Evaluating the Satisfaction of Chinese Consumers toward Influencers at TikTok

Authors : Noriyuki Suyama

Abstract : The progress and spread of digitalization have led to the provision of a variety of new services. The recent progress in digitization can be attributed to rapid developments in science and technology. First, the research and diffusion of artificial intelligence (AI) has made dramatic progress. Around 2000, the third wave of AI research, which had been underway for about 50 years, arrived. Specifically, machine learning and deep learning were made possible in AI, and the ability of AI to acquire knowledge, define the knowledge, and update its own knowledge in a quantitative manner made the use of big data practical even for commercial PCs. On the other hand, with the spread of social media, information exchange has become more common in our daily lives, and the lending and borrowing of goods and services, in other words, the sharing economy, has become widespread. The scope of this trend is not limited to any industry, and its momentum is growing as the SDGs take root. In addition, the Social Network Service (SNS), a part of social media, has brought about the evolution of the retail business. In the past few years, social network services (SNS) involving users or companies have especially flourished. The People's Republic of China (hereinafter referred to as "China") is a country that is stimulating enormous consumption through its own unique SNS, which is different from the SNS used in developed countries around the world. This paper focuses on the effectiveness and challenges of influencer marketing by focusing on the influence of influencers on users' behavior and satisfaction with Chinese SNSs. Specifically, Conducted was the quantitative survey of Tik Tok users living in China, with the aim of gaining new insights from the analysis and discussions. As a result, we found several important findings and knowledge.

Keywords : customer satisfaction, social networking services, influencer marketing, Chinese consumers' behavior
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