What Factors of Online Opinion Leader INFLUENCE Consumer Purchase Intention?

Fei Meng1, Jianliang Wei2,*

1 Zhejiang Police University
No.555, Binwen Rd., Hangzhou, China
2 Contemporary Business and Trade Research Center
Zhejiang Gongshang University
No.18, Xuezhe Rd., Hangzhou, China

Abstract — With the social trend of e-commerce, as an important source of word-of-mouth, online opinion leader is become more and more popular in industry and academics. Its impact on consumer purchase intention is emphasized as well. Based on communication and persuasion theory, communicator character, information feature and individual perceived value are taken as three basic constructs for influence model construction in this paper. Then, definition of twelve variants including professional knowledge, product involvement, visual cue, timeliness, functional value are defined, as well as their corresponding hypothesis. After take trust as critical mediator and homophily as moderator, model of online opinion leader leadership on purchase intention is put forwarded.

Keywords- Online opinion leader; Purchase intention; Perceived value; Trust

I. INTRODUCTION

Along with the popularity of Internet and e-commerce, production and dissemination of word-of-mouth information has undergone tremendous changes. Ordinary people can also use the Internet to share their experience and feelings of the products and services. These Internet users have become the source of word-of-mouth information generated. On the other hand, occult and virtual also significantly increased risks and uncertainties. Besides, an excessive amount of reputation information is also make consumers hard to find their interests. Opinion Leader, as the originator and transmitter of the word-of-mouth information, can not only increase the level of trust in virtual Internet environment, but also can supply valuable and refined word-of-mouth information for the ordinary users. According to the 2007 Nielsen survey of 26,000 Internet users, 78% of them accepted the recommendations from the most trusted sources when considered a product or service. And 61% in them consider opinion leaders that they approved are the most credible source of information[1].

Opinion leaders publish comments to the products through the Internet, which are more comprehensive and attractive than others. Once they become the publisher that people concern and follow, when they public their new opinions, it will be browsed and spread. And the products they recommended are often more accessible to the public, thus, the recommendation can affect the public’s buying decisions. Not only that, opinion leader has a huge impact on the e-commerce and its development model. The huge amount of information that opinion leaders provided directly affects consumers’ buying decisions and drives the consumption and supply of products that recommended, and then change the sales structure of the Internet users. At the meantime, according to the views of opinion leaders, consumers will carry out the products information research, discuss and exchange their opinions, so that form a new word-of-mouth spread. The Internet sellers can adjust their business model based on it, finally, achieve the innovation of the model.

II. RELATED RESEARCHES

Traditional research on opinion leaders has been started in 1840s, but it has been gradually emphasized by industry and academia in recent years. Literatures related to opinion leaders mainly focus on the opinion leaders’ character, recognition and influence in network environment.

A. Character of online opinion leaders

Back to 1999, Burson-Marstelle has put forward e-fluentials to describe opinion leaders who disseminated information through the Internet[2]. Compare to the traditional opinion leaders which can only influent related person, opinion leaders in network environment can affect internet users unlimited and have an exponential growth[3]. Along with the development of the Internet, more and more ordinary people become opinion leaders. And these ordinary information publishers can become experts through accumulation of experience and knowledge. Researchers found that online opinion leaders have the same character as offline opinion leaders, compared to ordinary people, they have significant advantages in enduring involvement, innovation, pioneering behaviours and self-perceived knowledge. Certainly there are lots of differences between these two, online opinion leaders have better computer skills, much more experience and frequency of internet application[4-5]. Compared to the traditional environment, online opinion leaders’ contributing motivation in the social
network is multitudinous[6]. Under the effects of multiple motivations, online opinion leaders tend to publish more viewpoints and spread more information than traditional opinion leaders, and more skilled at using new medium like network to publish word-of-mouth information.

B. Recognition of online opinion leaders

There are two kinds of online opinion leaders’ recognition. One is recognizing opinion leaders based on the typical characteristic which is the same with traditional thought. For instance, Rongzhao Hong (2008) added in online opinion leaders’ recognized statistical characteristic, personal characteristic, social characteristic, buying motivation characteristic, risk perception characteristic and personal value characteristic, then designed online opinion leaders’ recognition scale [7]. Besides, Li & Du (2011) tried to find out opinion leaders from hot blogs. Author character, reader character and relationship between author and reader have been taken as 3 constructs to modelling, and it is so called BARR blog opinion leader recognizing model [8].

The other way of recognition is network theory, for example, based on sentiment analysis some researchers analysed opinion through opinion network [9]. But their analysis has no regard to that opinion leaders are limited by domains. Zhai etc. based on overall consideration of reply network and the areas of users interested in, formed algorithm based on areas of interest, and point out it is relatively sensitive to important node in exchange network[10]. There are other researches related to opinion leaders, such as literature [11] and [12].

C. Influence of online opinion leaders

The research on online opinion leaders’ influence is more thorough than recognition. Chevalier & Mayzlin’s research shows that famed and high exposed participants’ online comment published on platform like Amazon will have a huge impact on products sales volume [13]. The influence of information transferred by opinion leaders has closely related to transfer distance, it is closely related to the number of users in information transfer [14]. In survey on undergraduate music, researcher analysed online information exchange and chat behaviour of online opinion leaders and online opinion searcher, summed up with an influence model [15]. In fact, along with the development of online information exchange skills, online forward and chat have become the results of opinion leaders’ natural behaviour and online social blogs have become a very good way for opinion leaders to display their influence [8].

It can clearly be seen, present researches about opinion leaders still stay on a primary level of character and recognition, but studies on influence of online opinion leaders are facing especially their influence on consumers’ decision. At the same time, there are researches mainly investigating how word-of-mouth in network infects people are buying decision, but few of them study the opinion leaders’ effect on consumers’ decision by considering opinion leaders as a separated variable. It does not meet the important role of online opinion leaders’ act in online shopping in reality.

III. BASIC CONSTRUCTS OF THE MODEL AND VARIABLES SELECTION

According to information spread and acceptance mechanism research and communication and persuasion theory which suggested by Hovland, Janis and Kelly, the principal factors affect decision and communication can be divided into three classes: Factor of information source, factor of information itself and factor of information accepter. The construct of decision impact model in this article is mainly based on this three factors, and the selection of variables and research hypothesis are based on author’s earlier research [17].

A. Character of Online Opinion Leaders

Different information sources have different influence on consumers, based on research of opinion leaders’ character and recognition, this article chooses four key characters of opinion leaders.

(1). Professional knowledge

Professional knowledge of communicators largely represents their ability. Bansal & Voyer (2000)’s research declared that consumers prefer suggestion of experts when buying [4]. This is because professional knowledge skill decreases the perceived risk in buying assessment phase, and it will be more remarkable when sources are trustworthy [17]. Professional knowledge is always be emphasized both in traditional environment and online environment [7].

In this article what the opinion leaders affect is the willingness to buy of consumers. So opinion leader’s professional knowledge aims at product field. When opinion leaders have richer related knowledge and more familiar with the product, they are more likely to be consultants of buyers who search for the product recommendation. Meanwhile, the professional knowledge just like a kind of reliable degree of information source has to be sensed by receivers of word-of-mouth.

Based on the analysis above, this article defines professional knowledge of online opinion leaders as: for familiarity and professional knowledge that word-of-mouth information spreaders have, the professional knowledge of online opinion leaders is the degree of accuracy that receivers can perceive. Friedman (1979)’s research showed that when consumers choose products which is complex and need professional knowledge, they are more likely to take the expert advice [20]. Mitchell & Dacin (1996) declared that professional knowledge are more skilled in knowledge and cognition when choosing products, so the key point whether word-of-mouth information should be trusted is the professional knowledge of spreaders.

Opinion leaders have deeper product involvement and richer professional knowledge, so they can influence people’s behavioural intention by providing products information. At the same time, the spreader reliable is one of factors influence whether the information can be accepted. And professional knowledge largely represents spreaders’ reliability. Bansal & Voyer (2000)’s study about how word-of-mouth influences buying decision shows that when word-
of-mouth spreaders have rich professional knowledge, they are more likely be accepted by consumers, thus, they can finally affect consumers’ buy decision. Based on the analysis above, we propose these hypotheses:

\textbf{H1a:} professional knowledge has significant impact on consumers’ trust on recommendation from opinion leader.

\textbf{H1b:} professional knowledge has significant impact on consumers’ purchase intention about what opinion leaders recommended.

(2). \textit{Product involvement}

Some researchers believe that involvement is a very important regulated variable and explanatory variable to consumers’ behaviour. It’s a key factor to understand consumers’ decision behaviour and related spread behaviour. There are lots of researches showing that opinion leaders often have rich knowledge about related product, their involvement degree is related high. Besides, in order to reinforce the leadership skill, opinion leaders have to actively contact and use related products. So generally, opinion leaders have to spend more time in being familiar with products and gaining new products information.

Goldsmith et al. (2003) believe that the cause of involvement is that if the consumer thinks the product is important to him, he will be in a high involvement level, and it will drive him to search related product information actively then make a decision that best meets the need. This kind of status is just like what opinion leaders feel about the area of interest. High level of involvement not only reflects opinion leaders’ attention and favour about the product, but also high professional knowledge.

Above all, this article defines product involvement as degree of correlation that opinion leaders acknowledge internal need, interest and value about a kind of product. It reflects opinion leaders’ long-term attention about this kind of product, and this has a very close relationship about opinion leaders’ own favour, profession and interest.

Based on these and Grounded Theory analysed in literature [17], we propose hypotheses:

\textbf{H2a:} product involvement of opinion leaders has a significant influence on consumers’ trust in recommendation from opinion leader.

\textbf{H2b:} product involvement of opinion leaders has a significant influence on consumers’ purchase intention about what opinion leader recommended.

(3). \textit{Interactivity}

Opinion leaders, as a key point of spreading, have to communicate and interact with other people. This kind of communication and interaction are very important to the spread and accept of their ideas. With the emergence of email, instant communication tools and social network, the level of people interactivity has a remarkable improvement though these new ways of communication. Opinion leaders can answer followers’ questions via blog, virtual community or other ways. This kind of interactivity cannot exist without the internet.

So, we define interactivity in this article as: the degree of both way information interaction between opinion leaders themselves and consumers, and the degree of synchronization of this kind of interaction and influence. Meanwhile, some researchers believe that interactivity has a significant influence on results of information spread. People are more likely to be influenced through interaction with product and opinion leaders in innovation diffusion process rather than through information publishing platform or ways. Based on the analysis above, we propose hypotheses:

\textbf{H3a:} interactivity has a significant influence on consumers’ trust on recommendation from opinion leaders.

\textbf{H3b:} interactivity has a significant influence on consumers’ purchase intention about what opinion leaders recommended.

(4). \textit{Fame}

Traditional word-of-mouth marketing believes that opinion leaders often have more contacts and higher social status [8]. Famed people are more likely to guide opinions. Due to the multiple sources of opinion leaders in social environment, the meaning of opinion leaders also includes social status, public familiarity and celebrity and so on.

Consumers are more likely to follow the opinion leader’s choice because of the love, pursuit and trust about him. In network environment, opinion leaders’ fame in the industry can also influence their word-of-mouth influence [4].

This relationship between celebrity endorsements and trust has been confirmed by many studies. As a reliable information source, a certain well-known celebrity will have a huge impact on information reception, and bring increasing product sales. More directly, the study finds that online comment published on platform like Amazon by participants who have reputation or high visibility will have a huge impact on product sales. Based on the analysis above, we propose these hypotheses:

\textbf{H4a:} fame of opinion leaders has a significant influence on consumers’ trust on recommendation from opinion leader.

\textbf{H4b:} fame of opinion leaders indirectly influences consumers’ purchase intention by trust.

B. \textit{Recommended Information Feature}

This article chooses visual cue, recommendation consistency and timeliness as variables of opinion leaders’ recommended information feature constructs [17].

(1). \textit{Visual cue}

Researchers defined visual cues as any image transmission methods evaluating the characteristics of a product or service. Rich visual cues can bring interest and vivid experience of products to consumers. Interesting is one of the key characteristics of network information, and the interest of network information will bring information receivers a profound impression, and then affects the effect of information transmission.

The visual clues can help consumers to have a better understanding about the product, and very likely to produce favour or rejection both emotional and psychological. Lurie & Mason(2007)’s research shows that information spread by
visual cues of online word-of-mouth can help consumers form product expectations and make decision, and the amount of online word-of-mouth and visual cues can affect consumers’ perception, and ultimately affect sales.

Refer to Davis & Khazanchi (2008)’s definition of word-of-mouth visual cues, this study defines it as: any spreading means related to image that opinion leaders use when evaluating the characteristics of a product or service. Based on these and literature [17], we propose these hypotheses:

H5a: visual cue has a significant influence on consumers’ trust on recommendation from opinion leaders.

H5b: visual cue has a significant influence on consumers’ purchase intention about what opinion leaders recommended.

(2). Timeliness

Due to the usefulness of information often lies in its timeliness, so many studies regard the timeliness of the information as an important aspect of information quality[38]. As opinion leaders tend to use the latest product, so the product recommendation information often has strong timeliness. They can recommend and introduce new product to consumers in the early days of product diffusion, and have an impact on both formal and informal way through a variety of communication channels, ultimately affect people's choices.

Not only that, timeliness of information can often cause people's trust in the ability of information publishers. Louise (2001)’s study shows that if innovators walk too slowly under the theme of their commitment, they are likely be isolated and lose their credibility and informal authority.

Opinion leaders’ recommend information timeliness should, therefore, not only refers to whether the information is old or new, but also refers to the latest news and progress in the field of related products. That is, timeliness not only reflects the timeliness of information that opinion leaders recommend, but also examines the abilities of opinion leaders for grasping the latest trends in the field of related products.

We define timeliness as: the latest development and progress as well as the degree of information updating that recommend information reflects, and propose the following hypotheses:

H6a: timeliness of recommended information has a significant influence on consumers’ trust.

H6b: timeliness of recommended information indirectly influences consumers’ purchase intention by trust.

(3). Recommendation consistency

Recommendation consistency describes the consistency and convergence among groups, reflects the degree of consistency between current recommendations and other individuals’ experience of the same product or service evaluation. Due to the different opinion leaders will recommend different products, consumers can make a trade-off for these products. Besides, if different opinion leaders recommend the same products, it will greatly reduce the consumers’ choosing time and range.

Under Internet environment, there are often a variety of opinions about products. If the current recommendation is in accordance with the recommendation of other users, so readers may think the credibility of the recommendation is high, therefore they tend to follow and believe those views. Researchers have argued that when multiple recommendations have a good consistency, people would think that this is a recommendation with high credibility.

Based on the above, this article defines recommendation consistency as the degree of consistency that between current recommendation of opinion leader and experience of other opinion leaders to the same product or service. We propose hypotheses:

H7a: recommendation consistency has a significant influence on consumers’ trust on recommendation from opinion leaders.

H7b: recommendation consistency indirectly influences consumers’ purchase intention by trust.

C. Perceived Value of Consumers

Many researchers have a discussion on consumers' perceived value, and Sweeney & Soutar (2001) divide perceived value into emotional value, social value, functional value and price value. And functional value and emotional value will always be a part that recognized by most researchers.

(1). Functional value

In the study of durable consumer goods’ perceived value, Sweeney & Soutar (2001) suggest that the function value can be divided into two classes: one is Functional Value due to Quality, the other one is Functional Value due. Further, Lapierre (2000) argues that the value of functional value is the relationship between the quality of the products, including product durability, reliability, product performance and continuous improvement of the products, etc.

Since products which opinion leader recommended are relatively good, and have high quality, so this kind of products can often make consumers produce higher function value. At the same time, as set in the many studies, consumers’ perception quality of product are the basic building blocks of consumers’ perceived value. When consumers consider the products have a guaranteed quality and have expectations about the quality of the product, the trust and perceived value of the product will be increased.

In summary, this study defines the functional value as: the value of quality and performance etc. of products which opinion leaders recommended that consumers can feel. And make the following assumptions:

H8a: functional value of products that consumers can feel has a significant influence on consumers’ trust.

H8b: functional value of products that consumers can feel indirectly influences purchase intention by trust.

(2). Emotional value

Emotional resonance caused by the social value is also a kind of emotion, as a result, some researchers think that emotional value and social value is similar. Sweeney &
Soutar (2001) argue that consumers' perceptions of social value to the product is the enhancing of consumers' social self-awareness. It is the same as the promotion of the position of society, the improvement of the social image, feelings of being recognized by others that the product can bring to the consumers.

Products recommended by opinion leaders often cause the social value and emotional value perception of consumer. It is all because that products recommended by opinion leaders who are the experts or leaders in some field tend to have good quality or taste and bring not only pleasure to consumption, but also some kind of social identity. Therefore, this research defines the emotional value as: the value of emotional and social self-consciousness that the products recommended by opinion leaders bring. And we make the following assumptions:

**H9a**: emotional value that consumers feel has a significant influence on consumers’ trust.

**H9b**: emotional value that consumers feel indirectly influences consumers’ purchase intention by trust.

### IV. MODEL CONSTRUCTION

Furthermore, we chose the homogeneity as moderate variable to adjust the relationships among character of spreaders, character of recommended information and the relationship between consumers’ value and consumers' purchase intention. At the same time, when considering influence of opinion leaders on purchase intention from the perspective of information sources, we need an effective mediation mechanism. From previous studies, trust is an important transmission mechanism that opinion leaders play a role.

#### A. Trust

Trust has been described as the willingness to be affected by the actions of the others, it is one of the most important influencing factors when you rely on others. Some researchers think trust tendency is a kind of willingness or tendency to depend on others. Studies have found that recommendations of people can affect consumers through trust when they choose products. Further, When Awad & Tagowsky (2008) study the relationship between word-of-mouth quality and purchase intention, taking the online trust as a intervening variable, they also found that trust play an important role in it. Trust associating with opinion leaders will also involves the information opinion leaders shared and the purchase decision of recommended products. Opinion leaders influence consumers’ trust by their ability, integrity and goodwill.

Therefore, this study defines trust as intention that consumers are willing to be affected by characters opinion leaders show in the process of recommending products, that is integrity, kindness, skill and prediction. Based on the above analysis, we make the following assumptions:

**H10a**: trust has a significant influence on their purchase intention.

#### B. Homophily

Homophily is defined as the degree of similarity in some characters between two individuals who interact with each other, such as age, gender, religion, education, social status, etc. Researchers found that the more homogeneous in communication, the higher power of persuasion the information of communicators had. Gilly (1998) argues that perception homophily can influence the effect of word-of-mouth, its effect varies by product classes, and it can also increase word-of-mouth effect of all products, and information comes from homophily sources is more credible than heterogeneous sources.

Because this research mainly discusses the relationship of following between consumers and opinion leaders related to product selection, therefore, the homophily between consumers and opinion leaders is mainly reflected in the consistency of products fond, consumer tastes and styles. Thus, this study defines homophily as the resemblance between consumers and opinion leaders in their age, gender, favor, taste and style. And make the following assumptions:

**H11a**: homophily has a moderate effect on relationship between professional knowledge and purchase intention.

**H11b**: homophily has a moderate effect on relationship between product involvement and purchase intention.

**H11c**: homophily has a moderate effect on relationship between popularity and purchase intention.

**H11d**: homophily has a moderate effect on relationship between visual cue of recommended information and purchase intention.

#### C. Purchase Intention

Purchase intent refers to subjective probability or possibility that consumers buy some product. Dodds, etc. (1991), believe that purchase intent is a strong subjective tendency of consumers choosing a product, which not only reflects the attitude of consumers towards the products, but also reflects the probability of making the buying decisions. When consumers trust products or manufacturers, they have a positive willingness to buy and it often can contribute to purchasing behaviour or increasing the number of products to buy and repurchasing, etc. When consumers has a distrust tendency to product or enterprise, they tend to have a negative purchase intention and show dissatisfy with the service of company or the quality of the products, thus, reducing the possibility to buy.

Based on the analysis above, this study defines purchase intention of consumers as subjective probability or possibility of consumers’ purchasing some product. And we make the following assumptions:

**H12a**: The stronger professional knowledge opinion leaders have, the larger impact consumer purchase intention.

**H12b**: The stronger product involvement opinion leaders have, the larger impact on the purchase intention.

**H12c**: The stronger interaction between opinion leaders and consumers, the larger impact on purchase intention.

**H12d**: The richer visual cue of recommended information has, the larger impact on the purchase intention.

#### D. Model Construction
FEI MENG et al: WHAT FACTORS OF ONLINE OPINION LEADER…

Based on related research and rooted theoretical analysis, this study constructs model of online opinion leader leadership on purchase intention. This model pays attention to factors that the information recommended by opinion leaders affecting purchase intention of consumers from the perspective of information receivers. Combining with the previous research results, the character of opinion leaders’ recommended mode and the rooted analysis, we divide influence factors of opinion leaders on consumers’ purchase intention into: the characters of opinion leaders, the factors of information recommended by opinion leaders and the perceived value of consumers. At the same time, we take the homophily between consumers and opinion leaders as a control variable.

Characters of opinion leaders include professional knowledge, product involvement, internal consistency, interactivity and popularity; the factors of opinion leaders’ recommend information include recommendation form and aging; the perceived value of customers include functional value and emotional value. Trust and perceived value are taken as intermediary variables affecting the purchase intention. Homogeneity is regarded as regulating variable that has a regulation effect on relationship between spreaders’ characters, recommended information characters and consumers’ purchase intention.

Figure 1. Model of online opinion leader leadership on purchase intension

V. DESCRIPTIVE ANALYSIS

According the model constructed, a scale to leverage the influence of opinion leader is designed, where 12 variables including professional knowledge, product involvement, visual cues, interactive, functional value and trust are absorbed. In order to increase the applicability and accuracy of the scale, small-scale interviews, small sample of pilot test, as well as large sample test are adopted step by step, and found that "trust" and "purchase intension" failed the validity test. Therefore, correlation coefficient is used for the exclusion of question items which have low variable coefficient value in "trust" and "purchase intension", and the final questionnaire which satisfies reliability and validity standard was obtained.

The final questionnaire is distributed to participants of website forums or exchange area, such as Taojianghu, Tianya Community, VANCL, Onlylady, YOKA, Douban, where user participate in the online activities related to product information dissemination probably. Also, concerning that college students are the main participations of network, therefore students in numbers of universities in Hangzhou and Nanjing have been chosen. A total of 200 hardcopy of questionnaires and 900 email questionnaires are dispatched, and 175 hardcopy and 312 electrical valid questionnaires were reclaimed. Table I shows the descriptive analysis result of the questionnaire, where five indexes are included.

<table>
<thead>
<tr>
<th>Name</th>
<th>Min value</th>
<th>Max value</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>coefficient of SD</th>
<th>Name</th>
<th>Min value</th>
<th>Max value</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>coefficient of SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK1</td>
<td>3.00</td>
<td>7.00</td>
<td>6.9199</td>
<td>.35100</td>
<td>0.051</td>
<td>RC1</td>
<td>3.00</td>
<td>7.00</td>
<td>6.5893</td>
<td>.77495</td>
<td>0.118</td>
</tr>
<tr>
<td>PK2</td>
<td>2.00</td>
<td>7.00</td>
<td>5.9569</td>
<td>.42575</td>
<td>0.071</td>
<td>RC2</td>
<td>2.00</td>
<td>7.00</td>
<td>6.0513</td>
<td>.87456</td>
<td>0.145</td>
</tr>
<tr>
<td>PK3</td>
<td>1.00</td>
<td>7.00</td>
<td>4.9322</td>
<td>.49434</td>
<td>0.100</td>
<td>RC3</td>
<td>2.00</td>
<td>7.00</td>
<td>5.8070</td>
<td>1.12020</td>
<td>0.193</td>
</tr>
<tr>
<td>PK4</td>
<td>2.00</td>
<td>7.00</td>
<td>4.9097</td>
<td>.47146</td>
<td>0.196</td>
<td>H1</td>
<td>2.00</td>
<td>7.00</td>
<td>6.2854</td>
<td>.84294</td>
<td>0.134</td>
</tr>
<tr>
<td>PK5</td>
<td>3.00</td>
<td>7.00</td>
<td>6.9548</td>
<td>.22683</td>
<td>0.033</td>
<td>H2</td>
<td>1.00</td>
<td>7.00</td>
<td>5.6407</td>
<td>.94729</td>
<td>0.168</td>
</tr>
<tr>
<td>PI1</td>
<td>3.00</td>
<td>7.00</td>
<td>6.6920</td>
<td>.75604</td>
<td>0.113</td>
<td>H3</td>
<td>2.00</td>
<td>7.00</td>
<td>6.5072</td>
<td>.84829</td>
<td>0.130</td>
</tr>
<tr>
<td>PI2</td>
<td>2.00</td>
<td>7.00</td>
<td>6.6735</td>
<td>.76051</td>
<td>0.114</td>
<td>FV1</td>
<td>2.00</td>
<td>7.00</td>
<td>6.2074</td>
<td>.77520</td>
<td>0.125</td>
</tr>
<tr>
<td>PI3</td>
<td>2.00</td>
<td>7.00</td>
<td>5.9569</td>
<td>.69993</td>
<td>0.17</td>
<td>FV2</td>
<td>2.00</td>
<td>7.00</td>
<td>6.5770</td>
<td>.87119</td>
<td>0.132</td>
</tr>
<tr>
<td>PI4</td>
<td>2.00</td>
<td>7.00</td>
<td>6.6797</td>
<td>.83151</td>
<td>0.124</td>
<td>FV3</td>
<td>2.00</td>
<td>7.00</td>
<td>5.5359</td>
<td>.77661</td>
<td>0.140</td>
</tr>
</tbody>
</table>

TABLE I. DESCRIPTIVE ANALYSIS OF THE QUESTIONNAIRE
From Table 1 we can find that the maximum values of all the replies are same, equal to 7, while the minimum values are among 1 to 3, indicating the different point of the respondents. Most of the mean values are above 5, demonstrate that the item contents are generally approved. Step further, the means of product involvement, visual cue, timeliness, trust, emotional value and purchase intention is relatively higher than others, which shows high degree of respondents to the contents included.

Moreover, by calculate the coefficient of Standard Deviation, we can find respondents are more consistent in the content of opinion leader’s professional knowledge, the value of average coefficient is only 0.07. There are big divergences in judging interaction, fame, trust and purchase intention related questions, which may generate different results in deep empirical analysis.

VI. CONCLUSIONS

Early in the 1850s, America communication experts Katz and Raza Mansfield had paid attention to opinion leaders. And various applications based on the development of web2.0 provide a platform and influence spread channel for opinion leaders. As consumers are increasingly tend to use Internet to search for product information, opinion leaders, with their familiarity and professional knowledge of products, as well as their personal charm displayed in network, become sources of information to consumers.

This study takes the influence of opinion leaders as the research content, and research background is the community and interactive e-commerce environment. According to the three important constructs of information receiving, information spreaders, information receivers and information itself and based on individual perception in the perceived value, we innovatively proposed model of online opinion leader leadership on purchase intention from the respect of the trust of consumers. It is important to note that in consideration of the lack of related researches, the proposing of several variables and assumptions in this article is based on the interviews and rooted analysis of site

users like the Taojianghu. In the next step of research, we will proceed empirical test and analysis against the validity of the conceptual model based on questionnaire.

ACKNOWLEDGMENT

This work was supported by the supported by the National Social Science Foundation of China (No.12CTQ028), Humanities and Social Science Foundation of Chinese Ministry of Education(No. 13YJC870019), Foundation supported by Modern Business Circulation System Construction Collaborative Innovation Centre & Contemporary Business and Trade Research Center of Zhejiang Gongshang University(No. 14SMXY01ZD).

REFERENCES

[7]. Rongzhao Xi. “Scale building and character research focus on online opinion leader”. A dissertation of National Taibei Science & Technology University, no.1, pp. 78-89, 2008.


