

# How do Influencers Leverage the Behaviors of Consumers on the Social Networking?

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## Abstract

The rapid pervasion of social networking has created a great of opportunities to support business and facilitate deals. While influencer marketing has become more crucial and challenging, activities of influencers on the social networking deeply change the connecting and stickiness between consumers and influencers. Based on the framework of the theory of planned behavior, the research establishes a research model with the mediating determinants of empathy and trust between the features of influencers (i.e., perceived similarity, perceived familiarity, and domain expertise) and the perception and behaviors of consumers. Besides the purchase behavior, we further consider the support and recommendation behaviors leveraged by. Through this research we expect to contribute an examination of those determinants on a successful social commerce.

Keywords: Social commerce, Consumer behavior, Influencer, Trust, Empathy

## 社群平台上的部落客對消費者行為之影響

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### 摘要

在當代各式商業模式當中，社群平台創造出獲得新商機的絕佳機會，部落客行銷變得越來越富有挑戰。然而，部落客在社群網站上是如何改變消費者與部落客之間的行為與黏度尚未被深度地探討。本研究以計畫行為理論為架構，設計一理論模型用以探討部落客其同理心與信任對消費者感知行為的影響，此外更進一步討論各種支持、評論活動是如何影響各種網路行為。期待透過本研究將提供社群部落客行銷活動新觀點與建議。

關鍵詞：社群行銷、消費者行為、部落客、信任、同理心