

THE EFFECTS OF SOURCE CHARACTERISTICS ON THE AUTHENTICITY OF INFLUENCER'S CONTENT

● TRAN DOAN PHUONG

ABSTRACT:

The development of the digital world has both positive and harmful effects on society. A few examples are the abundance of inaccurate information, provocative news, and content that encourages unhealthy behavior. The majority of people lack the skills necessary to identify well-written or high-quality content. These requirements are crucial since people today need to be proficient in digital literacy. This paper is to analyze the effect of source characteristics on the authenticity of contents created by influencers.

Keyword: influencer, authentic content, social marketing, marketing content, content strategy.

1. Introduction

With the rapid growth of the Internet, the notion of word-of-mouth marketing is becoming increasingly important. Firms do not observe or validate the success of Influencer marketing since it is simply another method to brand-generated content rather than user-generated content. As a result, brands and enterprises' ways of thinking have had a significant impact on the degree of credibility and authenticity.

The exposure of personal life frequently shows the real features and point of view of public characters, which may feel relevant and favorable to a particular segment of audiences who share the same personality traits. This sense of favor and fondness of ordinary folks has been termed as "parasocial contact" or "parasocial connection" with public figures. However, there is currently little study being undertaken on the formation and consequences of parasocial interactions on WOM

power and consumer behavior, as well as its practical use in marketing.

2. Literature review

H1: Source relevance impacts Authenticity of Influencer's content positively

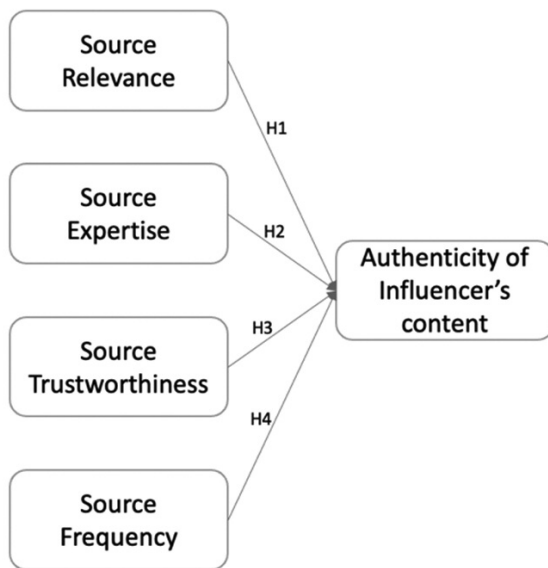
H2: Source expertise impacts Authenticity of Influencer's content positively

H3: Source trustworthiness impacts Authenticity of Influencer's content positively

H4: Source frequency impacts Authenticity of Influencer's content positively

3. Research methodology

The preliminary investigation was carried out. The distribution of the initial questionnaire is the goal of this time frame. The sample size used for the data collection was 54. For testing the model of measurement constructs, authors collect 450 samples under 45 years old. That has a relevance to research topic, since young people spend more time on social media than older ones. In order to



alter the reliability of the scale, the first phase of initial analysis is to assess the credibility coefficient Cronbach's Alpha, after which the final questionnaire is created. The goal of the last research is to reevaluate the model's suggested elements using the methods of Cronbach's Alpha coefficient analysis, exploratory factor analysis (EFA), correlation coefficient analysis, regression analysis, and analysis of variance (ANOVA). Utilizing the program SPSS 20.0, data was processed.

Additionally, this study expands the model with scales of variables, which is considerably relevant for academics and Vietnamese influencer marketing applications. The authors emphasize the critical necessity of influencer's source of characteristic in light of research on the impacts of authenticity of influencer's content. Creating strong content and matching the right influencer to the right product also helps influencer marketing. Furthermore, study findings imply that brands, agencies should understand the influences and consequences of source characteristics on influencer content in order to develop content strategies that match consuming trust and successfully utilize influencer marketing. Furthermore, growing influencer marketing can assist save more advertising and promotion expenditures than traditional marketing activities, hence increasing corporate profits and brand love, also credibility.

4. Findings

4.1. Reliability coefficient Cronbach's Alpha analysis

The results of the Cronbach's Alpha reliability coefficient analysis are displayed below.

Table 4.1. Cronbach's Alpha analysis results

Employed variables	Cronbach's Alpha
Source relevance	0,766
Source trustworthiness	0,853
Source expertise	0,720
Source frequency	0,773
Authenticity of INF content	0,770

The scale used in the study is quite reliable. According to the table above, the source relevance scale has a Cronbach's alpha reliability coefficient of 0.766 and item-total correlation coefficients of the observable variable that are more than 0.3. Cronbach's alpha reliability coefficient is 0.853 on the source of trustworthiness scale, and item-total correlation coefficients of the observable variable are more than 0.3. On the scale of Relationship between authenticity and source expertise, the reliability coefficient Cronbach's alpha is 0.720, and the item-total correlation coefficients of the observable variable are more than 0.3.

The reliability coefficient Cronbach's alpha for the scale of source frequency participation is 0.773, and the item-total correlation coefficients of the observable variable are more than 0.3, with the least value being 0.501. Cronbach's alpha reliability coefficient is 0.770, and item-total correlation coefficients of the observable variable are more than 0.3, with a minimum value of 0.531. As a result, the authors used the modified scale to analyze variables.

4.2. Exploratory factor analysis EFA

The findings of exploratory factor analysis EFA classify groupings of distinct criteria, with comparable requirements grouped together. Criteria with factor loadings higher than or equal to 0.5 are included or otherwise excluded in the table below. As a result, there are 17 criteria grouped into four groups.

Factor loadings of observable variables in each scale all grow and are suitable to method

Table 4.2. Results of exploratory factor analysis

	Component			
RELEV1	0,799			
RELEV2	0,745			
RELEV3	0,804			
RELEV4	0,705			
RELEV5	0,723			
RELEV6	0,672			
TRUST1		0,783		
TRUST2		0,753		
TRUST3		0,712		
TRUST4		0,769		
EXPER1			0,760	
EXPER2			0,752	
EXPER3			0,793	
EXPER4			0,723	
FREQU1				0,839
FREQU2				0,839
FREQU3				0,846

Table 4.3. Results of regression between independent variables and dependent variable

Model	R	R square	Adjusted R square	Std. error of the estimate	Durbin Watson
1	0,784	0,630	0,631	0,49878	1,898

requirements (factor loading > 0.5). Because the EFA analysis indicates no variation in the 17 original independent variables, the authors continue to employ them in the following analytical phase.

4.3. Regression analysis

Results of multiple regression analysis are shown as follows:

The results of multiple linear regression analysis show that R is 0.784 and adjusted R square is 0.630. The relevance of the model is 0.630, which means that the four independent variables RELEV, TRUST, EXPER, and FREQU explain 63% of the variation in authenticity of influencer's content. The remaining 37% is explained by factors not included in the research.

The Durbin-Watson test demonstrates that the model is compatible with various regression methods. Durbin-Watson 1.898 is between 0 and 4, suggesting that the model lacks first-order serial correlation. The model's generality must be tested in the next step.

The low level of significance of four variables is represented in Table 4.4 RELEV, TRUST, EXPER, and FREQU. RELEV, TRUST, EXPER, and FREQU have sig coefficient values of 1.136, 1.009, 1.018, and 1.064, respectively, and are all less

Table 4.4. Results of regression coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig	Multicollinearity	
	B	Std. Error	Beta			Tolerance	VIF
Constant	-2,288	0,260		-8,788	0,000		
TBRELEV	0,435	0,041	0,490	13,280	0,000	0,874	1,136
TBTRUST	0,392	0,040	0,347	9,562	0,000	0,904	1,009
TBEXPER	0,274	0,039	0,266	7,693	0,000	0,995	1,018
TBFREQU	0,225	0,042	0,206	5,825	0,000	0,953	1,064

than 5%. As a result, all independent factors have an effect on the dependent variable.

5. Discussion

Source relevance: Regression research reveals a favorable relationship between source relevance and authenticity of influencer's content. The regression coefficient of 0.435 indicates that if source relevance increased by one unit while nothing else changed, authenticity of influencer's content would rise by 0.435. Furthermore, according to the highest value of the regression coefficient among independent variables, influencer credibility has the greatest impact on authenticity. This means if the influencer has the connection of their passion point and firm industry, it will help their content more natural.

Source trustworthiness: According to the findings of the regression analysis, there is a favorable relationship between source trustworthiness and authenticity of influencer's content. With the second-highest regression coefficient value of 0.392, assuming nothing else changes, a one-unit improvement in source trustworthiness raises level of authenticity by 0.392.

Source expertise: According to the findings of the regression study, the source expertise has a favorable association with authenticity of influencer's content. The regression coefficient of 0.274 indicates that if nothing else changes, a one-unit increase in the source expertise will raise authenticity by 0.274. In other words, the source expertise has a significant impact on authenticity, following the impacts of influencer expertise and experience. The reason for this inference is that choosing a relevant influencer who is compatible with and have knowledge about businesses,

products, and services is critical in influencer content strategy.

Source frequency: The regression analysis results show a favorable association between source frequency and authenticity of influencer's content. With a regression coefficient of 0.225, assuming nothing else changes, increasing authenticity by one unit improves customer intention by 0.225. This suggests that influencer who are frequently involved in posting and active on social media would build trust to their content. However, of the four constructs, this factor's influential level has the least impact on authenticity.

6. Conclusion

In terms of research methodology, this paper contributes to a model that studies the effects of source characteristics on Authenticity of influencer's content in HCM City using four components: source relevance, source trustworthiness, source expertise and source of frequency. Furthermore, this study adds variable scales to the model, making it substantially more relevant for researchers and usage in content marketing in Vietnam. The authors emphasize the significance of source relevance based on their results on the effects of influencer content's authenticity.

Furthermore, study findings show that brands, agencies, and marketers should get insights into the influences and authenticity of influencer's content in order to develop content strategies that match influencer passion point and firm's industry. Furthermore, growing influencer marketing can assist save more money on advertising and promotion than traditional marketing operations, hence increasing corporate revenues ■

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Author's information:

Master. TRAN DOAN PHUONG

Lecturer, FPT Polytechnic Ho Chi Minh City

ẢNH HƯỞNG CỦA CÁC ĐẶC ĐIỂM NGUỒN ĐỐI VỚI TÍNH CHÂN THẬT CỦA NỘI DUNG DO NGƯỜI CÓ SỨC ẢNH HƯỞNG TẠO NÊN

● ThS. **TRẦN ĐOAN PHƯƠNG**

Giảng viên, Trường Cao đẳng FPT Polytechnic TP. Hồ Chí Minh

TÓM TẮT:

Sự phát triển của thế giới kỹ thuật số luôn có cả những tác động tích cực và tác động tiêu cực đối với xã hội. Một vài ví dụ đó là sự tràn lan của thông tin không chính xác, tin tức kích động, nội dung khuyến khích hành vi không lành mạnh và không trung thực. Phần lớn mọi người còn thiếu các kỹ năng cần thiết để xác định nội dung được viết tốt hoặc chất lượng cao. Những yêu cầu này rất quan trọng vì ngày nay mọi người cần phải thông thạo trong khi viết, cũng như đảm bảo nội dung truyền tải không vi phạm những vấn đề về đạo đức. Bài viết này phân tích sự ảnh hưởng của các đặc điểm nguồn đối với tính chân thật của nội dung do người có sức ảnh hưởng tạo nên.

Từ khóa: người có sức ảnh hưởng, nội dung chân thật, truyền thông xã hội, nội dung tiếp thị, chiến lược nội dung.