

Who is influenced by influencers?

Team WORKMEN from TOHOKU university

Sugawara Miyuki
Ageishi Takuto
Takahashi Ren

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle, is centered within a white circle that has a light pink glow.

SNS is spreading to our lives



“Influencers”

- have big impact in SNS

- can be expressed as “Microcelebrity”



リュウジ



チャンネル登録してね!



Influencer Marketing

Who is influenced
by influencers?

PURCHASE

BLOCK
ACCOUNT

Agenda

1. Literature review

2. Analysis

- Exploratory interview

- Factor analysis

- Binomial logistic regression

- Additional interview

3. Conclusion

Kim **Tube**

Research on Influencer marketing 





ホーム



急上昇



登録チャンネル



ライブラリ



Trustworthiness is affecting to Perceived Information Reliability(Wang and Olmsted, 2018)

Plenty of studies from
MARKETER's
 perspective

Reliability of the digital... (Wang and Olmsted, 2018)

Company conflict with... (6)

The effectiveness of micro influencer had been... (Amel, and Katarzyna 2018)



▶ loading more videos



ホーム



急上昇



登録チャンネル



ライブラリ

Did you mean : *the relation between store promotion and psychogra*

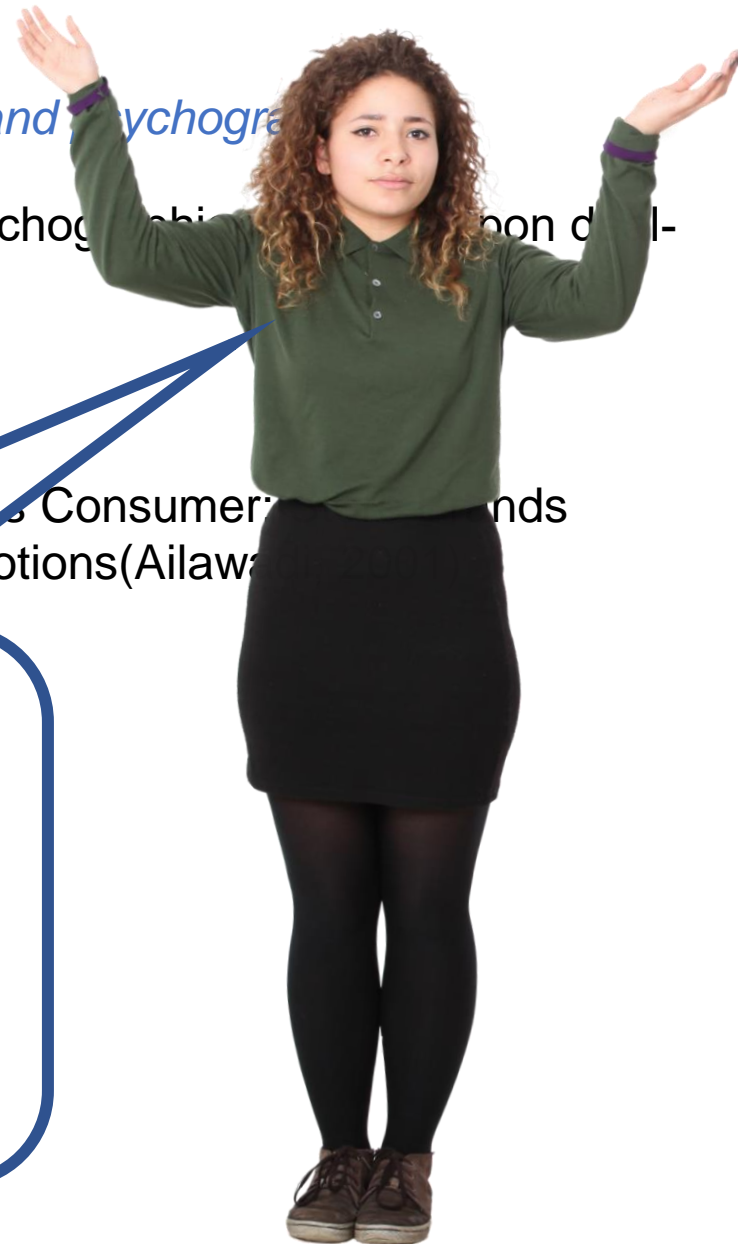


The effect of consumer's psychog... non d... l-
proneness (Eva, 2006)



Pursuing the Value-C... Consumer... nds
Versus National... motions(Ailaw)

Not so much studies from
CONSUMER's
perspective





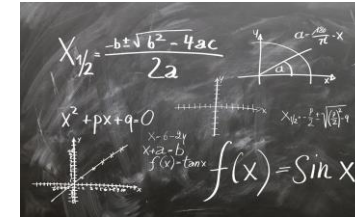
2. Are there differences

between consumers affected
1. **Who** tends to be affected

by influencer marketing
by influencer marketing?

and by e-WOM?

Up next

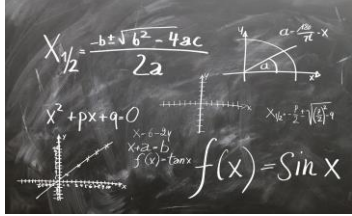


Mixed method
research

Research Questions



Up next

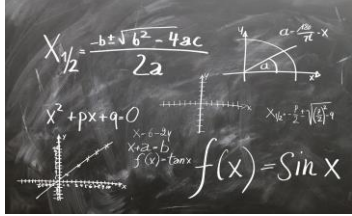


Mixed method research

Why e-WOM? (e-word of mouth)



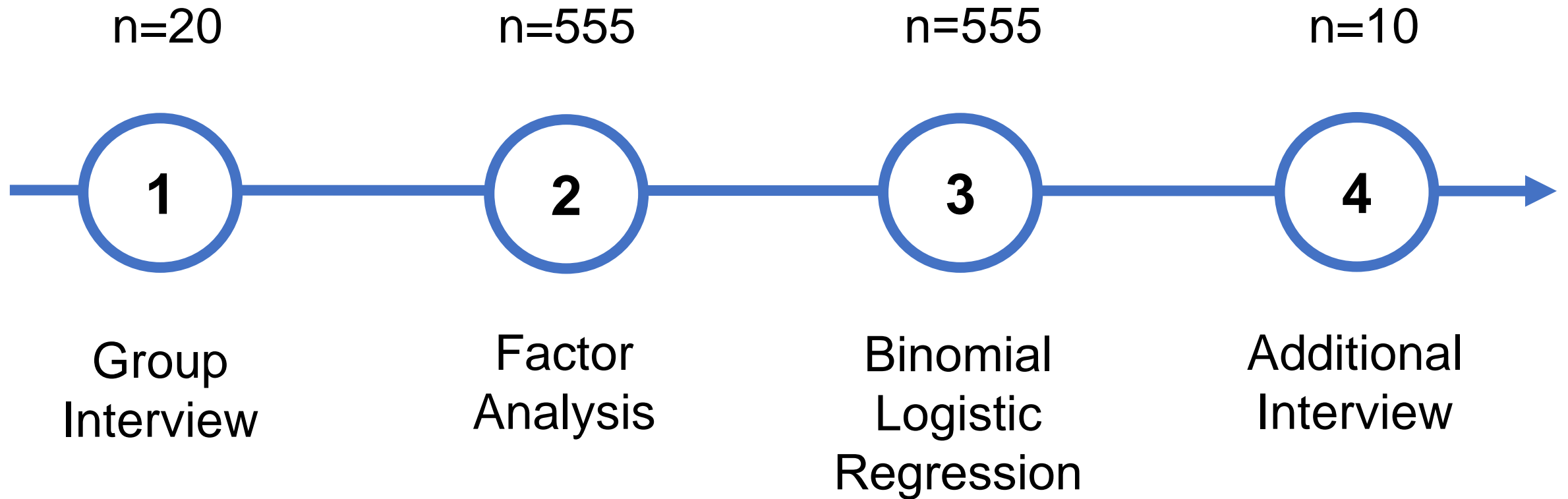
Up next



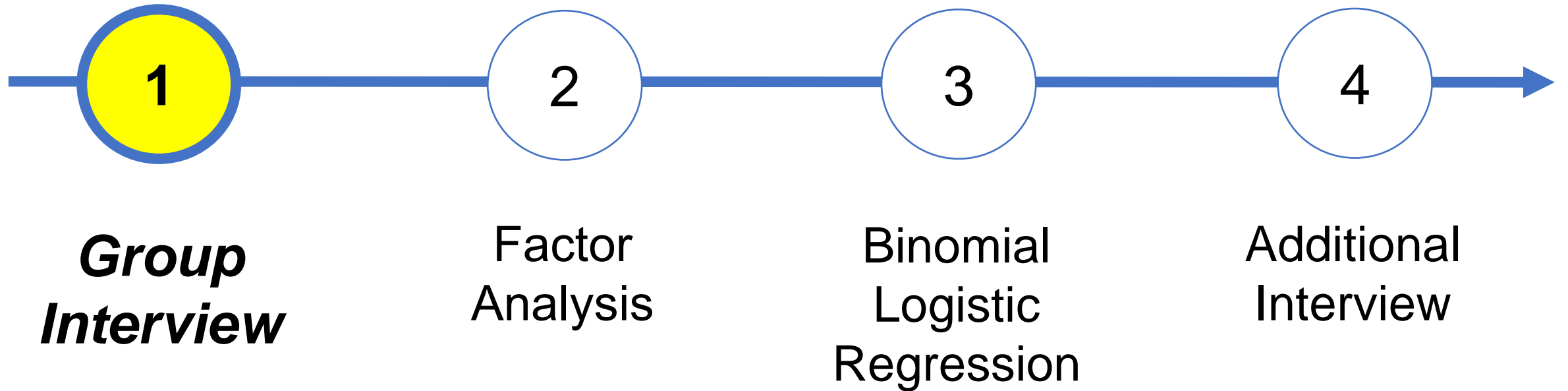
Mixed method research

Why e-WOM? (e-word of mouth)

Flow of Analysis



Flow of Analysis





WORKMEN
@Kim_Seminar_6th

Exploratory Interviews

Method: Group Interview

Target: University Students

Samples: 20

20:58 · 2020/11/17 · [Twitter for WORKMEN](#)

40 Retweets 250 Likes





WORKMEN

@Kim_Seminar_6th

Three findings
1) **Influencer marketing is less trustworthy**
than WOM and official accounts.
toward influencer marketing.

20:59 · 2020/11/17 · [Twitter for WORKMEN](#)

80 Retweets 500 Likes





WORKMEN

@Kim_Seminar_6th

Replying to @Kim_Seminar_6th

Whatukinds' of impressions

3) Biggest finding: *Great Difference*

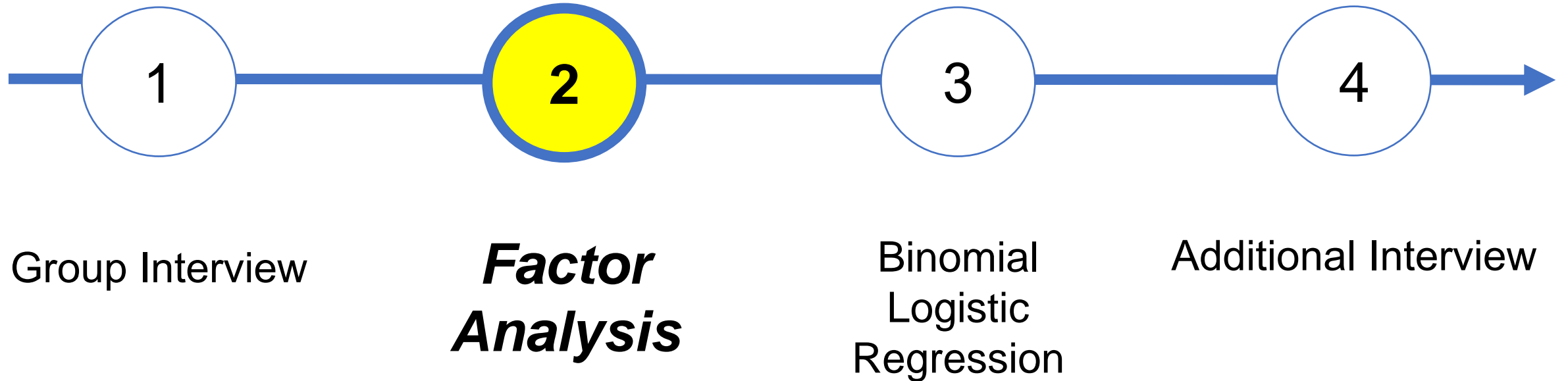
between people *affected by influenza*
and people *not affected*

Marketers' Expectations

80 Retweets 500 Likes



Flow of Analysis



Data Collection

Targets

Generation Z

People aged 18- 30
with internet literacy

Valid Samples

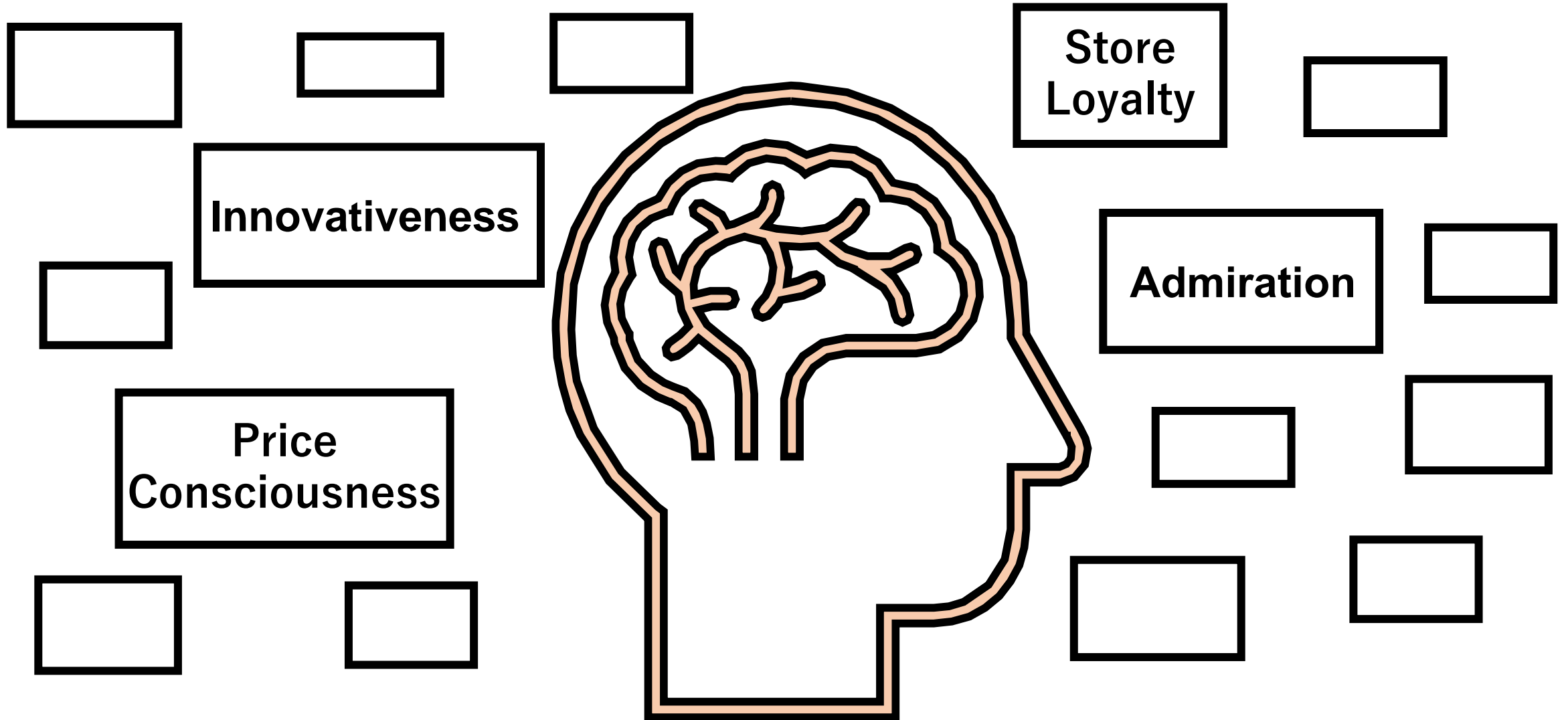
361
(out of 555)

Method

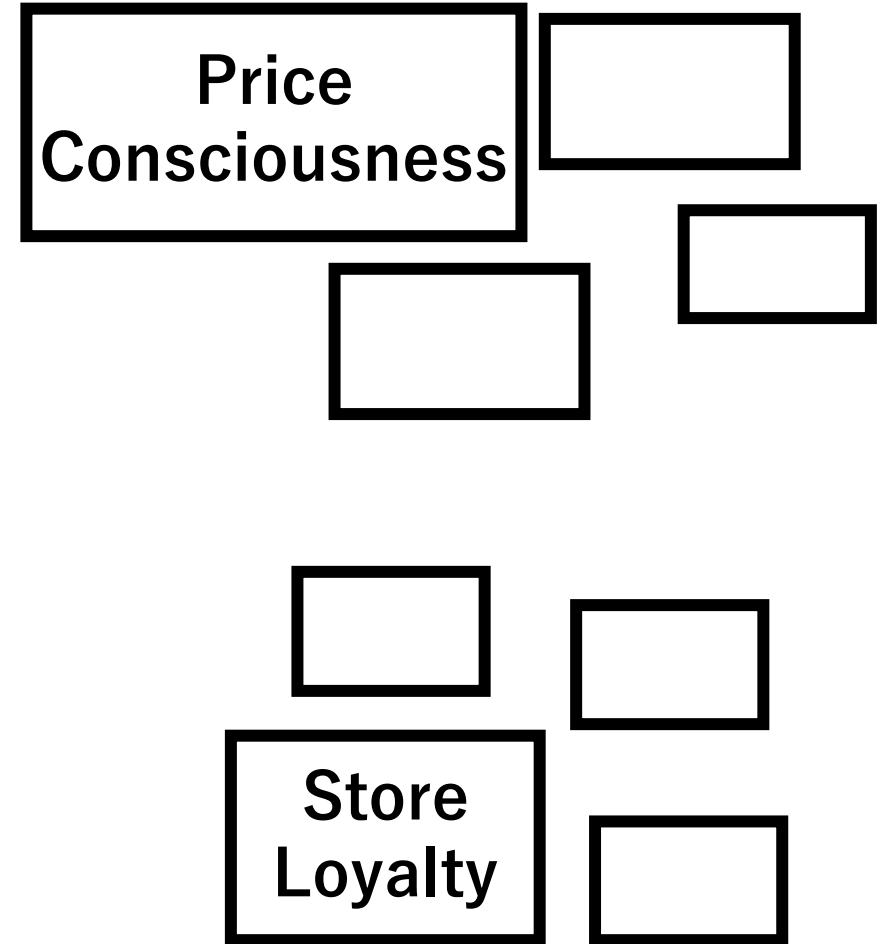
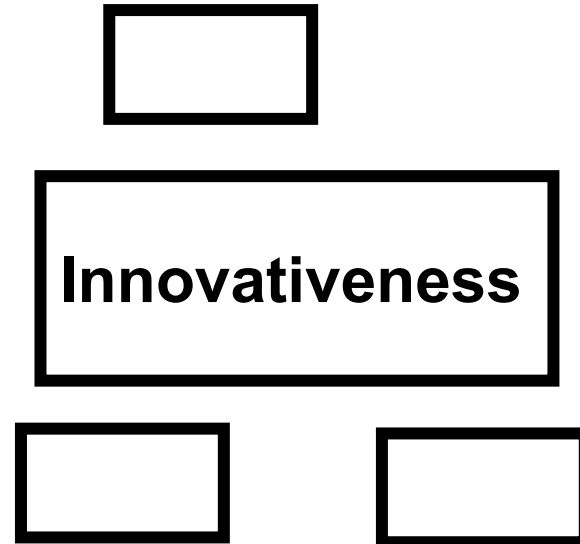
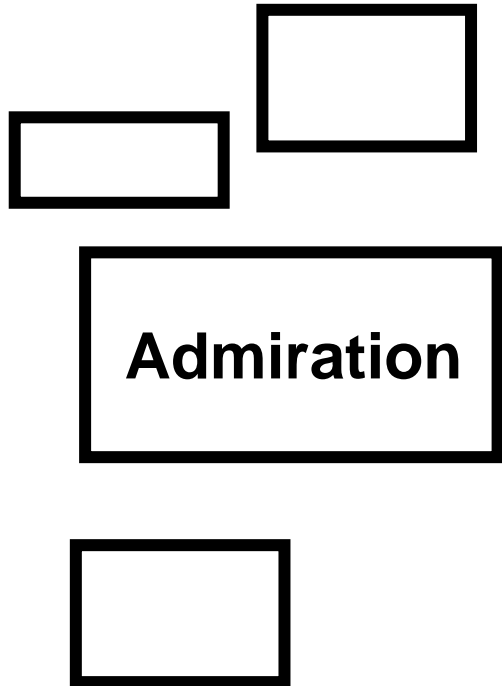
Google form

From October 14
to October 25 in 2020

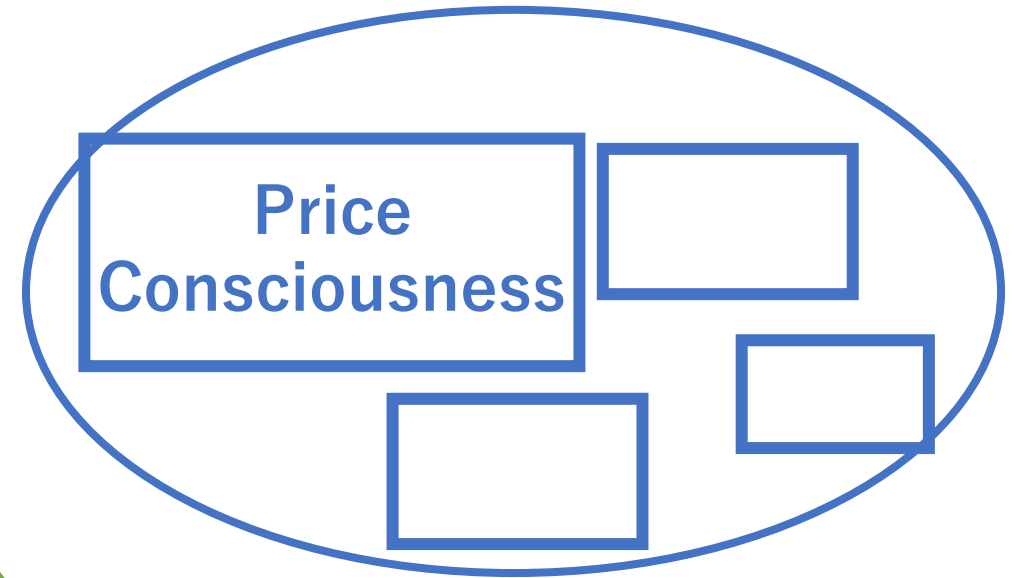
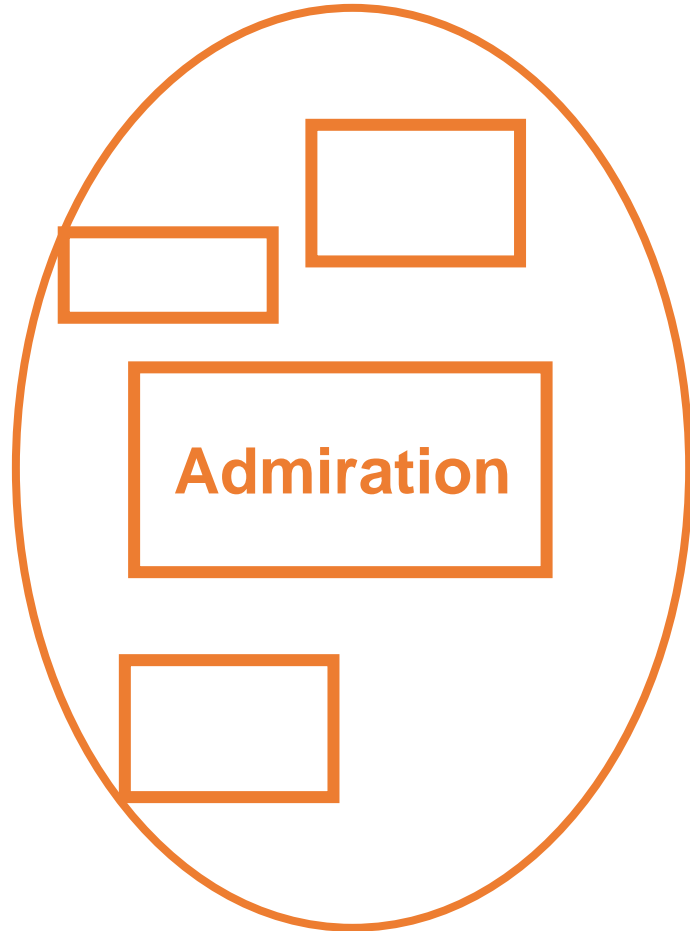
Various Psychologies



Categorizing Psychologies



Categorizing Psychologies



4 Types of Consumers

Admiration

Innovativeness

Store Loyalty

Price Consciousness

Type 1

Bandwagoners



Type 2



Type 3

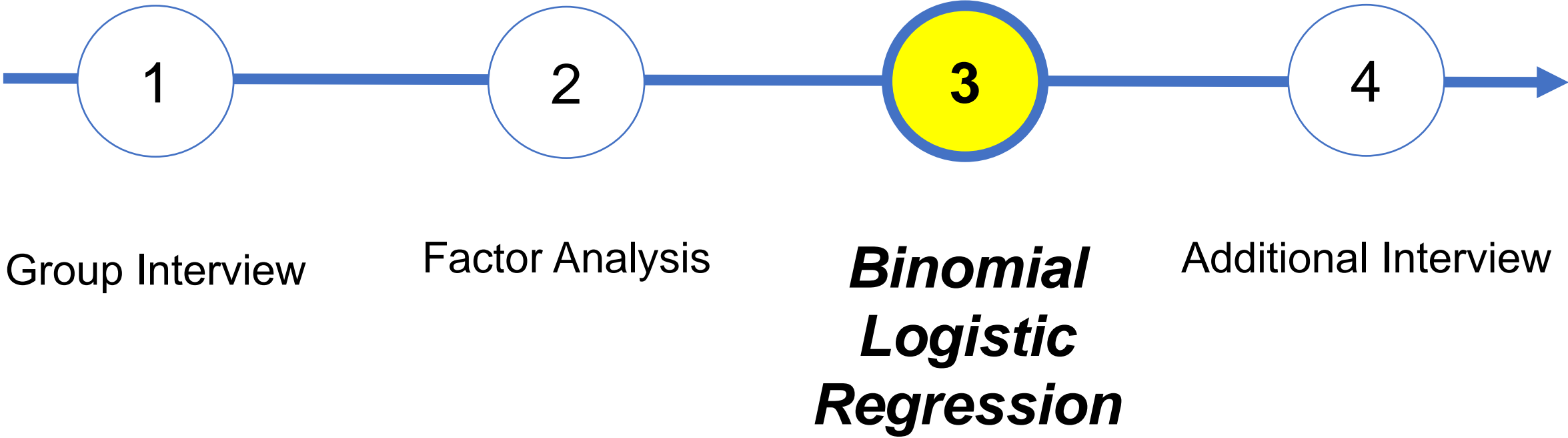
High Loyalty



Type 4



The Flow of Analysis



How much are they affecting each consumer type ???



Variables

Independent variables

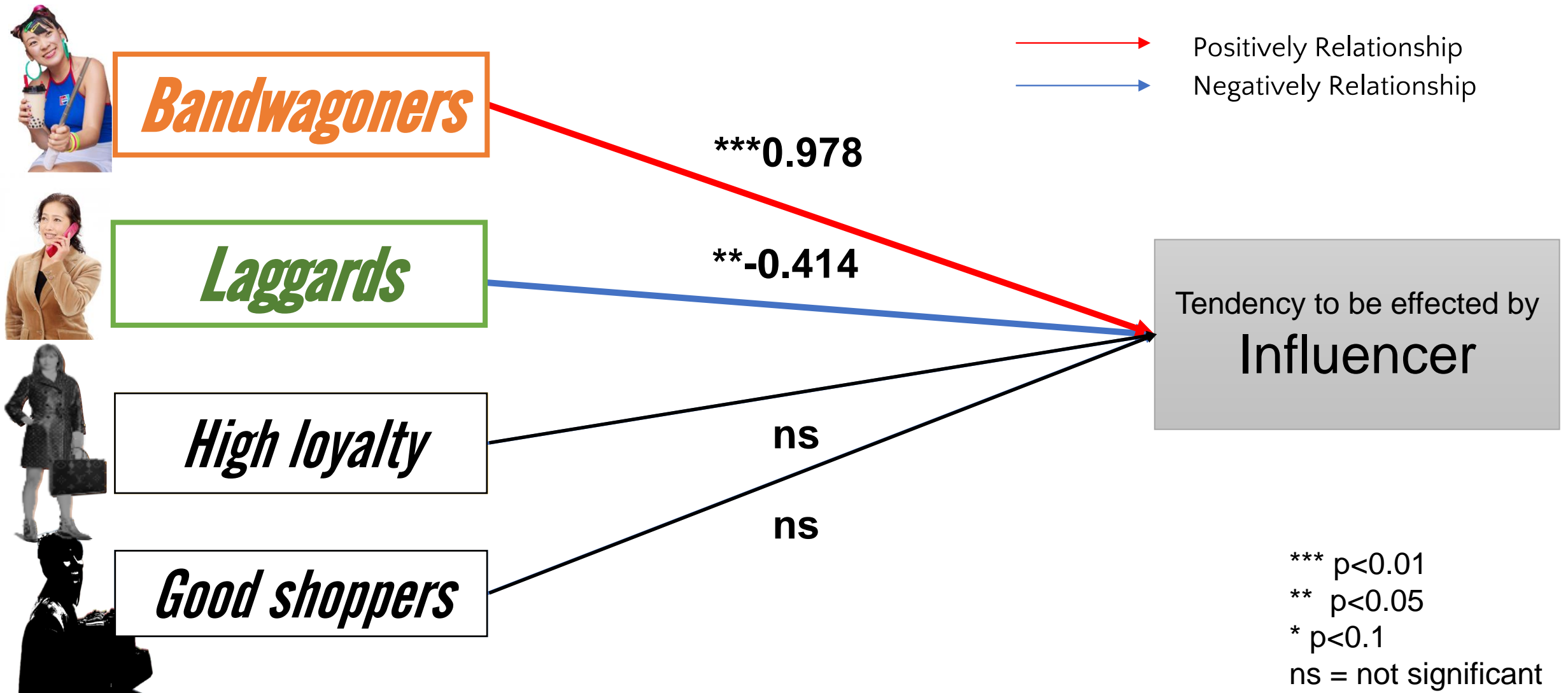
Factor Scores

Dependent variables

How much is the influence?

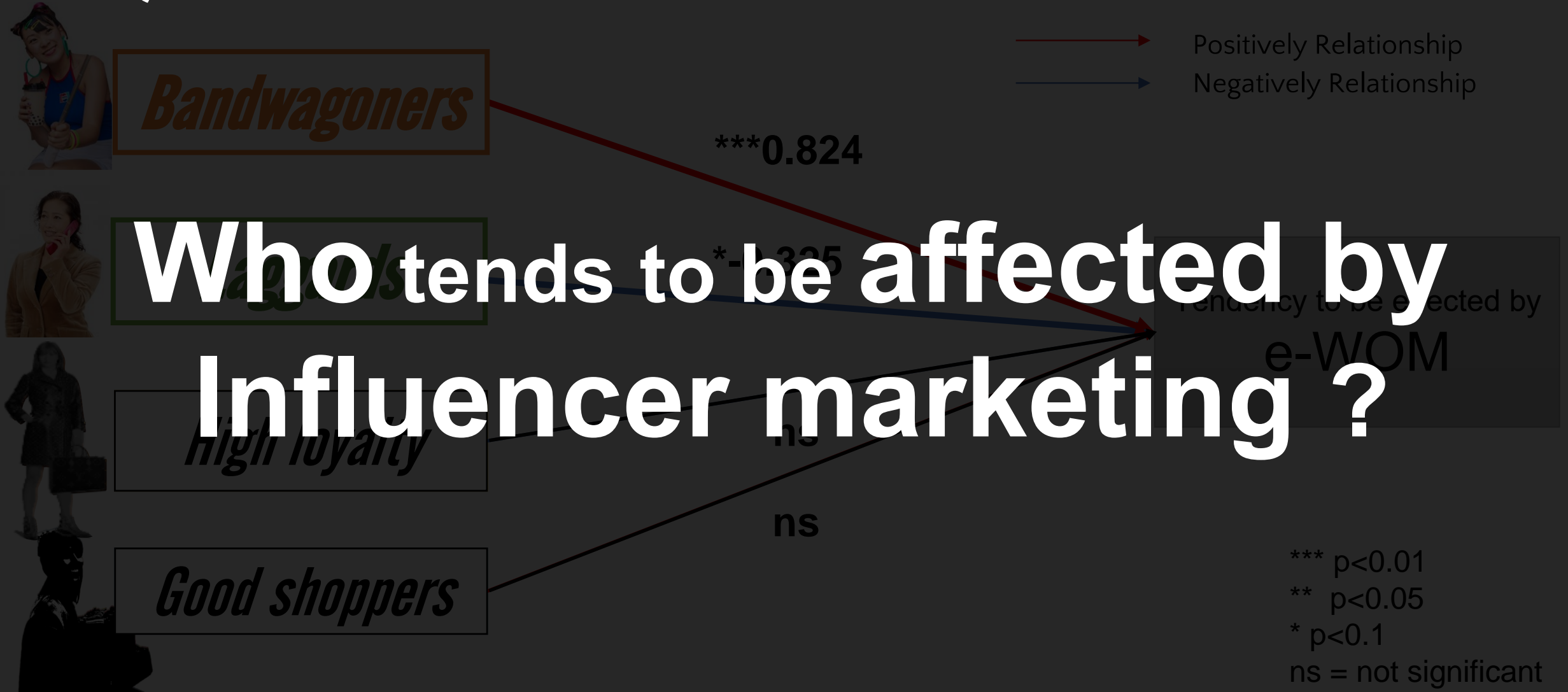
- Influencer marketing
- e-WOM

Model of influencer marketing



Model of e-WOM

RQ1



Who tends to be affected by Influencer marketing ?


A group of people are sitting at a table, possibly in a cafe or restaurant. One person in the foreground is holding a smartphone, looking at the screen. The background shows other people and a table with some items on it. The overall scene is casual and social.

Bandwagoners are preferred target of
influencer marketing



RQ2

Are there differences
between consumers affected
by influencer marketing
and by e-WOM?



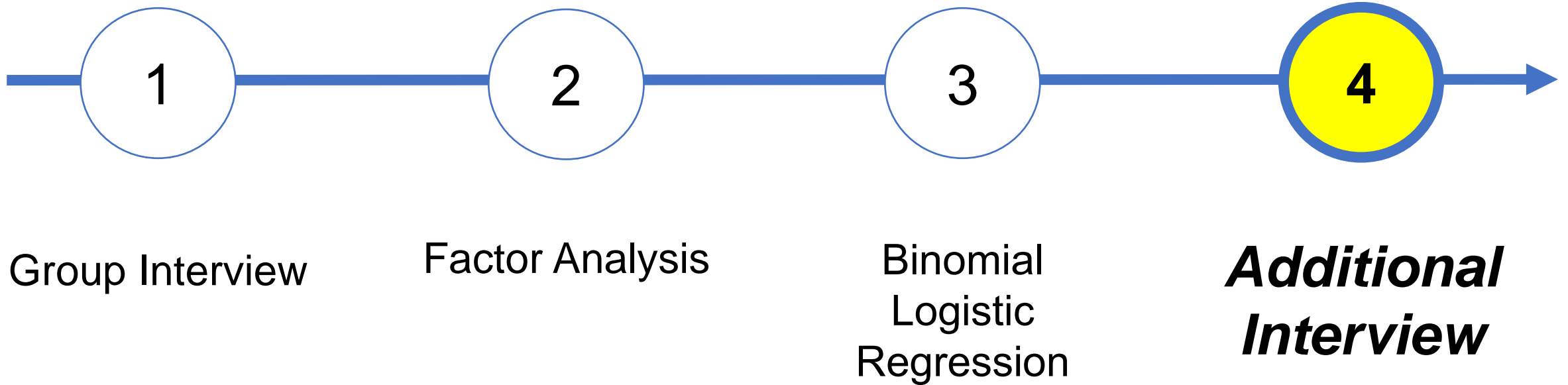
Bandwagoners are tend to be more affected by influencer marketing than e-WOM



Influencers don't have more influence
on *Laggard* than e-WOM



The Flow of Analysis



High Loyalty & Good Shoppers

► Const

Additional
Interviews



atic



Additional Interview (10)

Please tell me whether you refer to influencers' messages and the reason why!



I'm reluctant to visit a real store, so I prefer online shopping.



Through influencer's post, I can understand a product visually.



Preference for internet shopping



Additional Interview (10)



I sometimes regard a product promotion on SNS as stupid with being skeptical of it.



If it is ambiguous whether a post is a promotion post or not, I have a negative impression toward both the post and the product.

Then you mean...

Attitude toward advertisements





A decade ago, they were not included.

The change of society also **changed**
consumer psychographics.

Implication

Consumer
Psychographic



Influencer
Marketing

Psychographic scales should be devised
depending on change of society

Implication

For **Bandwagoners**, Influencer marketing is more effective than eWOM

Marketers can **predict** which commodity is appropriate for influencer marketing.



Thank you for your
attention!