cosmetics and makeup, and those who want to purchase and learn about cosmetics	・Conscious of sharing products that she thinks good and interesting ・Post new products that are less known than popular hot products ・Use SM to check and grasp new product information
5	密子君	12330 K	food	277	0	92%	2019/07/07 14:00~15:00	・Interested in food ・Conscious of posting the content of followers together on DM	・Examine the products detail to make sure she can explain the points and features of the product on her own opinion ・Adjust the proportion of followers' needs while taking their own opinions into account
6	我才是大肥兔	138 K	cosmetic	239	4	100%	2019/7/23 18:30~19:30	・20s and 30s. ・Interested in cosmetics, especially lipsticks	・Reflect the opinions of consumers on her posts ・Post only what she thinks is good about the product features (real voice)
7	LIUZ	100 K	cosmetic	173	0	96%	2019/7/26 17:00~18:00	・Introducing product based on the advice and requests of followers. ・Posting content that her follower is interested in	・Utilizing a high level knowledge about cosmetics and selecting products. ・Sharing product information with an influencer
8	vico	277 K	cosmetic	268	0	100%	2019/8/2 20:00~21:00	・There are many followers who have delicate skin ・Frequently communicates with her followers about cosmetics	・Select overseas brands. She also reads followers' comments and DM every day and reflect opinions for her posts
9	小小王	249 K	cosmetic	224	0	90%	2019/8/10 12:30~13:30	・Aged 16 to 25 ・Interested in makeup and cosmetics ・Reflects new messages and opinions from her followers	・Conscious of the comments by other influencers of the same genre ・Frequently exchange information about products
10	咪总超有钱	70 K	cosmetic	311	0	89%	2019/8/12 20:00~21:00	・Aged 25 to 30 ・Interested in makeup and cosmetics	・Reflect comments on the content of post ・Posting what the follower is looking for ・Sharing product information with an influencer
11	就不告诉你 neoooj	105 K	cosmetic	211	1	93%	2019/8/17 18:00~19:00	・30s ・Interested in cosmetics	・Conscious of posting with an emphasis on product quality, not brands ・Read comments and DM to deepen her knowledge of the product
12	Ludddou_dou	310 K	clothing	315	3	89%	2019/8/17 19:30~20:30	・Aged 18 to 25 ・Interested in clothing ・They want to clothes that are similar and suit her	・For the trust of followers, the real impression is most important
13	U大哥	20 K	clothing	187	0	83%	2019/8/16 20:00~21:00	・Interested in models, fashion and clothing	・Conscious of the style of clothing that suits ・Post are decided based on DM and Wechat group opinions
14	小舒蔡蔡	112 K	food	328	0	72%	2019/8/19 23:30~24:30	・Aged 18 to 30 ・Interested in gourmet, travel, photos ・Communicate with DM almost every day	・Conscious of product quality and appearance rather than price and taste ・Check the comments and DM on her posts every day, and improve product knowledge based on the followers' feedback
15	我是大哥啊	114 K	clothing	207	1	90%	2019/8/21 22:30~23:30	・Aged 16 to 28 ・Want to know new information	・Posting with awareness of product targets ・Make sure followers matches the content of her posts

From the "follower engagement", we could say that they have the attribute data such as gender and age. The interesting point is that most of the MI we interviewed were detailed about the specific needs of their followers. This is because by communicating with their followers frequently and checking the follower's social media account they could understand what kind of products are preferred.

From the "product engagement", we could say they know various ways to use a product because they could introduce it uniquely. Also, a MI has a community that is constructed by MI to share information. This leads to expert knowledge of a specific genre. In the MI community, they share information that comes from their follower community. It may be too much to say but we could predict that the information being exchanged between a MI means to exchange information of the total number of the followers.

Furthermore, we predict that there is an interaction between engagement to followers and the product. The follower's motivation to follow a MI is because the information is trustworthy and they are well detailed. Interestingly, a MI is an influencer who is detailed to a specific genre. The way they become detailed is from the information from their followers.

As a result, they are willing to take communication with followers frequently. Therefore, our finding from the interview is that there could be a positive working

interaction between engagement to followers and the product. And this positive

working interaction may be the main reason for their attention.

4.HYPOTHESIS DEVELOPMENT

Here we will construct a hypothesis model to answer RQ2. The model will

indicate the needed factors when a Japanese company "Cooperates" with a Chinese MI.

First, to construct the model we looked through the previous research that explains

"Cooperation". After we interviewed with a Japanese company that has cooperated

with a MI which is based on the previous research. The purpose is to discover the

factors needed for "Cooperation".

4.1 The Factors to Explain Cooperation

In this part, we will look into relationship marketing which mentions a

concept that focuses on "Cooperation" which means developing a relationship between

a company and an interested person for business success (Morgan and Hunt, 1994). We

looked into relationship marketing because there is no such research that discusses

how a company cooperates with an influencer. We predict "Cooperation" to be one of

the best-suited dependent variables because our research object is not just pointing out

constructing a relationship but also pointing out a relationship that conducts all the

Hoyer's 4step which leads to business success.

We looked through over 13 models that describe "Cooperation" and found out that the model proposed by Morgan shows the highest adaptability to our study. Most studies about relationship marketing are conducted by researchers in a specific field such as industrial marketing, health care and so on (Morgan and Hunt, 1994). However, Morgan and Hunt (1994) pointed out a gap that there is no such research that generalized this theory, so he pointed out a model called KMV model which describes, all marketing activities which a company and their partner executes. His theory describes "Cooperation" by using "Trust" which means confidence to their partners and "Relationship Commitment" which means how does maintaining a relationship benefits a company, as a factor (Morgan and Hunt, 1994).

However, a MI being a new type of consumer we predict that this study does not consider cooperation with them. Therefore, we conclude that KMV model may not be the complete model to describe a relationship with a MI. In fact, it is the model that describes a relationship with the widest range of partners, so we predict that by adding and subtracting the factors through the interview we could construct a model that describes the cooperation between a Japanese company and a Chinese MI.

4.2 Field Work to Japanese Company

We conducted a semi-structured interview to discover the factor perceived when cooperating with a MI. We selected a Japanese company that has cooperated with a MI through the Hoyer's 4step, and a broker company that has supported a company to cooperate with a MI through the Hoyer's 4step. The purpose of the interview is to reveal the needed factor for cooperation with a MI and to reveal the effect of cooperation through Hoyer's 4step.

First, we analyzed articles on the internet. The purpose of the secondary data analysis is to extract the parent set of a Japanese company which cooperated with a MI through the Hoyer's 4step. The criterions for selections are: (1) Companies which seem to co-produce a product with a MI on secondary data (2) Companies which seem to collaborate with a MI through the advertisement process on secondary data.

We analyzed all 1038 (2019/07/17) of the articles searching "influencer" on a searching engine "Nikkei BP" and "Nikkei Telecom 21". We found 6 companies who cooperated with a MI through Hoyer's 4step and 8 broker companies that have supported a company to cooperate with a MI through the Hoyer's 4step.

We had a semi-structured interview with 4 companies who cooperated with a MI through the Hoyer's 4step and 3 broker companies. We asked 2 questions to extract factors for the hypothesis. in the interview, we asked what kind of concrete actions has

helped the company to construct "Trust" and "Relationship Commitment" which are the very important factors used to explain "Cooperation" in Morgan's KMV model.

Also, we asked 3 question which is "Definition of an influencer", "Was all Hoyer's 4step conducted", "Benefit for the company", to check if the Japanese company has cooperated through the Hoyer's 4step with a MI and to check the effect perceived by cooperation through the Hoyer's 4step. The interview was held for an hour in a conference room. Figure6 shows the result of the interview.

Figure6: Interview result of Japanese Company

No.	Company's Name	Industry	Employee	Capital (yen)	Date and Time	Interviewee	Definition of an Influencer	Hoyer's 4step	Benefit for the Company	Relationship Commitment	Trust
1	Adastria Co, Ltd.	clothing	4482 people	About 2.6 billion	2019/8/28 11:00~12:00	Manager of Public Relations	・Specialize in genre and have niche fans	○	・Capturing the latest customer needs ・Increasing our product cognition	・Monetary reward ・Respect as an individual respond ・Target and concept match ・Incorporate followers' opinions ・Communicate with followers	・Share products information that have attracted attention nowadays ・Share revise for product samples ・Influencers come up with free ideas
2	STRIPE INTERNATIONAL INC.	clothing	3699 people	About 100 million	2019/8/26 13:00~14:00	KOL general manager	・Specialized in a genre ・Have trust relationship with their followers	○	・Capturing the latest customer needs ・Advertise to segmented consumer ・Reduce product development and advertising cost	・Clarify how to pay rewards ・Show eagerness for work ・Emphasize the opinions of followers ・Listen to follower characteristics	・Target and concept match ・Frequently go to influencer's fashion shows ・Share information frequently ・Make an influencer speak frankly what they think ・Free the influencer' schedule
3	NTT Resonant Incorporated	application	450 people	About 7.1 billion	2019/9/6 11:00~12:00	Personal Service general manager	・Specialized in genre ・Have both characteristics the company side and the consumer side	○	・Equalizing the information gap ・Capturing the latest customer needs	・Gain popularity ・Having a common image	・Always repeated communication ・Except for negative contents, allowed to move freely ・An Influencer's sensibility was valued and they are given the decision
4	SANYO, Inc.	clothing	1734 people	About 15 billion	2019/9/20 11:00~12:00	Manager of Public Relations	・Detailed in a specific genre ・Familiar to followers	○	・Capturing the latest customer needs ・Increasing our product cognition ・Reduce development and advertising cost	・Gain popularity ・Not only talking about business but also personal ・Listen to follower characteristics	・Match brand image ・Check samples and finished products many times ・Make an influencer speak frankly what they think
5	For GIFT, Inc.		315 people	About 10 million	2019/9/11 11:00~12:00	Manager of Public Relations	・Have both characteristics the company side and the consumer side ・"adoration" and "sympathy" to their followers	○	・Capturing the latest customer needs ・Equalizing the information gap	・Clarifying monetary rewards ・Gain popularity ・To understand an influencer well ・Match each other's purpose ・Listen carefully to followers ・Suggest plan that followers will be happy with.	・Hold exchange meetings and communicate ・Not only talking about business but also personal ・Take priority over influencer's opinion
6	Any Mind Group	brokerage	301 people	About 9.9 million	2019/9/18 10:00~11:00	Sales Manager	・Specialized in genre ・Value a follower ・Send out real opinion	○	・Capturing the latest customer needs ・Advertise to segmented consumer	・Clarifying monetary rewards ・Gain popularity ・Communicate matters in good faith ・Respect as an individual respond	・Target and concept match ・Always repeated communication ・Take priority over influencer's opinion
7	TOKYO LUXEY, Inc.		N/A	About 10 million	2019/9/19 12:30~13:30	CEO	・Familiar with specific content	○	・Capturing the latest customer information	・Monetary reward ・Provision of accommodation ・Face the influencer's needs ・Match brand image	・Match brand image ・Always repeated communication

Source: Authors

We could say that all the company has cooperated with an influencer who is specialized in a specific genre and has a niche fan who is an MI. Also, we were able to hear all the benefits a company could perceive when they cooperate through the Hoyer's 4 steps which shows correspondence with problems perceived when entering the Chinese market.

4.3 Hypothesis

Here we will construct a hypothesis based on the findings from our data. We will construct our hypothesis by dividing the interview result into the factors from the preceding studies. Figure 7 shows the division.

Figure 7: Division of the Factors

Factor1	Relationship Benefit
	・Monetary reward
	・Gain popularity
Factor2	Honest Behavior
	・Eagerness for work
	・Respect as an individual respond
Factor3	Shared Value
	・Match of target and concept
	・Having a common image
	・Match each others purpose
Factor4	Communication
	・Communicating frequently
	・Hold exchange meetings and communicate
New Factor1	Consideration to Followers
	・Incorporate followers opinions
	・Listen to follower characteristics
New Factor2	Flexibility
	・Make influencers to speak frankly what they think
	・Give freedom of schedule

Source: Authors

The factors we discovered through the interview were divided into four factors which are "Relationship Benefit", "Honest Behavior", "Shared Value" and "Communication" and there were 2 factors that we could not divide by the factor mentioned in the previous research. All 4 of the factors we selected from the previous research were a factor that explains "Trust" or "Relationship Commitment" which are very important factors to explain "Cooperation" in Morgan's KMV model.

Figure 8: Hypothesis model
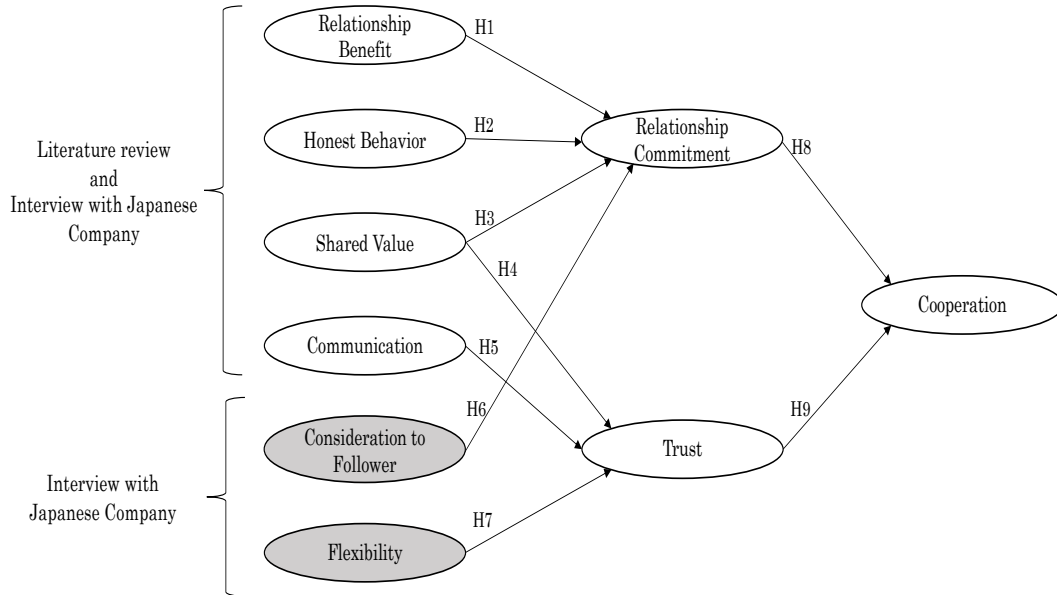
Source: Authors

According to Morgan and Hunt (1994) "Relationship Benefit" is a benefit that

a company could receive through the relationship. In the interview, we were able to

hear that the monetary reward, and making them gain popularity is important when

constructing a relationship with a MI. Here we constructed H1

H1 "Relationship Benefit" has a positive effect on "Relationship Commitment" when a

Chinese MI and a Japanese company construct a relationship

According to Kubota (2006) "Honest Behavior" which means honesty to their

partner is an important factor when constructing a relationship (Kubota, 2006). In the

interview, we were able to hear showing respect to a MI and showing eagerness to

work is important when constructing a relationship with a MI. Here we constructed

H2.

H2 "Honest Behavior" has a positive effect on "Relationship Commitment" when a

Chinese MI and a Japanese company construct a relationship

According to Morgan and Hunt (1994) "Shared Value" is a shared goal

between the company and its partners. In the interview, we were able to hear that the

match of concept and target is important when constructing a relationship with a MI.

Here we constructed H3 and H4

H3 "Shared Value" has a positive effect on "Relationship Commitment" when a

Chinese MI and a Japanese company construct a relationship

H4 "Shared Value" has a positive effect on "Trust" when a Chinese MI and a Japanese

company construct a relationship

According to Morgan and Hunt (1994) "Communication" is an effective

information exchange between a company and their partner which means, a company

and their partner could build an effective relationship by sharing timely and beneficial

information. In the interview, we were able to hear sharing product information that

has attracted attention nowadays is important when constructing a relationship with a

MI. Here we constructed H5.

H5 "Communication" has a positive effect on "Trust" when a Chinese MI and a

Japanese company construct a relationship

"Consideration to Follower" is a new factor that we could not divide into

previous research. However, four of the company mentioned this factor to be important

for constructing Relationship Benefit. This factor means a company's consideration to

MI's follower. For example, incorporating follower's opinions and listening carefully to

the follower's opinion. Here, we constructed H6.

H6 "Consideration to Follower" has a positive effect on "Relationship Commitment"

when a Chinese MI and a Japanese company construct a relationship

"Flexibility" is a new factor that we could not divide into previous research.

However. six of the company mentioned this factor to be important for constructing

Trust. This factor means to give a MI a free hand. For example not restricting what

they want to say, giving them freedom of schedule. Here, we constructed H7.

H7 "Flexibility" has a positive effect on "Trust" when a Chinese MI and a Japanese

company construct a relationship

We construct H8, H9 following Morgan 's KMV Model (Morgan and Hunt,

1994)

H8 "Trust" has a positive effect on "Cooperation" when a Chinese MI and a Japanese

company construct a relationship

H9 "Relationship Commitment" has a positive effect on "Cooperation" when a Chinese

MI and a Japanese company construct a relationship

5. HYPOTHESIS TESTING

In this section, we conducted a questionnaire survey to a Chinese MI who is specified by EQM. This was conducted because we need a quantified datum for verifying our hypothesis. Figure9 shows how the sampling has been conducted.

Figure9: Sampling

Number of e-mails sent

5600 objects

Answers

508 objects

Samples

100 objects

(1)
・Users with more than 1000 followers
・Users who posts their e-mail on their account

(2)
・Chinese Users
・Cooperated with a company
・$174 \leqq x$ posts/year
・$0 \leqq y \leqq 23$ days
・$67\% \leqq z \leqq 100\%$
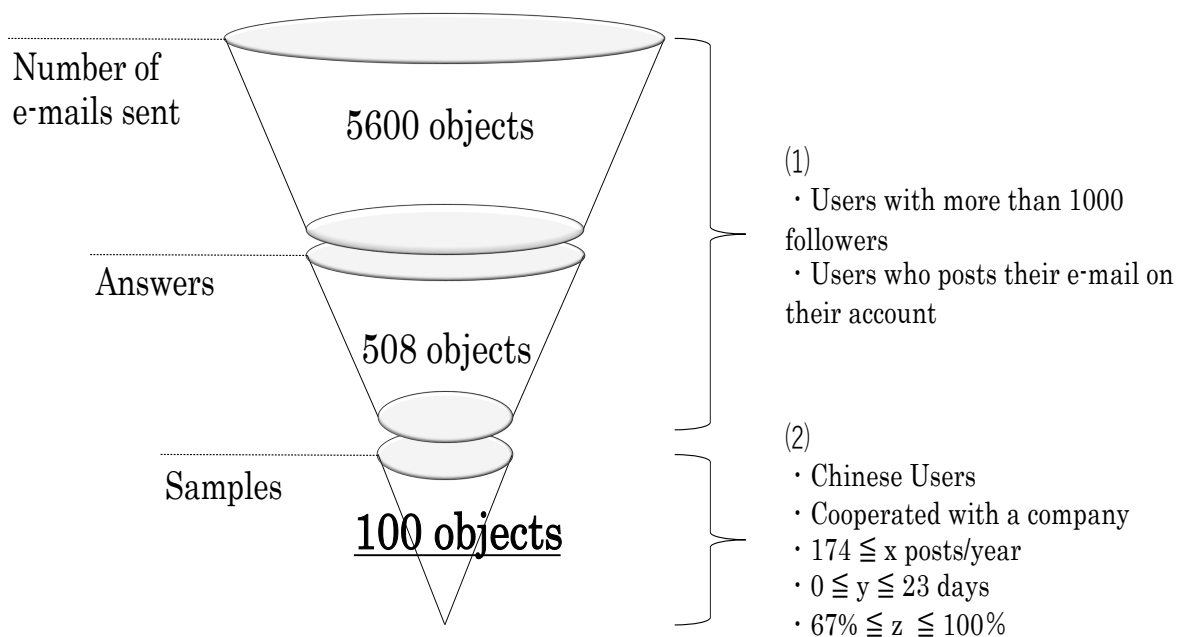
Source: Authors

5.1 Procedure and Sampling

In this research, we collect samples by sending Emails to social media users. We posted an URL of a questionnaire that was created using an online survey web site (WJX) on the Email. The email addresses was discovered by searching for users who post their email address on the Chinese social media platform that is frequently used

by Chinese people(Weibo, BiliBili, Red). We sent e-mail to users who passed two criterions as samples. The two criterions are: (1) Users with more than 1000 followers (2) Users who post their e-mail on their account. The reason for criterion (1) is because most influencer research collects samples who have more than 1000 followers.

We sent e-mail to 5600 objects from October 8, 2019, to October 22, 2019. As a result, we collected a total of 508 answers. We set certain of our ability to appropriate these Respondents because we set 4 items to check whether the answers are appropriate to our testing or not. we extracted Chinese users who have cooperated with a company before because our questionnaire was based on the experience of cooperation. Next, we extracted the sample who satisfy all the numerical value of EQM. As a result, our sample size became n=100 who are Chinese MIs who has cooperated with a company using their social media account and that has more than 1000 followers.

Our questionnaire paper was based on our 9 hypotheses which are constructed by semi-structured interviews and literature review. We set a total of 28 items. The questionnaire was answered through their experience. The items were scored on a Likert scale with options ranging from 1 (It was not very important) to 5 (It was very important).

5.2 Data Analysis and Result

In this research, we examine using SEM. SEM is a statistical method to examine the causal relationship. It is often used in the field such as behavioral science (Hox and Bechger. 2007). We quantitatively analyze a causal relationship that 6 independent variables influence dependent variables. We analyzed a causal relationship between the independent variables and dependent variables to verify these hypotheses. In this analysis, JASP was used. JASP is a software that is constructed using C++, R (including lavaan package for analyzing SEM) and JAVA script (jasp-stats.org, 2019). Indicating the result, we selected Chi-square statistics, SRMR, RMSEA, and CFI to report model fit evaluation. This is because in a paper by Ockay and Choi (2015) they mentioned that these four indices should be used through the reviews of the authentic research which used SEM.

We will indicate the results of standardization estimates and P-Value indicating the significance probability. Relationship between "Relationship Benefit" and "Relationship Commitment" recorded (ß=.21, p<.0.01),"Honest Behavior" and "Relationship Commitment" recorded (ß=.78, p<.0.001), "Shared Value" and "Relationship Commitment" recorded (ß=.29, p<.0.001), "Shared Value" and "Trust" recorded (ß=.59, p<.0.001), "Communication" and "Trust" recorded (ß=.42, p<.0.001), "Consideration to Follower" and "Relationship Commitment" recorded (ß=.28, p<.0.001), "Flexibility" and "Trust" recorded (ß =.37, p<.0.001), "Relationship

Commitment" and "Cooperation" recorded (ß=.44, p<.0.01), "Trust" and "Cooperation" recorded (ß=.73, p <.0.001) . Next, the fit index of this model was Chi-square statistic 298.191, SRMR 0.042, RMSEA 0.079 and CFI 0.947. As a result of hypothesis testing H1, H2, H3, H4, H5, H6, H7, H8, H9, was supported

Figure10: Result of Hypothesis
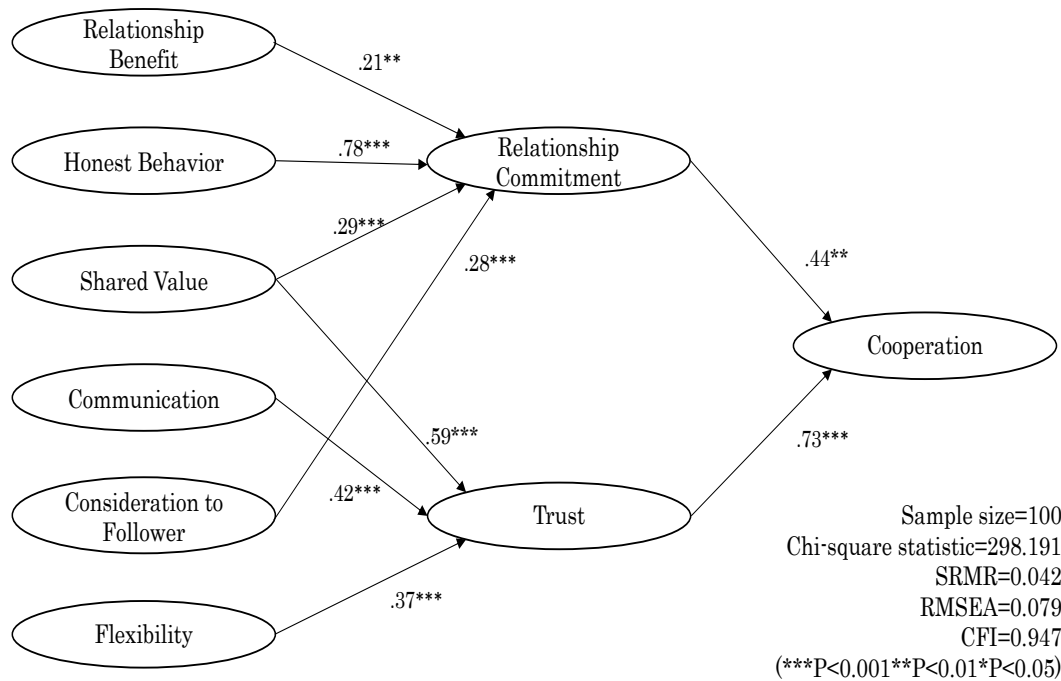
Source: Authors

6. DISCUSSION

In this section, we will first discuss the new findings from the result of the statistics. Second, we conducted further research by having a semi-structured interview with 15 Chinese MI. This interview was conducted on the purpose of revealing how Japanese companies should concretely act to make the model practical.

6.1 Discuss Result

In the last section, all 9 hypotheses were supported. Besides, as the model pointing a high score in CFI, we could say that cooperation with a Chinese MI could be explained almost completely by using the factor we proposed in the hypothesis model. In this study, our new finding is that "Consideration to Follower" and "Flexibility" which are factors discovered through the interview were supported. Furthermore, the model showed a high model fit rate even though new factors are added to the model. From these points, we could say that this study has pointed out a fully new model when cooperating with a Chinese MI.

We predict that "Consideration to Follower" was supported because as mentioning several times Chinese MI has a high engagement to their followers. Consequently, we could say that the characteristic of a Chinese MI has been proved statistically.

Next, we predict that "Flexibility" showed a positive correlation because Chinese MI has high engagement with their followers and the product. A Chinese MI is a specialist in a specific genre, and they tell good or bad without reserve. We anticipate that this was supported because they never try to tell something wrong and do not prefer to betray their followers which leads to an engagement with their followers. Also, they are well detailed, they can tell what is good or bad which leads to an engagement with the product. From these points of view, we predict "Flexibility" showed a positive correlation being affected by their characteristics. These two new factors being affected by the characteristic, we could say that when a Japanese company cooperates with a Chinese MI, they will first have to understand their characteristics.

When we look into the factors, "Honest Behavior" and "Trust" showed a strong positive correlation. This could be constructed in a personal relational way which means a relationship that could only be constructed through personal direct communication. However, when we look at the factor that is not considered to be important by a Chinese MI "Relationship Benefit" showed the lowest positive correlation. This factor shows visible benefits such as monetary reward, to a Chinese MI. This formal relationship way which normally made through making a legal contract. As this factor is less considered, we could say that to cooperate with a Chinese MI, a Japanese company has to show they are trustworthy in a personal relational way

and not by a formal relationship. Interestingly, these days many research mentions

Trust and personal direct communication are important when constructing a

relationship and the same thing could be said when explaining relationship

construction with a totally new type of consumer MI.

As a conclusion, a Japanese company should construct a relationship in a

personal relational way with a Chinese MI.

6.2 Further Research

We had a semi-structured interview with 15 Chinese MI on purpose of

discovering the concrete actions that a company should take to construct relationships

in a personal relational way. The interview was conducted to the same sample in the

same way as Chapter 3.4. We will look into "Consideration to Follower", "Flexibility"

because there is no such research about these new factors. Figure11 is showing the

result.

Figure11: Interview to Chinese MI (2)

No.	Influencer's Name	Date and Time	Consideration to Followers	Flexibility
1	大胃王mini丸公子	2019/10/27 14:00~15:00	·Give presents and pre-orders for followers	·Giving freedom of time and workspace
2	e小鱼	2019/10/27 18:00~19:00	·Special prize such as coupons and pre-sales to the followers	·Make a post of a product, she try to share the real voice of usage
3	Valerie美欣	2019/10/28 11:00~12:00	·Handing out special prize just for the followers	·Giving freedom of time and workspace
4	猫抖抖	2019/10/28 17:30~18:30	·Making business plans considering followers	·Share whatever information she wants
5	密子君	2019/10/29 16:00~17:00	·Understand and give benefits to followers	·Giving freedom of time and workspace
6	我才是大肥兔	2019/10/30 13:30~14:30	·Special prize such as coupons and pre-sales to followers	·Share whatever information she wants
7	LIUZ	2019/10/30 16:00~17:00	·Listen carefully to followers	·Make a post of a product, she try to share the real voice of usage
8	vico	2019/10/31 11:00~12:00	·Understand and give benefits to followers	·Giving freedom of time and workspace
9	小小王	2019/10/31 15:30~16:30	·Making business plans considering followers	·Make a post of a product, she try to share the real voice of usage
10	咪总超有钱	2019/11/01 11:00~12:00	·Understand and give benefits to followers	·Share whatever information she wants
11	就不告诉你neoooj	2019/11/01 14:00~15:00	·Special prize such as coupons and pre-sales to the followers	·Share whatever information she wants
12	Ludddou_dou	2019/11/01 16:30~17:30	·Listen carefully to followers	·Giving freedom of time and workspace
13	U大哥	2019/11/02 11:00~12:00	·Give presents and pre-orders for followers	·Share whatever information she wants
14	小舒蔡蔡	2019/11/02 15:30~16:30	·Making business plans considering followers	·Make a post of a product, she try to share the real voice of usage
15	我是大哥啊	2019/11/02 21:30~22:30	·Consider the relationship between the influencer and their followers	·Giving freedom of time and workspace

Source: Authors

"Consideration to Followers" special prize such as coupons and pre-sales to

the followers was one of the ways to show consideration to followers. Also, business

plans a company suggests should be considering the followers. Our interviewee gave us

an example of a company trying to make a MI who is a male to introduce their lipstick.

This may look strange but what if almost all the MI's follower is a female who is

concerned with cosmetics. This may make sense. When we cooperate with a Chinese MI, we need to look carefully at the attribution of the follower to avoid mismatch and make business plans that consider their followers.

"Flexibility" it is said that to give freedom of time and workspace should be considered. In fact, freedom of content of the post was emphasized the most. When a Chinese MI make a post of a product, they try to share the real voice of usage. From their characteristics, they consider their followers the most and they prefer to introduce a product honestly. Therefore, when cooperating with a Chinese MI a company should let them say whatever they think and never force them to do or say something. Looking into new factors, we could predict these two factors were considered important because when they make actions their followers are always in their minds.

In summary, to the factor "Consideration to Followers" a Japanese company could make 2 actions which are: 1) Handing out special prize just for the followers 2) Making business plans considering their followers as a target. To the factor "Flexibility" a Japanese company could make 2 actions which are: 1) Share information following the 2 steps 2) Let them share whatever information they want.

Comprehensively, when a Japanese company cooperates with a Chinese MI treating the follower as well or more than a Chinese MI could be the most important point for a great relationship and succeed in business.

7. CONCLUSION

In this study, we investigated the potential of a Chinese MI to solve the problems that a Japanese company is carrying when entering the Chinese market. This could be said by following the solution to the three problems in the Introduction. Here we will point out the 3STEP a Japanese company should follow.

STEP1: Searching for a Micro-Influencer Using EQM

We have invented a model to specify a MI. Also, we have pointed out numeral standards which are calculated by n=176 Chinese influencers. Therefore, a Japanese company should check whether the influencer qualifies the standard or not.

STEP2: Construct Relationship with a Chinese MI in a Personal Relational Way

We constructed a hypothesis model and tested the model using SEM. The result showed a high model fit rate and all the factors showed a positive correlation. Consequently, we declare a relationship constructed through personal direct way is most effective for cooperation with a Chinese MI.

STEP3: Cooperate with a Chinese MI Through the Hoyer's 4step

From the previous research and an interview with the Japanese company, we were able to confirm the effects of Hoyer's 4step. The effect shows correspondence with the failure factor when entering the Chinese market. We could say that a Japanese company should cooperate with a Chinese MI through Hoyer's 4step.

Following our 3STEP, we conclude that a Japanese company could succeed in the Chinese market.

Now we make implications of our study. The theoretical implication is that we have developed 2 new fields of influencer studies. The first field is that we have enabled to measure the amount of engagement which is used to explain a MI. This enables us to specify a MI very precisely because we could compare the MI by the score of EQM. This is very important as well, because all the research we have looked into has determined MI from their followers, not by the engagement. The second field is the construction of a model when cooperating with a MI. This model shows what factor is needed when a company cooperates with a MI. This model means a lot because there is no such model that explains how to cooperate with a MI. Moreover, the result of statistics showed a high model fit rate.

The practical implication is that we pointed out how a Japanese company could find, construct a relationship, act after cooperation for great success in the Chinese market which we have pointed out as the 3STEP a Japanese company should follow.

As to the limitations of the research, we will discuss the 3rd step of our 3STEP. The limitation is that we were not able to generalize the effect of cooperation. Because there are no research that explains cooperation we put emphasis on the way to cooperate with the Chinese MI. This is because without the knowledge of the way to

cooperate a Japanese company could not start a business. However, we were able to

check what kind of effect could be expected through the interview with 7 Japanese

companies but we did not get to the point of generalizing the effect. Future research

would point out the generalized effect for further infiltration of influencer business and

Japanese company success in the Chinese market through cooperation with Chinese

micro-influencer.

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その他
ウェブサイトからの引用

株式会社アダストリア HP
(https://www.adastria.co.jp　閲覧日：2019 年 8 月 4 日)

株式会社ストライプインターナショナル HP
(https://www.stripe-intl.com/company/outline/　閲覧日：2019 年 8 月 4 日)

NTT レゾナント HP
(https://www.nttr.co.jp　閲覧日：2019 年 8 月 4 日)

株式会社三陽商会 HP
(https://www.nttr.co.jp　閲覧日：2019 年 8 月 4 日)

株式会社 forGift　HP
(http://forgift.co.jp　閲覧日：2019 年 8 月 4 日)

AnyMind Group　HP
(https://anymindgroup.com/ja/　閲覧日：2019 年 8 月 4 日)

株式会社 TOKYO LUXEY HP
(http://www.tokyoluxey.com/jp/　閲覧日：2019 年 8 月 4 日)

Accompanying material 2：Chinese consumer questionnaire (EQM)

この度はアンケート調査にご協力いただきありがとうございます。

私たちは「インフルエンサー」の研究をしており、その研究の検証においてアンケートを実施しております。

所要時間はおよそ1分です。アンケートの結果は研究用途以外には、一切公表することはありません。趣旨にご理解いただいた上で、全部で4問の質問に直感的にお答えくださいませ。

ご多忙の中大変恐縮ですが、ご協力お願い致します。

インフルエンサー (Influencer)：ソーシャルメディア上において、他者の購買意図や購買行動に影響を与える人のことを指す。例えば、知名度の高いユーザー・有名人・専門家などのことである。

1. あなたの国籍をお答えください。
1.中国
2.その他

2. あなたの性別をお答えください。
1.男性
2.女性
3.その他

3. あなたの年齢をお答えください。
1.10~19歳
2.20~29歳
3.30~39歳
4.40~49歳
5.50~59歳
6.60~69歳
7.70歳以上

4. あなたがよく見るインフルエンサーで、あなたが関心のあるジャンルに関して詳しいインフルエンサーの名前をお答えください。

質問は以上になります。回答ありがとうございました。

您好！感谢您百忙之中抽出宝贵的时间，请您根据自己的实际感受和看法如实填写。本问卷采用匿名形式，所有数据仅为了做大学的课题研究，不针对个别数据进行研究。

同题约非常相似，大概占用您1分钟的时间。若有不足之处，请您见谅！

影响者 (Influencer)：KOL：在社交网络平台上，能够影响他人购买行为或购买意图的人。比如博主(b站·微博·小红书等)、网红、明星、草根大号、垂直小号等。

1 您的国籍？
1.中国
2.其他

2 您的性别？
1.男性
2.女性
3.其他

3 您的年龄？
1.19岁以下
2.20~29岁
3.30~39岁
4.40~49岁
5.50~59岁
6.60~69岁
7.70岁以上

4 您经常看的 KOL(b站·微博·小红书等)里面，您所关心的类别中最感兴趣的 KOL 的是？

辛苦啦辛苦啦！

本次问卷调查到此结束！非常感谢您的配合！

インフルエンサーに関するアンケート

私達は、日本大学法学部白井ゼミナールのAi班と申します。今回、私達は「中国インフルエンサー」と企業の良好な関係性について、研究をしており、その研究の検証においてアンケートを実施しております。所要時間はおよそ、3分です。アンケートの結果は研究用途以外には、一切公表されることはありません。質問にご理解いただいた上で、全部で28問の質問にご協力をお願い致します。経験を元に直感的にお答えください。ご回答大変恐縮ですが、ご協力よろしくお願いします。

インフルエンサーとは、「ソーシャルメディア上で他者の購買行動に影響を与える人物」である。

1. 1.あなたの国籍をお答えください
1つだけマークしてください。
- ○ 中国
- ○ その他

2. 2.企業からの仕事の依頼を引き受けた経験はありますか？
1つだけマークしてください。
- ○ ある
- ○ ない

3. 3.あなたのフォロワー数をお答えください
1つだけマークしてください。
- ○○○○ 0〜999人
- ○○○○ 1000〜9999人
- ○○○○ 10000〜99999人
- ○○○○ 100000人〜

4. 4.あなたは月に月にどれだけの投稿を行いますか？
1つだけマークしてください。
- ○○○○○ 1〜4回
- ○○○○○ 5〜15回
- ○○○○○ 16〜30回
- ○○○○○ 31回以上
- ○○○○○ 投稿を行なっていない

5. 5.あなたがよく投稿を行うジャンルはなんですか？
1つだけマークしてください。
- ○ 食品、飲料、酒類
- ○ 生活家電、AV機器、PC・周辺器
- ○ 書籍、映像・音楽ソフト
- ○ 化粧品
- ○ 雑貨、家具、インテリア
- ○ 衣類、服装雑貨
- ○ 自動車、自動二輪車、パーツ
- ○ 事務用品・文房具
- ○ その他のジャンル
- ○ 特定のジャンルに関する投稿を行なっていない

ここからの質問は、企業と関わった経験をもとにお答えください

Relationship Benefitに関する質問

6. 6.企業から利益（金銭、特典の付与）を得ることを、どれ程重視したか？
1つだけマークしてください。

	1	2	3	4	5	
全く重視しなかった	○	○	○	○	○	とても重視した

7. 7.企業との関わりでパフォーマンス（知識、知名度）の向上を得ることを、どれ程重視したか？
1つだけマークしてください。

	1	2	3	4	5	
全く重視しなかった	○	○	○	○	○	とても重視した

Honest Behaviorに関する質問

8. 8.誠実な企業と仕事をすることを、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

9. 9.企業が常に自分の立場に立って仕事をしてくれる事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

10. 10.企業が自分のために努力してくれる事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

Shared Valueに関する質問

11. 11.あなたの意見と一致している企業と組むことを、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

12. 12.自己利益の追求により企業に損害を与えないようにする事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

Communicationに関する質問

13. 13.あなたの得意とするジャンルに関して詳しい企業と組む事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

14. 14.あなたの活動に良いアドバイスをしてくれる企業と組む事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

Followerへの配慮に関する質問

15. 15.あなたのフォロワーの性質（趣味、感向etc）を理解してくれる企業と組む事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

16. 16.あなたのフォロワーを楽しませようとする企業と組む事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

Flexibilityに関する質問

17. 17.自分のこだわりを優先してくれる企業と組む事を、どれ程重視したか？
1つだけマークしてください。

1	2	3	4	5

全く重視しなかった　　　　　　　とても重視した

18. 18.自分の意見や感想を伝えさせてくれる企業と組む事を、どれ程重視したか？
1つだけマークしてください。

| | 1 | 2 | 3 | 4 | 5 | |
全く重視しなかった　○　○　○　○　○　とても重視した

19. 19.自分の時間や場所を制限しないい企業と組む事を、どれ程重視したか？
1つだけマークしてください。

全く重視しなかった　○　○　○　○　○　とても重視した
1　2　3　4　5

Relationship Commitmentに関する質問

20. 20.共に仕事を行なった企業に対し親身になることができた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

21. 21.共に仕事を行なった企業のことを常に理解することができた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

22. 22.共に仕事を行なった企業は私の持つフォロワ/バの感情を最大限に受けるに値した。
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

Trustに関する質問

23. 23.共に仕事を行なった企業は、常に信じることができた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

24. 24.共に仕事を行なった企業は、自分が何か行動を起こす際に、頼ることができた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

25. 25.共に仕事を行なった企業に対して、私は誠実になれた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

Cooperationに関する質問

26. 26.共に仕事を行なった企業に対して広告の際、協力的になれた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

27. 27.共に仕事を行なった企業に対して製品の開発時おいて、協力的になれた
1つだけマークしてください。

全くそう思わない　○　○　○　○　○　とてもそう思う
1　2　3　4　5

自由項目

28. 28.宜しければあなたのアカウントのユーザー名をお答えください。

您好！感谢您百忙之中抽出宝贵的时间，请您根据自己的实际感受和看法如实填写。

本问卷采用匿名形式，所有数据用于日本的国际商学术大赛学术研究，不针对个别数据进行研究。

问题非常简单好回答，总共 28 问，大概占用您 3 分钟左右的时间。若有不足之处，请您见谅！

KOL：影响者（Influencer）在社交网络平台上，能够影响他人购买行为或购买意图的人。比如博主、网红、明星、草根大号、垂直小号等。

1 您的国籍
中国
其他

2 您有和品牌方合作的经验吗？
有
没有

3 您的社交平台粉丝数（平台中粉丝数最多为主）
0~999 人
1000~9999 人
10000~99999 人
10万以上

4 您每个月的投稿频度是？
1-4 次
5-15 次
16-30 次
31 次以上
无

5 您的投稿内容主要是？
化妆品·护肤美妆
美妆、精品
服装、时尚

电子仪器
书籍·音乐·电影
汽车
家具
文具
其他
无

【以下问题请根据您合作经验进行回答。若无合作经验，请进行设想进行回答。谢谢】

6 您认为和您带来利益（金钱或好处）的品牌方合作有多重要？
完全不重要　不重要　一般　重要　非常重要

7 您认为给您带来知名度的品牌方合作有多重要？
完全不重要　不重要　一般　重要　非常重要

8 您认为对您坦诚和真诚的品牌方合作有多重要？
完全不重要　不重要　一般　重要　非常重要

9 您认为和尊重您的品牌方进行合作有多重要？
完全不重要　不重要　一般　重要　非常重要

10 您认为和~，您付出的品牌方进行合作有多重要？
完全不重要　不重要　一般　重要　非常重要

11 您认为与有相同愿景（面对相同群体的消费者，品牌概念）的品牌方合作有多重要？
完全不重要　不重要　一般　重要　非常重要

12 您认为比起您的利益，如果您的行为对品牌方造成损失或负面影响并去改正这件事有多重要？
完全不重要　不重要　一般　重要　非常重要

13 您认为与和您投稿种类相同的品牌方合作有多重要？
完全不重要　不重要　一般　重要　非常重要

14 您认为和给您提供意见和想法的品牌方合作有多重要？（对你有帮助的）
完全不重要 不重要 一般 重要 非常重要

15 您认为，与理解您粉丝性质（喜好等）的品牌方合作有多重要？
完全不重要 不重要 一般 重要 非常重要

16 您认为让您的粉丝感到快乐和满足的品牌方合作有多重要？
完全不重要 不重要 一般 重要 非常重要

17 您认为给您搭自由空间的品牌方合作有多重要？
完全不重要 不重要 一般 重要 非常重要

18 您认为品牌方接受您真实想法有多重要？
完全不重要 不重要 一般 重要 非常重要

19 您认为和不限制您场合和时间的品牌方合作有多重要？
完全不重要 不重要 一般 重要 非常重要

20 我和品牌方合作时，会对品牌方友善和友好
非常不认为 不认为 一般 认为 非常认为

21 我和品牌方合作时，会理解品牌方
非常不认为 不认为 一般 认为 非常认为

22 我和品牌方合作时，我的能力和经验值得我为企业付出
非常不认为 不认为 一般 认为 非常认为

23 我和品牌方合作时，总是能够信任对方
非常不认为 不认为 一般 认为 非常认为

24 我和品牌方合作时，能够依靠品牌方
非常不认为 不认为 一般 认为 非常认为

25 我和品牌方合作时，会非常真诚诚实
非常不认为 不认为 一般 认为 非常认为

26 我和品牌方合作时，对推广会很配合
非常不认为 不认为 一般 认为 非常认为

27 我品牌方合作时，为品牌方提供产品意见和建议会很配合
非常不认为 不认为 一般 认为 非常认为

28 如果可以的话，请填写您的社交网络名称——（非必答）

感谢您的合作与配合！
您的回答对日本国际留学大赛有非常大的参考价值与帮助~
祝你有个美好的一天！