Research on Influence Factors of Relationship Quality Between Online-celebrities and Followers Based on the Regulation of Personal Charm of Online-celebrities

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ABSTRACT
The prosperity of Internet celebrity economy has greatly promoted the development of fans' economy. In this paper, the structural equation model (SEM) and regression analysis are used to explore the factors that influence relationship quality between online-celebrities and followers. The results show that fit and interaction relationship quality between them have a significant influence on emotional relationship quality. Furthermore, the personality charm of online-celebrities also influence their relationship quality. Therefore, strategies to improve the relationship quality between online-celebrities and fans are proposed to enhance the intimacy.1

KEYWORDS
Relationship Quality; Structural Equation Model; Personal Charm Of Online-Celebrities

INTRODUCTION
Relying on strong fan base, the Internet celebrity economy has received a rapid development, which also greatly drive the prosperity of fan economy. In the Internet era, flow and fan operation are the key words of Internet celebrity economy so that a high-quality online celebrity must know how to management fans. It’s easy for online celebrities to retain existing fans and attract new fans if they have a good

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relationship with their followers. The relationship quality between online celebrities and followers reflects the strength and development ability of continual relationship between online celebrities and fans, and is an important index to judge whether the relationship is good or not.

RESEARCH MODEL

In this study, the personality charm of online celebrities was introduced as a moderator variable. By analyzing the influence of fit and interaction relationship quality between online-celebrities and fans on fans’ emotional inclination. According to this, a relationship quality model has been established to explore the influencing factors of relationship between them.

1. The relationship between fit relationship quality and fans' emotional quality
Fit relationship quality emphasizes the positive psychological state and behavior of fans on online celebrities. According to social exchange theory, if fans can perceive a higher value in the process of matching with online celebrities, they will also show a higher reciprocity tendency. Thus establishing a close relationship with them. Based on Hollebeek (2011)[1], this paper divide this dimension into identity, passion, attention and concentration.

2. The relationship between interaction quality and fans' emotional quality
Online-celebrities need to deepen this relationship through two-way interaction after establishing initial contact with fans, such as recommending useful goods with their fans through social platforms, and fans can comment, forward, like, etc. Therefore, fans can really enjoy the interactive process with online celebrities. It is generally believed that the higher quality of interpersonal interaction, the more it promotes the development of interpersonal relationships and accelerates the rapid establishment of intimate relationships. Based on Qiao Kun's (2014)[3] research, this paper classifies the interaction quality into contact duration, interaction frequency, intimacy, reciprocal exchange.

3. The moderating effect of online celebrities’ personality charm
According to personality economic theory, personality charm also affect the maintenance of interpersonal relationship. In the process of interaction between online celebrities and followers, there are often some uncontrollable factors, such as moral problems. In this case, whether followers are willing to continue to trust them. In this study, the personality charm of online celebrities is divided into four aspects: personality, temperament, ability and morality.

4. Fans' emotional relationship quality
Drawing on the experience of marketing theory, fans’ satisfaction is regarded as the recognition of online celebrities they concerned about, fans trust refers to the degree that fans believe online celebrities, and fans’ commitment is the highest stage of relationship between online celebrities and their followers.
Based on above analysis, fit and interaction quality are seen as independent variables, the emotional relationship quality as dependent variables, and the personal charm of online celebrities as moderator variable. And can provide guidance for online celebrities to maintain relationship with fans. Therefore, the theoretical framework of this study is shown as above.

**RESEARCH DESIGN**

1. **Variable measurement**
   The core variables of this study include the fit relationship quality (FRQ) and interaction relationship quality (IRQ) between online celebrities and fans, and the personality charm (PC) of online celebrities, and the emotional relationship quality, including fan’s satisfaction (FS), fans’ trust (FT), fans’ commitment (FC). The scales used in the variable measurement are all from representative literatures except the personality charm scale.

2. **Descriptive analysis**
   A total of 350 questionnaires were sent out and 320 were collected. After deleting the abnormal data, 297 questionnaires were valid and the validity of the questionnaire was 92%. According to descriptive analysis, there are more females, and the number of followers between 18 and 26 years old are the majority. Due to the influence of the subjects, the number of undergraduate degrees in this study is the largest. Although online celebrities appeared long ago, but in recent years they gained a rapid development so that most followers are between 1-3 years.
RESULTS

1. Reliability and Validity Analysis

On the basis of reliability and validity analysis of the scale, AMOS 22.0 was used to test the main effect between independent and dependent variables. Finally, SPSS22.0 was used to test the moderating effect of personal charm of online celebrities.

(1) Reliability Analysis

The Cronbach's values are all above 0.8 (FRQ=0.857, IRQ=0.824, PC=0.858, FS=0.981, FT=0.801, FC=0.802), with a high level of reliability, while the overall Cronbach's coefficient of the questionnaire is as high as 0.885, which shows that the reliability of this scale is high.

(2) Validity Analysis

The KMO measurements of each scale is 0.808, and the significance probability P of Bartlett sphericity test is less than 0.001. It can be seen that the variables in this paper are suitable for factor analysis. After extracting the common factors by principal component analysis and rotating them, the factor load coefficients of each item are all above 0.6 (>0.5 is good). The results show that the construct validity and convergence validity of scales have reached the standard.

3. Test of the main effect between independent and dependent variables

In this paper, AMOS22.0 is used to test the principal effects between independent and dependent variables.

(1) Fitting of initial model

Indicators X2/df(X2=355.726, df=144, x2/df=2.471), RMR(0.024), IFI(0.926), GFI (0.899), TLI(0.925),CFI(0.911) are within the reference range, while value of NFI(0.881), RMSEA (0.070) still have a gap with reference value, so the initial model needs to be revised.

(2) Modification of model

The initial model is modified according to MI value. After several modification analysis, the results of fitting index analysis of modified model are as below. X2=226.329, df=140, X2/df=1.617, RMSEA=0.046, RMR=0.021, GFI=0.928, NFI=0.925,CFI=0.969, TLI=0.963, IFI=0.970. After revising, all indexes are within the range of reference value, indicating that the fitting degree of the modified model is very high.

3. Test of the moderating effect of personal charm of online-celebrities

In this paper, SPSS22.0 and hierarchical linear regression analysis were used to test the moderating effect of personality charm of online celebrities. The steps of hierarchical regression analysis are as follows: the first step is to put independent variables into regression equation; the second step is to put adjustment variables into regression equation on the basis of the first step; the third step is to add independent variables*adjustment variables after centralized treatment on the basis of second step regression equation. In brief, the results show that fit and interaction relationship between fans’ satisfaction, trust and commitment are moderated
significantly, which strengthened the relationship between online celebrities and fans.

CONCLUSIONS

The results show that the fit relationship quality and interaction quality have a significant impact on fans’ emotional quality, and the regulating effects of personality charm is also very significant. Based on conclusions, the following strategies should be adopted to improve the relationship quality between online celebrities and followers.

1. Fit relationship quality, enhance the recognition of fans.
   This study found that the fit relationship quality works on fans’ satisfaction, trust and commitment, they will experience good emotional feelings. Meanwhile, it’s also have a positive impact on online-celebrities. Therefore, online-celebrities should provide a better platform for fans to find the same interests with them, such as managing and maintaining fan community, providing a more convenient way for fans to communicate. Word-of-mouth communication among fans can make potential fans understand and identify with online celebrities, then arousing fans' interests, and ultimately realize the transition from "new fans" to "loyal followers".

2. Interaction relationship quality, ensure continuous attention of fans.
   The results show that interaction quality has a direct positive impact on emotional quality of fans. In future, loose relationship for online celebrities is unstable. Online celebrities can build a strong fan relationship by constantly improving interactive experience, and actively interact with fans on multiple platforms, such as micro-blogs, etc. With the help of short videos, live broadcast, can greatly stimulate fans’ enthusiasm. Meanwhile, regular offline meeting can increase emotional experience of fans, and then deepen the intimacy through meeting their emotional needs, and lay the foundation for follow-up emotional marketing.

3. strengthening their personal charm and attract fans
   The personal charm of online-celebrities can improve their relationship. According to attraction law put forward by Hicks in their book The Law of Attraction: How to Make it Work for you, people tend to stay with their peers. Both inside and outside are very important to online celebrities, but inside is more important to attract and maintain followers. The personal charm of online celebrities is key for fan to be loyal to them from the bottom of their hearts. The results also show that moral issues are an important factor affecting fans' continuous attention to online celebrities. Therefore, online celebrities should establish correct values so that their behavior will be in line with mainstream direction of society, such as participation in social welfare activities with fans can establish a good image among fans.
REFERENCES