

南華大學管理學院企業管理學系管理科學碩士班
碩士論文

Master Program in Management Sciences
Department of Business Administration
College of Management
Nanhua University
Master Thesis

社群媒體影響者可信度對客戶對品牌態度和購買意願之
影響：推敲可能性模型

The Influence of Social Media Influencer Credibility on
Customer Attitude toward Brand and Purchasing Intention:
Based on Elaboration Likelihood Model

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中華民國 109 年 12 月
December 2020

南 華 大 學
企業管理學系管理科學碩士班
碩 士 學 位 論 文

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MBA RECOMMENDATION LETTER

準碩士推薦函

本校企業管理學系管理科學碩士班研究生詹薇娜君在本系修業 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：詹薇娜君已修滿 39 學分，其中必修科目：電子商務專題、企業倫理專題、策略管理專題、研究方法等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：詹薇娜君在學期間已完成下列論文：

(1)碩士論文：社交媒體影響者信譽度對客戶對產品和購買意願的態度的影響

(2)學術期刊：

本人認為詹薇娜君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，社交媒體影響者對購買意願的可信度影響：基於 ELM 模型，以參加碩士論文口試。

指導教授：吳萬益 簽章

中華民國 年 月 日

ACKNOWLEDGEMENT

Today is a day to write an expression and enjoy the finishing pass of my study. From the beginning, I had been studying highly, not just in the field of science, but also with simulation results. Therefore, I have been inspired by this dissertation and I will appreciate the individuals who have supported and supported me in this time.

With that said, I would like to express my deepest gratitude to my advisors, Professor WU WANN-YIH, and Professor LIAO YING-KAI, for faithfully promoting my master's degree and thesis. In all the study and writing of this thesis, I have been supported by the persistence, inspiration, passion, and immense expertise of both of you. In addition, I would like to extend thanks to the majority of my advisor and professor thesis committees for their support, informative comments, and significant questions to complete my graduation.

A primary component of my master's thesis was data collection. Therefore, I also thank all the respondents who took part in providing me with input on my questions from the survey.

Last but still not least, I would like to thank my family, seniors, and friends both in Taiwan and Cambodia for inspiring and encouraging me all the time. In particular, my sister Or Nita I would like to express appreciation for giving me this chance at Nanhua University and help me in starting with this degree. Throughout my creation, you are all spiritually mine.

Many thanks to you, everyone!

Chan Sovanna

December 10, 2020

南華大學管理學院企業管理學系管理科學碩士班

109 學年度第 1 學期碩士論文摘要

論文題目：社群媒體影響者可信度對客戶對品牌態度和購買意願之影響：
推敲可能性模型

研究生：詹薇娜

指導教授：吳萬益 博士
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論文摘要內容：

社群媒體已在世界各地廣泛使用，以進行溝通、收集信息和分享意見。社群媒體還可以用作促進工具，以建立和加強公司與客戶之間的關係，從而在兩方之間建立比傳統新聞媒體更可信賴的鏈接，社群媒體創造了一種新型的社群媒體網紅行銷。根據文獻表示，柬埔寨的社群媒體用戶數量正在增長。本研究旨在建立一解釋影響柬埔寨社群媒體用戶的社群媒體影響可信度（來源可信度和內容影響）的研究模型。本研究之研究樣本取自柬埔寨 262 位柬埔寨社群媒體用戶，以 SPSS 23 及 SmartPLS 軟體進行分析。這項研究結果支持我們的假設為提高社群媒體網紅在營銷領域的可信度標準提供了實證證據。這些結果不僅對專業人員有用，而且對學者調查社群媒體網紅之影響力也有幫助。

關鍵詞：社交媒體影響者信譽、來源影響、內容價值、感知的說服力、感知的有用性、對產品的態度、購買意向

Title of Thesis: The Influence of Social Media Influencer Credibility on
Customer Attitude toward Brand and Purchasing Intention:
Based on Elaboration Likelihood Model.

Department: Master Program in Management Sciences, Department of
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Graduate Date: December 2020

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Abstract

Social Media has been widely using all around the world to make communication, gathering information, and sharing the opinion. Social media can also be used as a promotional tool to create and strengthen relations between companies and customers, thereby creating more trustworthy links between the two parties than traditional news media. Pervious study pointed that the rate of social media users in Cambodia is growing, and recently witness two million new users and they like to follow the famous social media user, additionally recognized them as social media influencer also. This study aims to create a research model of social media influence credibility (source credibility and content influence) that influence social media users in Cambodia. Furthermore, this study identifies the influence of social media credibility toward consumer behavior such as perceived persuasiveness, perceived usefulness, the attitude that make they intending to purchase the product when they saw the advertisement from social media user. 262 Cambodian data were collected from social media users to have followed, like, and share history on social media influencer's Facebook homepage. The testing hypotheses in this study were used SPSS 25.0 software and the Smart Partial

Least Squares (PLS) software. This study's result has provided a theoretical foundation for new digital marketing and provided empirical evidence to enhance social media influencer credibility criterion for the marketing field. These results are not only practical for professionals but also helpful for academics to investigate influential variables for social media influencer's credibility.

Keywords: Social Media Influencer Credibility, Source Influence, Content Value, Perceived Persuasiveness, Perceived Usefulness, Attitude toward Product, Purchasing Intention



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CHAPTER ONE

INTRODUCTION

In chapter one, there might be several sections, but all these sections must cover at least research background and motivation, research objectives and questions, research scope and limitation, research contribution, and research structure. You may add any other section to suit your thesis.

1.1 Research Background

Social media has become an integral part of our daily life to make communication, gathering information, gain inspiration, and being connected to the most updated situation in our society (Alrubaian et al., 2018). Social media can also be used to build and reinforce connections between businesses and consumers as an advertisement medium, thereby establishing more trustworthy connections between the two parties than conventional news media. In revitalizing this tool, social media has been critical, providing larger and better possibilities for its use.

Social media has been a strong platform for all to use as a low-cost marketing technique and the fastest way to meet their target client. At the moment, Yahoo, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat are the main social media sites that marketer has used to communicate with their audience, improve sales, and drive website traffic to create brand awareness through social media user. This large and rich array of user-generated content contains the viewpoints of users on events and products; personal ideas, attitudes, and interests; viewpoints on existing social debates and government policies; and much more. Social media's user has become more active on create content and share information through their timeline (Hanna et al., 2011). The person who has most like content and sharing information on social media platform were recognized as an influencer. Young people are waiting for someone to share their story and being engaged and trust

in the character of social media which has created a new type of influencer marketing through social media. Similarly, Kadekova et al. (2018) claimed that influencer marketing is a modern advertisement strategy used for advertising products/brands by social media celebrity or influencer to endorse their product and 94 percent of this type of marketing services is effective with approximately a third of the influencer campaigns applied regularly (Skoglösa et al., 2019.).

1.2 Research Motivation

Based on the study of Ismagilova et al. (2020), users who used promotional contact and expert guidance a few years ago are now more likely to use the suggestion offered by other online consumers. Social media influencer marketing has become a favorite subject of study in recent years in the area of marketing (Khalid et al., 2018). According to Hsu et al., (2013), Companies who own social media influencer should understand the utility of their consumers by usually providing input and affecting the desires of buyers to affect their product preferences on the market. Influencer marketing, in terms of bringing new clients online, is one of the fastest rising methods. It is important to remember that these people are not mere marketing devices, but rather properties with social partnerships in which brands may work together to achieve their marketing goals (Kadekova & Holienčinová, 2018).

According to Ang (2019), the rate of social media users in Cambodia is growing, and recently witness two million new users. Moreover, Yohan Brizolier stated that “the year of 2019 was full of surprise with the success of TikTok in Cambodia and the large evolution of Instagram and YouTube user coupled with the professionalization of influencer”. Influencer marketing succeeds because it incorporates techniques such as word-of-mouth advertisement and social data, which are now vital elements of any effective marketing campaign. Customers trust more than the businesses offering the

goods and services they purchase and use their parents, colleagues, and individuals they respect.

This study shows that the majority of consumers that feel that a brand's website makes the recommendations from reputable influences identical, make purchasing decisions through interaction with an influence that follows their views. According to WhoSay (2018), a marketing company that did a survey on industry trends in 2018 and revealed that 70% of marketers progress to increase their marketing budget influencer in 2018. About 90 percent of the questionees believe they will have a positive impact on how people feel about their brand in this form. Additionally, surveys distributed by Twitter and Annalect in 2016 found that 50 percent of Twitter users rely on recommendations from influencer such as instructions to try and make a purchase. In comparison, the analysis showed that the 5.6-time raise is available for purchase as the tweets reveal all brands and influencers. This shows how important of influencer impact on the marketing campaign (Chandawarkar et al., 2018). Instead of merely adopting campaign traditionally, more businesses can aim to engage with social media players who popular among the social media peer. This shows that influencers influence customer decisions and are a successful marketing strategy (Cheung et al., 2008; Hsu et al., 2013). Many marketers have reported that they work with social media influences because they increase brand awareness and gain messages while helping build brand reputation (Liestyana & Risqiani, 2016).

1.3 Research Objective

Regularly, Cambodia's influencers have used many kinds of social media platforms to spread their popularity and doing product advertising. Based on the above research background and motivation, this thesis is conducted for three main objectives. Firstly, to investigate social media influencer's credibility which influencer's source influence and content influence that will

influence on consumer behavior such as perceived persuasiveness, perceived usefulness, attitude, and their purchasing intention toward the product endorsed by influencer. Secondly, to analyze and create a quantitative model of the social media influencer credibility which influences Cambodian social media user's attitudes towards the product and their purchasing intention by using Facebook as a specific social media platform. Thirdly, this study was trying to the literature on the credibility factor of influencers such as source influence (attractiveness, similarity, expertise, and trustworthiness), content influence (Entertainment value and Information value) more specifically.

1.4 Research Contribution

This studied was developed based on the research framework which developed based on the Consumer Socialization Theory (CST) and Elaboration Likelihood Model (ELM). Therefore, this study results provide a huge contribution to the literature of marketing field. Social media networking is becoming a valuable and critical method for interacting with consumers while sharing and receiving information, goods, reviews, etc. Therefore, the company need to incorporate and create a favorable consumer mindset towards the product by using social media influencer marketing. Furthermore, this study also provides the related information and value comments to relevant stakeholder related to brand management and consumer intention in social media influencer marketing. The empirical validations of this study could provide critical references for scholars and practitioners in the product marketing context.

1.5 Structure of Research and Procedure of Research

This thesis consists of 5 chapters

- 1) Chapter one: Described research context and inspiration, research priorities, and research framework.

- 2) Chapter two: presented the literature review, including the specification of research variables, the assessment of theoretical formation, and the creation of research hypotheses.
- 3) Chapter three: presented research design and methodology. The research model was presented. The research design including 1, smart PLS, and 2, surveys were presented. Specifically, the measurement scales, sampling plan, data collection procedure, and data analysis procedure for each study were presented in this chapter.
- 4) Chapter four: The statistical and descriptive findings were presented including data collection, fundamental respondents' knowledge, descriptive study items statistics, and factor analysis. After that, the findings will be combined with each theory that is also discussed in this segment. Four kinds of methodological analysis can be used to test hypotheses
- 5) Chapter five: Conclusion, the summary of the research will be indicated in this chapter. Based on results, suggestions and future research will be discussed.

Data analysis and hypotheses will be analyzed by technique:

- Descriptive Statistics Analysis
- Factor Analysis and Reliability Check
- SPSS 25
- Smart Pls

At the beginning of this study, the research background is viewed from various related studies on social media influencers as the motivation questions of the objectives. Next, the relevant works of literature are collected and reviewed for the understanding of social media influencer marketing, characteristics of social media influencer. Then the hypotheses will be developed for this study, and the questionnaire is determined. After the respondents are responding to the questionnaire and data are collected, the data will be analyzed to test the developed hypotheses. The summary of the research procedure of this study is shown as a flowchart in Figures

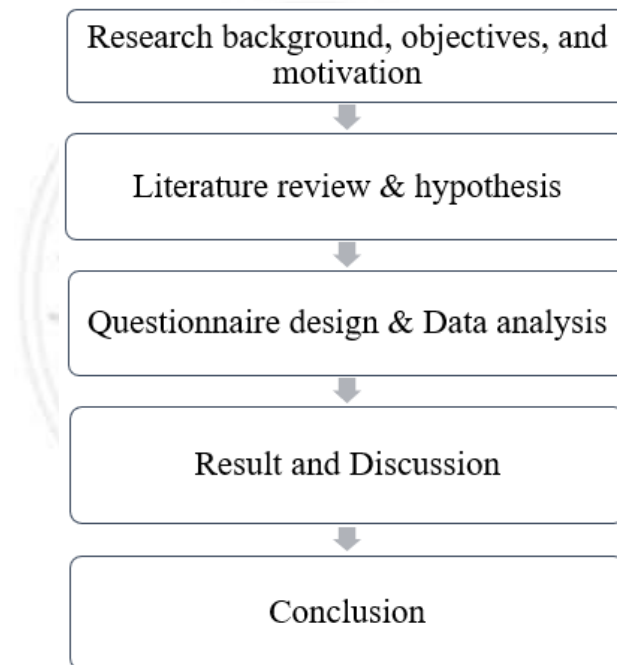


Figure 1-1: Research Flowchart

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 *Theory of Customer Socialization (TSC)*

Moschis and Moore (1979) indicated that the consumer socialization theory is referring to the way that consumers have learned about the information and changing their attitude by interacting socially with other people through three processes such as modeling, strengthening, and social contact. Modeling involves imitating the actions of the potential mediator. The encouragement of the socialization agent (Influencer) will both be positive and negative policies. Finally, social engagement facilitates learning through mechanisms such as schooling. Social media influencer is recognized as the socialization agent whom can be a source of influence that can impact on the social norm, attitudes, and motivation, as well as attitude of consumer (Moschis and Churchill 1978). Moreover, Moschis (1987) stated that peer group influencer also acts as a significant role in influencing the consumer's attitude.

This research proposition that social media influencer is the agent who could socialize with consumer and influence their attitude toward the product as a consequence that, consumers who imitate the influencer of social media are accustomed to the norms, beliefs, motives, and actions of the influencer of social media. Consumers emulate the actions and attitudes of the social media influence, are motivated to be yielding with the influencers of the social media, and are informed about the product and/or its use by the social media influencer.

2.1.2 *Elaboration Likelihood Model (ELM)*

The Elaboration Likelihood Model is the model that is commonly used to explain the persuasiveness of information that caused attitude change, (Cacioppo & Petty, 1980). Petty et al., (1981) suggested two routes of

persuasiveness process which consisting of the central route and the peripheral routes that will differ in the cognitive effort which human process the information. Also, these two routes will influence the formation of an individual's attitude and behavior. Individuals are persuaded by a critical consideration of a message's core arguments. In information security contexts, such arguments may refer to the potential threats of security incidents and benefits of desired security protective behaviors. Peripheral route factors emphasize the persuasiveness of peripheral cues. Individuals are persuaded by cues that involve less cognitive effort, such as attractiveness, source credibility, and popularity cues (Lowry et al, 2012; Vedadi and Warkentin, 2020). Individuals use simple heuristics in a bounded rational decision- making process with less cognitive deliberation in which attitudes are influenced by peripheral cues. ELM indicates that people could be convinced through multiple paths of influence. Some may be reassured by the nature of the message statement in a given insightful message, whereas others could be affected by peripheral indicators (Petty et al., 1981).

2.2 Defining Related Research Constructs

2.2.1 Source Influence of Social Media Influencer

An influencer is a person with a wide following in the publicity of social media who has been paid to certain supporters by brands for free merchandise and trips and/or cash prizes through the promotional message (Olenski, 2017). In comparison, the meanings of influencers concentrate on "every day, ordinary Internet users who acquire a comparatively large amount of follow-up on blogs and social media through the textual and visual representation of their personal lives and lifestyles, interact with their follow-up in digital and physical spaces and monetize their follow-up by inserting 'product' into their blog or social media post, (Enke, 2019). Also, backed by an ANA (Association of National Advertisers) survey report, influencer can be used as marketing that recognizes

and triggers individuals who can affect the brand reference, purchasing habits, and the wider population's loyalty utilizing their view, perception, and/or marketing platform. The influencer has been recognized as a marketing strategy in which the influencer will influence key individuals or be the opinion leader to drive consumer brand awareness, spreading about product/brand through social media and encourage follower to make the purchasing (Influencer of Marketing Hub, 2020). Influencer advertisement is a type of advertisement that uses individuals that command a high degree of recognition, confidence, respect, or knowledge among individuals with famous figures or celebrities. The influencer will advertise the product or service by lending their names or photos. Because of their authority, experience, role or interaction with their audience, an influencer has the ability to affect purchasing decisions of others (Holienčinová, 2018). Social media influencers display a new version of third-party endorsement that forms the views of the viewer through blogs, tweets and other social media uses. While some scholars tend to identify Social media influencers as opposing, possibly hostile voices (Gorry & Westbrook, 2009), others consider the possibility of creating social media influencers alliances to support a brand or organization. As stated by Abidin (2015), the concept of social media influencers will go beyond the proposal of Freberg et al. by including (a) the status category of Social Media Influencer, (b) the basic topics of their messages, (c) the criterion of the following, (d) their interaction with viewers, and (e) the ability to monetize their practices as additional requirements. The marketing definition of the influencer is similar to the concept of the "Trusted Advisor." Social media factors are valued on social media, analogous to the values that customers value personalities of celebrity they see on television (Išichková, 2017). Moreover, technology has also been developed to spot and track influencers who are relevant to the brand because of the persuasive power of social media influencers. These tools determine the

hope of factors such as the number of daily visits on the blog, the number of shares in a post, and or the number of followers (Freberget al., 2010). Most of the time social media users are more likely to trust the recommendations across computer programs and this can be evidence from the resonance of social media users with social media users who experience consuming goods or services, (Khalid et al., 2018). The potential of the influencer to develop a clear and intimate relationship with the viewer makes the influencer's content more relevant (Childers et al., 2018) and may impact the reception of the message if the product and brand conform to the influencer's area of expertise and interest (De Veirmanet al, 2017; Lou & Yuan, 2018). Source credibility or reputation is necessary to assess brand endorsements persuasiveness and their reputation is important determinants of the success of their endorsements for influencer marketing, as influencers play the same role in brand endorsements as celebrity ones (Lou & Kim, 2019). Hovland et al. (1953), conceptualized source credibility as a two-dimension construct: expertise and trustworthiness. Moreover, the source credibility model was built to reflect credibility through the endorsement of celebrities, a concept consisting of three factors: awareness, trustworthiness, and attractiveness (Skoglösa et al. 2019). The attractiveness of influencer is the key aspects of the reliability of the source are also referred to as expertise and trust (Xiao et al. 2018). However, in determining the reputation of actors, the value of beauty is further considered (Erdogan, 1999). The beauty is not just visually measured. Components such as similarity, affinity, and affection are attractive and essentially have an impact on the reputation of the source (Seiler & Kucza, 2017). Morimoto (2018) claimed that resemblance contributes to the credibility and therefore provides a positive viewpoint to the message endorsed. Generally, the beauty of an influencer positively affects the efficacy of shifting values, and increased message effectiveness (Chao et al, 2015; Lee & Koo, 2015), and the desire of the recipient to buy (Nguyen &

Huynh, 2018). While considered successful, techniques for celebrity endorsing are becoming less effective (Djafarova & Rushworth, 2017; Djafarova & Trofimenko, 2018) as the desire for a closer, active and sincere relationships between the audience and the endorser has increased (Kádeková & Holienčinova, 2018). Marketers are therefore shifting their focus towards influencers who have these desired features (Kádeková & Holienčinova, 2018). Hence, trustworthiness is also the extent to which the source is believable is often correlated with faith. The trustworthiness of the influencer, as well as the effectiveness of the message transmitted, can affect the views of the recipient and whether or not the endorser is an expert (Seiler & Kuckza, 2017), are needed following the expertise. The recipient recognizes the level of trustworthiness of the receiver and the recipient's expectation that the receiver can transmit trustworthy facts with an honest purpose (Sertoglu et al., 2014). Instafamous can therefore improve the degree to which audiences interpret the source as someone who can validate and clarify the knowledge transmitted. Detailed information includes integrity, truthfulness, and authenticity (Labrecque, 2014; Munnukka et al., 2016). The origins are doubtful for some good features and untrustworthy features (Erdogan 1999). Numerous studies support the impact of confidence on change of attitude. For instance, Yoon et al. (1998) examined, in the context of fear-arousing communication, the effect of source confidence on persuasive communication ability the demonstrated that if a communicator were perceived as extremely reliable, an opinion message was more effective in generating a change of attitude than a non-opinion. However, when confidence is poor, this interaction wasn't important. To assess the impacts of each of these elements on the communication persuasively, Ohanian (1990) manipulated the source's expertise and confidence that the most change in opinion was generated by a source that was perceived to be both an expert and trustworthy. The trustworthy communicator

was convincing, whether an expert or not, Ohanian (1990). Thus, the similarity of influencers is characterized as “a match in demographic characteristics or psychographic traits” (Shen et al., 2010). Taking information from sources that tend to be close to oneself eliminates the psychological reaction and systematic analysis of the message (Brinol and Petty, 2009). Therefore, Instagram influencers can be more successful at resonating with followers when they are considered to be more equal to normal viewers (Jin 2019). They are more likely than typical actors to communicate with audiences and are easier to associate or bond with. Consumers respond more positively to peer Facebook users than to conventional celebrities, especially when demographic and attitudinal features are shared by peer users (Jin, 2018). Last but not least, the expertise of an influencer that responds to the information, experience, or talents of a source. However, perceived expertise is important for credibility, for example: the public's belief that the source contains expertise. Xiao et al. (2018) proposes to contribute perceived expertise to positive publicity attitudes and it could also affect intent buying. However, contrary to the value of source credibility information contradictions have been found within the literature.

2.2.2 Social Media Influencer's Content Credibility

Social Media Influencer was defined as content generator who be able to shape the way of how consumers act and their intention to purchase toward the product (Freberge et al., 2011; Lou and Yuan, 2019). Content Value of social media influencer is a tool of information exchanged and connections creator between advertisers and buyers, which can bring value to consumers, allowing consumers to learn about goods and brands and, thus, make smarter choices about their purchases (Ducoffe and Curlo, 2000). Rajala and Westerlund (2014) mentioned that the effectiveness factor of advertising content was consisting of informativeness and entertainment which can persuade and shape the follower's attitude and influence their purchasing intention. Lou and Yuan

(2019) clarified that informative value and entertainment value in content related to any type of product which influencer has posted on their social media platform definitely could persuade the consumer to trust and influence their attitude toward the product. Informative value of an advertisement was referring to the way information related to the product facilitated to inform and advantage for consumer decision making process and subsequent purchase satisfaction. Therefore, the entertainment value of influencer's content was defined as the potential factor which the funniness of influencer's video can be able to amuse and entertain consumer, so they will continue to watch and learn more about the product information. Accommodate with the study of Lou and Yuan (2019), this study defined the content value/Credibility of the influencer as the advertising value which consisting of informativeness and entertainment which representing the content evaluation in the social media video where the influencer existed in.

2.2.3 Perceived Persuasiveness

Perceived persuasion refers to a mechanism in which the views or actions of the beneficiaries are modified rationally and rationally (Lee and Xia, 2011). This mechanism can be clarified in classical research by the knowledge presented, obtained, and processed. If the mechanism is successful, customers will shift their attitude towards the target (Crano and Prislin, 2006). Moreover, researchers referred to presumed persuasiveness as the reception of messaging by users as well as a good feeling towards those messages (Drozd et al. 2012). As customer demand for a product rises, they seem to feel positive about and embrace messages linked to that product (Cesario et al. 2004). Consumers who regularly receive convincing communications prefer to process messages more superficially (Koenig et al, 2009). Based on the Elaboration Likelihood Model, an individual is likely to adopted the information from third agent in two-way information processing such central route and principal route (Petty and

Cacioppo, 1984). Hence, individual who influence by the information will evaluation more careful about the persuasive message in the central route, while reduced process of assessment of the messages by the recipients in the peripheral route (Nunes et al., 2018). This understanding of persuasion allows customers to attribute the enthusiasm of the advertiser to this effort. If the advertiser asserts the quest feature, the apparent incentive may be an attempt to promote comparison-shopping and thus deliberately non-manipulative (Jain et al., 2001).

2.2.4 Perceived Usefulness

Perceived usefulness is defined as the advantages whereas consumers obtain from the activity of using technology system which enhance the quality and easily use for the user. The usefulness is defined as capable of being used advantageously and described as the degree to which a person feels that using a specific source of information can increase his or her efficiency and perceived usefulness also can define the user's confidence that he or she can do something (Davis, 1989). Nawi and Al-Mamun (2017), mention that consumer use the information provided by other sources making decision on product purchasing intention. According to Kripesh et al. (2020), the information about the product is very useful to help the consumer to make a better decision making on purchasing the product because when consumer would get lower intention to purchase when they cannot touch or feel about the product. As the reason that, when influencer introduce and show about the advantage about the product it would cause follower increase their intention to purchase the product.

2.2.5 Attitude

The attitude of consumers to a brand is a predisposition which, after seeing the publicity for that brand, focuses on a beneficial or disadvantaged effect on a brand (Phelps & Hoy, 1996). It is related to the impression that the consumer is optimistic or bad, beneficial, or unfavorable for their purchasing purpose.

Attitude is the internal appraisal of an item, such as a packaged product, by a person and has been a significant term in marketing analysis since the 1960s. Hoyer and MacInnis (1997) describe attitude as a relatively global and enduring assessment of an object, problem, individual, or action. Consumer's attitudes will be changed after heard other people discuss about the product and it will influence their purchasing intentions (Lee and Koo 2015). Attitude has a positive influence on behavioral intentions (Yeo et al., 2017; Hernández-Ortega, 2020). Meanwhile, consumer attitude was presumed to exposed by advertisement which ideas, perspective, and endorsement that influencer advertising will directly influence on consumer attitude (Tolmao, 2019). On the one hand, Attitude change occurs when an individual's evaluation of an object, person, or event change in valence to become more or less positive or negative (Maio, Haddock, and Verplanken, 2018).

2.2.6 Purchasing Intention

Spears and Singh (2004) defined purchase intentions as 'an individual's conscious plan to make an effort to purchase a brand. Since buying intentions entail the possibility or chance that buyers would be prepared to buy a particular commodity, de Magistris and Gracia (2008) considered that buying intentions followed actual buying actions. Advertisers and scholars have routinely used purchase intentions to evaluate customer perceptions of the product (Spears and Singh 2004). Chi, Yeh, & Tsai (2011), demonstrated that consumer will according to their experience, preference, and external environment to gather the information, evaluate the alternative, and make their purchasing intention.

2.3 Hypotheses Development

2.3.1 Relationship of Influencer's Source Influence towards Perceived Persuasiveness and Perceived Usefulness

According to Consumer Socialization Theory, people are willing to learn about the consumption environment by process from expertise, information

delivering, and attitude of the third party in the same social group (Ward, 1974), and then shapes their perception and attitude toward service/Product (Mochis and Churchill, 1978). The influencing's willingness to establish a personal and transparent connection with the audience makes the material of the influencer more important (Childers et al. 2018) and can affect accessing the information as it complies with the particular field of knowledge and interest of the influencer (De Veirman et al, 2017; Lou & Yuan 2018). Therefore, this cost-effective technology is used by companies to encourage their followers to behave, in such to purchase commodities (Kádeková & Holienčinova, 2018). Besides, in the study of Lowry et al, (2012) found that consumer is persuaded by the endorser's credibility such as the attractiveness, expertise, and trustworthiness.

H1a: *Influencer's Source Influence will influence on Consumer's Perceived Persuasions toward the product*

H1b: *Influencer's Source Influence will influence on Consumer's Perceived Usefulness toward the product*

2.3.2 Relationship of Influencer's Content Value Toward Perceived Persuasiveness and Perceived Usefulness

For instance, according to the Customer Socialization Theory (TCS), the information and content of the third agent were designed to influence on consumer's belief, attitude, decision, or action regarding the product (Friestad and Wright, 1994). Influencer-generated articles provide information about product options or other useful material to their fans. Also, influencers stamp their posts with personal aesthetic touches and attitude turns, typically generating a fun atmosphere for their fans (entertainment value). The perceived informational and entertainment value of their material, in general, can shape how followers respond to specific branded posts, whether or not influencers want to publish endorsed branded posts to their followers. Thus, the first two

constructs that we use in the model are perceived as informational value and the entertainment value of influencer-generated content, (Lou & Yuan, 2019). Moreover, Influencer can verify and show the usefulness of particular goods and services and, with their influential position within a specific domain, they appear to have a broad, and sometimes very broad, professional audience. In this context, both their brand and professional position are closely connected to their area of expertise (Lin et al., 2018). The usefulness of advertisement will be improved if the information given was timely and exclusive (Trapey & Woodside, 2005). As a result, the more content is viewed as important, timely, and unique to consumers of cell phones, the more likely it would be to fulfill their information needs. Similarly, modes of advertisement can also be seen as fascinating and fun, playing on media viewers' desires for esthetic, pleasurable, and emotional interactions. This view of advertising entertainment is especially prevalent among young Chinese consumers (Zhang & Shavitt, 2003). And ads receivers may send messages to their family members or friends to keep them updated. This practice could fulfill their desires to preserve and strengthen relationships with family members and friends. This last aspect is especially important to advertisers because tweets from a neutral sender, for example: a friend rather than a marketer, are likely to be more successful and appropriate.

H2a: Influencer's Content Influence will influence on Consumer's Perceived Persuasiveness towards the product

H2b: Influencer's Source Influence will influence on Consumer's Perceived Usefulness of the product

2.3.3 Relationship Between Influencer's Source Credibility, Content Value and Consumer Attitude Toward Brand

In a modern world with rapid advances in information technology, people are constantly faced with a broad spectrum of information generated by different media. In this case, the effectiveness of advertising relies very much

on the insightful quality of the advertisement and on whether, as a result, it will generate consumer trust. For these purposes, informativeness and entertainment are an important requirement for the assessment of a commercial. A trustworthy advocate typically has a positive effect on the client's emotions (Goldsmith et al. 2000). Trust and integrity are two things that, in the context of the source credibility, are discussed. Customer opinions, attitudes, roles, and attitudes may be influenced by the information presented by a credible source (e.g., influencers in social media) (Goldsmith et al. 2000). The honesty, credibility, and authenticity of the sponsor is trustworthiness (Erdogan 1999). Metzger et al. (2003) found out that a customer's animosity to the advertising message was generated by an endorser that was perceived to be a very trusted and specialist and that the transmitted message would gain enhanced acceptance. Social media influencers who have a high level of awareness and trust in the attitudes of their followers are comparatively more influential. Besides, the object of entertainment is to convey fun and pleasure to attract the attention of the viewer, thus generating a positive impact on the perception of the product or brand (Lee et al, 2015). Above all, the role of entertainment in mobile ads is stressed because it adds value to the product through different multimedia features (An and Kim, 2012). Entertainment is a very important aspect of commercial content and work. Another representative feature of advertisement is information, as one of the original characteristics of advertising is to include reliable, impartial, and fresh information (An & Kim, 2012; Cha, 2015). Also, the effectiveness of advertising depends on how many objectives and accurate knowledge is given to customers to allow them to make a wise decision (Kim, 2011). Knowledge is one of the most significant prerequisites for advertisement because it will change the recognition, mood, enjoyment, and impact of advertising by supplying consumers with information about a certain product or service (Cha, 2015). Okazaki (2004) suggested that since most consumers

have access to social media platforms for entertainment and information purposes, the entertainment and informativeness of the commercial have been listed as advertising quality variables in the predictive customer response model suggested in the study of (2011). A study by Hashim et al. (2018), found out that entertainment and information provided by third agents positively influence consumer attitude towards the product. In the present analysis, thus, entertainment and informativeness were selected as key leading variables that influence consumer attitude.

H3: Influencer's Source Influence will influence on Consumer's Attitude toward Product

H4: Content Value of Influencer will influence on Consumer's Attitude toward Product

2.3.4 Relationship Between Perceived Persuasiveness and Attitude Toward Product

The Elaboration Likelihood Model indicated that the process by which information provided by the advertiser will influence the audience's perception and attitude (Petty and Cacioppo, 1986). Kim et al. (2011) stated that the information from a third agent is likely to persuade customer perception. Hence, Folkvord et al. (2019), mention that the persuasiveness of advertisement would impact the attitude of the audience toward product/brand. Another latest picture is that consumers depend on self-generated information to persuade their attitudes (Bernritter et al. 2017). However, irrespective of the theoretical approach, scholars appear to accept that well-designed convincing knowledge can convince individuals, especially in the absence of personal conviction. Cesario et al, (2004) argued that consumers are commonly measured the persuasiveness of information provided by other parties and respond as the attitude toward the source of information (Cyr et al., 2018).

H5: Perceived Persuasiveness will influence Consumer's Attitude

Toward Product

2.3.5 Relationship Between the Perceived Usefulness with Attitude Toward Product and Purchasing Intention

The Technology Adoption Paradigm (Davis, 1989) explained that the third agent can influence consumer attitudes and the TAM model is the primary reason for accepting the use of Information technology by adopted and emerging with technologies for information processing and collection. In the study of Hsu et al, (2013) mention that the attitude of customer toward product/brand is base on the level of perceived usefulness from the source of recommendation. It means that the more use of the information they get from the person who makes recommendations the more positive attitude they will respond toward the product/brand. Saleh (2017) examined the effect of perceived usefulness of blogger advice, the trust of bloggers in them, and the credibility of bloggers on customer buying attitudes and intentions by the use of a blog post. Hence,

H6: Perceived Usefulness toward product will influence on Consumer's Attitude Toward Product

2.3.6 Relationship Between Consumer Attitude Toward product and Purchasing Intention

Based on Elaboration Likelihood Model, attitudes have a positive effect on a person's intention (Cacioppo & Petty, 1980). When consumers feel more favorable after viewing and evaluating on advertising video, they also perform a higher possibility to purchase the products or services featured in the advertisement. Marketing analysts have shown interest in customer attitudes, which are important information for the creation of effective marketing operations (Solomon et al. 2010). Attitude and purchasing intention have a parallel relationship in market research (Ting and de Run 2015). Relatively, Chen (2007) indicated that a positive attitude towards a given commodity is a

dominant indicator that could contribute to the purchasing intention of customers. Similarly, a positive outlook towards the commodity promoted by social media influencers would affect a higher chance of purchasing intentions. Amos, et al. (2008) hold that the customer's positive attitude toward celebrity endorsement will improve his/her purchase intention. The positive relationship between attitude and purchasing intention has been extensively accepted in advertising literature. In a golf club advertising study (Lee et al., 2016), attitude toward advertising was proven to relate to purchase intention. On the other hand, Dao et al. (2014) found that purchasing intentions among social media users in Vietnam were positively influenced by perceived advertisement importance. Hence, the following hypothesis is suggested:

H7: There is a positive relationship between consumer attitude and purchase intention.

CHAPTER THREE

RESEARCH METHODOLOGY

Chapter three is where the research framework and research construction will be discussed. Moreover, data analysis research design and methodology, including questionnaire design, sampling design, methods of data collection, and data analysis techniques are offered and detailed based on existing studies.

3.1 Research Model

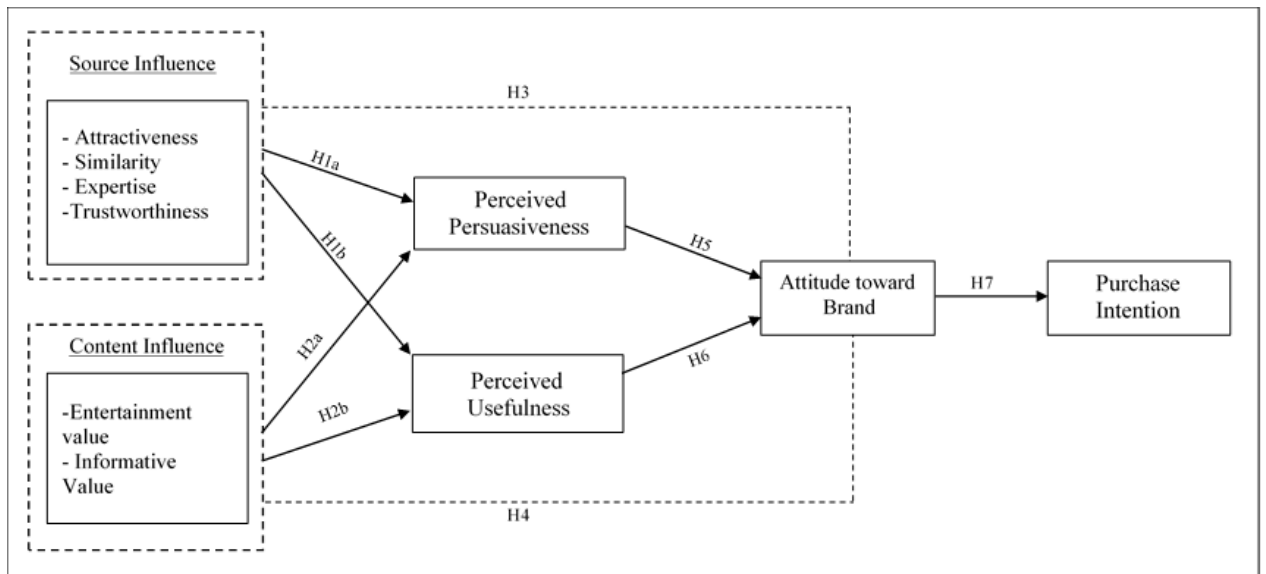


Figure 3-1: Research Framework

According to the research framework, this study will be designed 7 hypotheses to study the impact of social media influencer credibility toward perceived persuasiveness, perceived usefulness, attitude toward product/brand, and purchasing intention.

The hypotheses for this study are based on the research model:

H1a: Influencer's Source influence will influence on Consumer's Perceived Persuasions toward the product

H1b: Influencer's Source influence will influence on Consumer's Perceived Usefulness toward the product

H2a: Influencer's Content influence will influence on Consumer's Perceived

Persuasiveness towards the product

H2b: Influencer's Content influence will influence on Consumer's Perceived Usefulness of the product

H3: Influencer's Source influence will influence on Consumer's Attitude toward Product

H4: Content influence of Influencer will influence on Consumer's Attitude toward Product

H5: Perceived Persuasiveness will influence Consumer's Attitude Toward Product

H6: Perceived Usefulness toward product will influence on Consumer's Attitude Toward Product

H7: Attitude toward the product will influence on Purchase Intention of consumer.

3.2 Research Design

This study was implemented as the quantitative analysis. This quantitative research approach primarily involved the survey forms in the collection, analysis, and interpretation of the data suggested by the researchers for the study.

3.2.1 Influencer Advertisement Selection

This study chose four different videos of the social media influencers were chosen to assist in the testing of the various hypotheses and given as the reference for respondent to understand more about the context of this study. Characteristics of social media influencer that were considered for choosing these Facebook celebrities were gender, number of followers, number of likes and shares in a post, and advertising disclosure. According to De Veirman et al. (2017), the influencer celebrity on social media is the person who had a range of the number of followers, ranging from 200000 followers to 300000 followers. To avoid respondents being biased by gender and to improve

external validity (Calder et al., 1981), 2 male and 2 female influencers were included in the beginning section of the survey. The influencers were all considered as famous on Instagram, Facebook, TikTok due to their work on social media networks. Hence, this study chose Facebook as a specific social media platform to create a scope for the study. Most importantly, participants were told that this research was about researching Cambodia's Social Media Influencer advertising using brand interactions, and the definition of social media influencer will be given as the primary information for a respondent to decide on questionnaire response. They replied to a series of screening questions asking if they are social media users and how long they've been using social media and how many social media influencers in Cambodia they have known and been followed.

3.2.2 Research Sampling and Data Collecting Procedure

This study targeted social media users (Facebook users) in Cambodia and users who have followed every Cambodia Influencer on the social media (Facebook) site. The questionnaire designed is created in the following ways. Mainly language is in English and then translated into Cambodian language (Khmer) for a convenient way for the participants. The author and one senior Cambodian who has the knowledge in English academic field help to translated the questionnaire from English to Cambodian language to make respondent easier to understand the question of this study. All questionnaire items were measured with a seven-point Likert scale by marking 1= Strongly disagree, 7= Strongly agree. The survey contains 50 questionnaire items which suggested and asked the Facebook user who has follow the influencer. The sample size of 30 participants was used as a preliminary test online. The approach to non-random sampling or product sampling was then used for gathering data by Chen et al. (2011). The formal test was requested and sent 200 survey to respondent who the author randomly chosen from the list of social media influencer's

follower which show on the influencer Facebook page. Then, return with total of 262 valid data, the reason that 262 responded survey out of 200 requested survey was because the author had suggested the respondent to forward this questionnaire to people who they may know and they really assist for this study by forward the survey form to other Facebook user who has common interest in social media influencer celebrity. The study was performed using a Google form survey and the connections were given in to social media (Facebook Messenger).

3.2.3 Criteria of Sample

Certain criteria were established based on which the interviews were performed and the participants were selected. These criteria were constructed according to the literature review and the theoretical framework. In line with the recommendations of Saunders, Lewis, and Thornhill (2009) as this research is quantitative, we applied a random sample selection method. The criteria were as following:

- Consumers who have social media accounts (Facebook Account)
- Consumers who use social media to communicate Consumers who are aware of influencers
- Consumers who purchase online at least once in their life based on social media influencer's recommendation.

3.3 Construct Measurement

This thesis identified six research structures and assessed the interrelation between them. There will be ten variables such as source credibility of influencer, content value of influencer, perceived persuasiveness, perceived usefulness, attitude, and purchasing intention. Moreover, the operational definition and measurement items of each variable were identified based on previous research. The detailed questionnaire items are shown in the Appendix.

3.3.1 Influencer's Source Credibility

Influencer's source credibility was identified in this study as a mechanism which will impact on consumer's perception toward product and purchasing decision making. In constructing the research instrument, we measured the four dimensions of influencer credibility developed by Mannuka et al. (2016) based on two studies of Ohanian (1990) to measure trustworthiness, expertise, and Bower and Lanreth (2001) to measure similarity by asking the participants to rate their agreement with a series of statements on a 7-point scale ("strongly disagree/strongly agree").

Attractiveness

1. Att1: I think that the Influencer has got a strong attractiveness.
2. Att2: I think that the Influencer is very classy.
3. Att3: I think that the Influencer has a very pretty face.
4. Att4: I think that Influencer has a very elegant fashion style.
5. Att5: I think that Influencer has a very attractive appearance.
6. Att6: I think that Influencer has a very persuasive voice.
7. Att7: I think that Influencer has a very professional manner.

Similarity

1. Simi1: I think that the Influencer and I share the same culture.
2. Simi2: I think that the Influencer and I share a similar lifestyle.
3. Simi3: I think that the Influencer and I share similar interests.
4. Simi4: I think that the Influencer and I share similar perspectives.
5. Simi5: I think that the Influencer and I share similar likings.

Expertise

1. Exp1: I think that the Influencer is an expert in the field that he/she represents.
2. Exp2: I think that the Influencer has experience in using the product.
3. Exp3: I think that Influencer has a lot of knowledge about this product.

4. Exp4: I think that the Influencer has got a high professional qualification.
5. Exp5: I think that the Influencer has skilled this product.

Trustworthiness

1. Tru1: I believe in the Influencer's brand choice.
2. Tru2: I think that an Influencer is an honest person.
3. Tru3: I think that Influencer provides a reliable source of information.
4. Tru4: I think that an Influencer is a sincere person.
5. Tru5: I think that an Influencer is a trustworthy person.

3.3.2 Influencer's Content Influence

This research evaluated the importance of the content value of influencers to influence consumer perceived value, attitude toward the product, and their purchasing intention. We measure two dimensions of influencer's content value such as entertainment value of influencer and informativeness which provided by influencer based on the study of Lou and Yuan (2019) with 7 Likert-scale ranging from Strongly Disagree to Strongly agree.

Entertainment Value

1. Ent1: Influencer's posts/updates on social media are Funny
2. Ent2: Influencer's impression while testing the product on social media is exciting.
3. Ent3: Influencer's posts/updates on social media are delightful.
4. Ent4: Influencer's posts/updates on social media are thrilling.
5. Ent5: Influencer's posts/updates on social media are enjoyable.

Informative Value

1. Info1: Most of the Influencers' posts/updates on social media is very effective information for me.
2. Info2: Influencers' posts/updates on social media are very helpful for me.

3. Info3: Influencers' posts/updates on social media are functional due to the specification of the product.
4. Info4: Influencers' posts/updates on social media are necessary for me to see.
5. Info5: Influencers' posts/updates in which related to the product that I am searching for.

3.3.3 Perceived Persuasiveness

Perceived persuasions in a factor infect by the sources that can influence on the audient perception and make them moved emotionally and create a positive attitude toward the content. This study is developed two dimensions which measure on perceived persuasiveness of consumer by relying on the study of Chang et al. (2020)

Perceived Persuasiveness

1. PP1: I think the influencer is convincing
2. PP2: I think the influencer is believable
3. PP3: I think the influencer is trustworthy
4. PP4: The influencer changed my impression of the product

3.3.4 Perceived Usefulness

This study has identified the perceived usefulness as a factor influenced by the source influence and content influence of an influencer. It means that the perceived usefulness factor happens after the audient influenced by the influencer video. We develop measurement items for perceived usefulness based on the study of Herzallah & Mukhtar (2016).

Perceived Usefulness

1. PU1: I think the product which recommend by influencer enables me to accomplish my task.
2. PU2: I think the product which recommend by influencer can increase my job productivity.

3. PU3: I think the product which recommend by influencer can enhances my effectiveness on the job.
4. PU4: I think the product which recommend by influencer can help me saving times and cost.
5. PU5: I think I get a latest update information which recommend by influencer about this product.
6. PU6: Totally, this product which recommend by influencer will be useful for my daily life.

3.3.5 Attitude Toward Brand

Attitude toward Product/Brand factor in this study is assuming as a dependent variable which gets influence by influencer's credibility, perceived persuasiveness, and perceived usefulness to making a purchasing decision. This study developed items measurement for the variable of Attitude factor by the literature of Ha & Lam (2017) study.

Attitude Toward Brand

1. AB1: I believe that the product which recommend by influencer is a good one.
2. AB2: I think that the product which recommend by influencer is very interesting.
3. AB3: I like the product which recommend by influencer.
4. AB4: I think that the product which recommend by influencer has a good quality.
5. AB5: I am satisfied with the product which recommend by influencer.
6. AB6: I am confident in the product which recommend by influencer.

3.3.6 Purchasing Intention

The study identifies purchasing as the consequence of the effect on the attitude of influencers on credibility. Intentional purchase measurement items have been changed. Purchase intention measurement items were modified from Ha & Lam (2017).

Purchasing Intention

- 3 PI1: I likely to buy a certain product because of his/her post
- 4 PI2: Possible that I will visit some online stores or actual stores because of his/her posts
- 5 PI3: Probable that I may purchase the products/brands that he/she has promoted if I happen to need one.

3.3.7 Demographic

To determining the characteristic of respondents who acknowledge social media influencers in this study researcher will design the demographic of participants based on a previous study of the social media influencer advertisement effect. And demographic variables are listed below:

1. Gender
2. Age
3. Marriage
4. Education Level
5. Occupation

3.4 Data Analysis and Procedure

The research used SPSS version 25 and Smart Pls 3 to conduct the data analysis, and it used the methodological technique and tools such as:

- Quantitative Survey
- Data Analysis SPSS 25
- Data Analysis Smart PLS 3

- Factor Loading and Reliability Test
- Descriptive Analysis
- Partial Linear Square Regression structural equation model

3.4.1 Factor Loading and Reliability Test

To validate the reliability of the test structures, the paper assesses multiple criterion methods, including factor analysis, correlation analysis, and Cronbach's alpha. The factor analysis aims to classify the dimensionality of each study construct, to exclude low-factor questionnaire items, and to separate the chosen items from the potentially suggested items. Item-to-total correlation and alpha coefficient was tested to determine the internal accuracy and durability of the designs. It's according to Yong and Pearce (2013), Self-values are used to examine the number of parameters to be derived from the key component element analysis. Following parameters including factor loading > 0.6 ; own significance > 1 , cumulative explained variance > 0.6 , Item-to - total correlation > 0.5 , and alpha coefficient > 0.7 followed in this analysis. Those questionnaire items that did not fulfill these criteria were deleted by using SPSS 20.

3.4.2 Partial Linear Square Regression Structural Equation Modeling

Since the Partial Linear Square Regression (PLS-SEM) is less restrictive in terms of its standard distribution inference, sample size constraint, and multicollinearity situation than other alternatives, this analysis adopts the PLS to be evaluated on the hypothesis. The primary criterion for the PLS model evaluation is the square R, which represents the sum of the explained variance of each endogenous latent variable. The second primary global criterion is the goodness-of-fit (the GoF index), which is the geometric mean of the average commonality and the average R^2 value of the models. The Partial Least Squares (PLS) path modeling algorithm was adopted in this study for both the measurement model and the structural model. According to Karin (2009), PLS

is less restrictive in regard to its normal distribution assumption, sample size restriction, and multicollinearity situation (Ribink, Liligander & Streakens, 2004; Anderson & Swaminathan, 2011) than other options. According to Hair et al. (2011), PLS is particularly more appropriate in the following conditions:

- 1) When the goal of the study is predicting key driven components or constructs;
- 2) When the structural model is very complex (including many constructs and many indicators);
- 3) When the sample size is relatively low;
- 4) When the collected data are to some extent non-normal;
- 5) When the latent variable score will be used in the subsequent analysis.

Hair, Sarstedt, Ringle, and Mena (2012) further argued that the primary criterion for the PLS model assessment is the coefficients of determination (R^2), which represents the amount of explained variance of each endogenous latent variable. The second important global criterion is the goodness-of-fit (i.e., the GoF index), which is the geometric mean of the average commonality and the models' average R^2 value. According to Schroer and Herterl (2009) and Chin (1988), an R^2 value of more than 0.67 is considered to be substantial; 0.33 is described as moderate, while 0.19 is described as weak. According to Vinzi et al. (2010), the goodness of fit index (GoF) greater than 0.36 is considered to be large; 0.25 is described as medium, while 0.10 is described as small.

In addition, following Hair, et al. (2011), the average variance extracted (AVE) is another criterion used to assess the convergent validity, which should be greater than 0.5 to assure that the latent variables can explain more than half of the variance of the indicators on average (Henseler et al., 2009). The composite reliability (CR) should be greater than 0.6 to confirm that the variance shared by the respective indicators is robust (Nunnally & Bersin, 1994). Using the above criteria, the reliability and validity of the measurement

model can be verified. When the measurement model and structural model are justified to be reliable, then the coefficients of the path parameters were used to test the hypotheses as developed in this study. The PLS procedure was implemented using the Smart PLS software package.



CHAPTER FOUR

DATA ANALYSIS AND RESULT

In this chapter, it interpreted the result of data surveyed from the respondents. The first section described the descriptive analysis which demonstrated the statistical number of respondents. The second section indicated the factor loading and reliability of the items of the questionnaire to measure the questionnaire answered by the respondents. The third section revealed the CFA to double-check the factor loading of each item; then the next step discussed about the correlation of variable and hypothesis testing.

4.1 Descriptive Analysis

To illustrate information about respondent characteristics and the results, preliminary analyses were conducted in this section.

4.2 Rate of Respondents and Data Collection

The data of this study were collected online by sending the survey questionnaire to the person who uses social media and engages with Cambodian Social Media Influencer through Facebook Messenger. Due to the lack of project time frame management, we decide to spend one month to collect data which is beginning from the end of October 2020 to the end of November 2020. The response of 200 of survey form had send to the social media influencer user and some of the respondent had help us to pass the survey form to their other friend, which the 262 of valid data to be able to use for this study.

4.3 Characteristic of Respondent

Table 4–1 illustrates the descriptive analysis of this study. There are eight major points: (1) Gender, (2) Marriage, (3) Age, (4) Education, (5) Occupation, (6) Monthly Income. There was 262 respondent's validity in this survey, whereas female was 159 (60.7%) and single were 194 (74%). Mostly, respondents' ages were between 20 and 25 years old (41.6%), 26-30 years old

(17.9%), respectively. The respondents who hold a Bachelor's degree were 123 respondents with 46.9%. Respondent occupation 78.2% were student, and the higher percentage for monthly income were ranged between US\$301 to US\$400 which is 25.2%.

Table 4-1: Characteristic of Respondents

Demographic Variables		Frequency	Percent
Gender	Male	103	39.3
	Female	159	60.7
Marriage	Single	194	74.0
	Married	68	26.0
Age	< 20 years old	45	17.2
	20-25 years old	109	41.6
	26-30years old	47	17.9
	31-35 years old	38	14.5
	> 35 years old	23	8.8
Education	High School	45	17.2
	Bachelor	123	46.9
	Master	78	29.8
	Doctoral	16	6.1
Occupation	Student	205	78.2
	Full-Time employee	52	19.8
	Self-employed	5	1.9
Income (monthly)	less than US\$200	71	27.1
	US\$201 to US\$300	66	25.2
	US\$301 to US\$400	65	24.8
	US\$401 to US\$500	32	12.2
	Over US\$500	28	10.7

(N = 262)

Source: Original study

4.4 Measurement Result for Related Variable

Table 4-2 showed the statistics of descriptive which conform from each variable of 262 respondents such as mean and standard deviations. The results

of means and standard deviations were demonstrated as Table 4-2 illustrated that all participants describe with high levels as the mean were above 4 for most items of the research framework constructs. Particularly, attractiveness, similarity, entertainment value, informative value, perceived persuasiveness, perceived usefulness, attitude, and purchasing intention variables have mean scores almost 5.0 and over 5.0 in a seven-point Likert scale except for the expertise variable which has 3 items such as exp2, exp3, and exp4 (M=4.52-4.82).

Table 4-2: Descriptive Analysis for Questionnaire Items

Research Items	Mean	Standard
Research Construct: Source Influence		
Attractiveness		
Att1: I think that the Influencer has got a strong attractiveness.	5.4008	1.36025
Att2: I think that the Influencer is very classy.	5.2824	1.36612
Att3: I think that the Influencer has a very pretty face.	5.1947	1.32334
Att4: I think that Influencer has a very elegant fashion style.	5.3321	1.32195
Att5: I think that Influencer has a very attractive appearance.	5.5458	1.31153
Att6: I think that Influencer has a very persuasive voice.	5.5534	1.34014
Att7: I think that Influencer has a very professional manner.	5.4008	1.36025
Similarity		
Simi1: I think that the Influencer and I share the same culture.	5.5534	1.34014
Simi2: I think that the Influencer and I share a similar lifestyle.	5.5878	1.23717
Simi3: I think that the Influencer and I share similar interests.	5.3321	1.46231
Simi4: I think that the Influencer and I share similar perspectives.	5.4580	1.36884
Simi5: I think that the Influencer and I share similar likings.	5.2748	1.39816
Expertise		
Exp1: I think that the Influencer is an expert in the field that he/she represents.	5.4466	1.23293
Exp2: I think that the Influencer has experience in using the product.	4.6565	1.68278
Exp3: I think that Influencer has a lot of knowledge about this product.	4.5267	1.77176
Exp4: I think that the Influencer has got a high professional qualification.	4.8206	1.67076
Exp5: I think that the Influencer has skilled this product.	5.0115	1.47906
Trustworthiness		
Tru1: I believe in the Influencer's brand choice.	5.0992	1.42154
Tru2: I think that an Influencer is an honest person.	4.7557	1.52673
Tru3: I think that Influencer provides a reliable source of information.	5.2023	1.31638
Tru4: I think that an Influencer is a sincere person.	5.1221	1.41704
Tru5: I think that an Influencer is a trustworthy person.	5.3473	1.30339

Table 4-2: Descriptive Analysis for Questionnaire Items (Continous)

Research Construct: Content Influence		
Entertainment Value		
Ent1: Influencer's posts/updates on social media are Funny	5.3206	1.28216
Ent2: Influencer's impression while testing the product on social media is exciting.	5.1947	1.33200
Ent3: Influencer's posts/updates on social media are delightful.	5.2214	1.34073
Ent-4: Influencer's posts/updates on social media are thrilling.	5.4084	1.26749
Ent-5: Influencer's posts/updates on social media are enjoyable.	5.4504	1.24546
Informativeness Value		
Info1: Most of the Influencers' posts/updates on social media is very effective information for me.	4.8664	1.67506
Info-2: Influencers' posts/updates on social media are very helpful for me.	5.0305	1.40573
Info-3: Influencers' posts/updates on social media are functional due to the specification of the product.	5.0458	1.42696
Info-4: Influencers' posts/updates on social media are necessary for me to see.	4.9656	1.48645
Info-5: Influencers' posts/updates in which related to the product that I am searching for.	5.0496	1.50651
Research Constructs: Perceived Persuasiveness		
Perceived Persuasiveness		
PP1: I think the influencer is convincing	5.2595	1.27810
PP2: I think the influencer is believable	5.5229	1.25237
PP3: I think the influencer is trustworthy	5.3969	1.25444
PP4: The influencer changed my impression of the product	5.4313	1.24147
Research Constructs: Perceived Usefulness		
Perceived Usefulness		
PU1: I think the product which recommend by influencer enables me to accomplish my task.	5.5687	1.20068
PU2: I think this product which recommend by influencer can increase my job productivity.	5.5420	1.24574
PU3: I think this product which recommend by influencer can enhance my effectiveness on the job.	5.6145	1.22875
PU4: I think this product which recommend by influencer can help me saving time and cost.	5.6221	1.18353
PU5: I think I get a latest update information which recommend by influencer about this product.	4.9656	1.48645
PU6: Totally, this product which recommend by influencer will be useful for my daily life.	5.0115	1.41281

Table 4-2: Descriptive Analysis for Questionnaire Items (Continous)

Research Constructs: Attitude Toward Brand		
Attitude Toward Brand		
AB1: I believe that the product which recommend by influencer is a good one.	5.1450	1.44701
AB2: I think that the product which recommend by influencer is very interesting.	5.1527	1.40592
AB3: I like the product which recommend by influencer. AB4: You think that this brand has good quality.	4.9962	1.47391
AB4: I think that the product which recommend by influencer has a good quality	4.9542	1.48743
AB5: I am satisfied with the product which recommend by influencer.	4.1145	1.89228
AB6: I am confident in the product which recommend by influencer.	5.1450	1.40400
Research Constructs: Purchasing Intention		
Purchasing Intention		
PI1: I likely to buy a certain product because of his/her post	5.1374	1.41022
PI2: Possible that I will visit some online stores or actual stores because of his/her posts	5.0573	1.48574
PI3: Probable that I may purchase the products/brands that he/she has promoted if I happen to need one	4.9542	1.57257

Source: Original study

4.5 Factor Analysis and Reliability

To ensure the dimensionality and reliability of the constructs established in the research model, confirmatory factor analysis and reliability tests were conducted. This research employs principal component factor analysis and varimax rotated method to examine the basic structure and internal consistency of each dimension to extract the relevant factors. The rule of thumb in factor analysis is factor loading > 0.6 , KMO > 0.5 , Eigenvalue > 1 , Explained Variance $> 60\%$, Communalities > 0.5 . Relying on the reliability analysis, Item-to-total correlation should be greater than 0.5 and at least not below 0.35, and Cronbach's alpha(α) > 0.7 . According to the result, most of the factor loadings are high, which fulfills the requirement of convergent validity.

4.5.1 Influencer's Source Credibility

Table 4-3: Results of Factor Analysis and Reliability Test of Source Credibility

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Attractiveness (KMO= 0.886)					
Att1	0.905	4.576	76.260	0.856	0.937
Att4	0.893			0.838	
Att3	0.889			0.833	
Att2	0.884			0.825	
Att5	0.862			0.803	
Att6	0.803			0.726	
Similarity (KMO= 0.813)					
Simi4	0.895	3.560	71.193	0.823	0.897
Simi2	0.888			0.802	
Sini3	0.853			0.760	
Simi1	0.850			0.745	
Simi5	0.721			0.601	
Expertise (KMO= 0.792)					
Exp3	0.874	3.404	68.080	0.795	0.882
Exp4	0.857			0.761	
Exp2	0.841			0.747	
Exp5	0.837			0.730	
Exp1	0.705			0.568	
Trustworthiness (KMO= 0.823)					
Tru1	0.856	3.402	68.037	0.761	0.882
Tru4	0.843			0.738	
Tru2	0.832			0.729	
Tru5	0.818			0.706	
Tru3	0.772			0.654	

Source: Original study

Table 4-3 shows the results of the factor analysis and reliability test on utilitarian perception. In the construct “Source Credibility”, there are 4 factors: Attractiveness, Similarity, Expertise, and Trustworthiness. For the factor “Attractiveness”, all the factor loadings have satisfied the criteria 0.6 (between 0.803-0.905), the variance explained by the factor is 76.260%, and the eigenvalue is 4.576; the Cronbach’s α of this factor is 0.937, and all the items under this factor have a high coefficient of item-to-total correlation (0.726 - 0.856). For the factor “Similarity”, all the factor loadings have fulfilled the criteria 0.6 (between 0.721-0.895), the variance explained by the factor is 71.193%, and the eigenvalue is 3.560; the Cronbach’s α of this factor is 0.897, and all the items under this factor have a high coefficient of item-to-total correlation (0.601-0.823). For the factor “Expertise”, all the factor loadings have exceeded the rule of thumb (between 0.705-0.874), the variance explained by the factor is 68.080%, and the eigenvalue is 3.404; the Cronbach’s α of this factor is 0.882, and all the items within this factor have passed the criteria of item-to-total correlation (0.568-0.795), and factor “Trustworthiness”, all the factor loadings have satisfied the criteria 0.6 (between 0.772-0.856), the variance explained by the factor is 68.037%, and the eigenvalue is 3.402; the Cronbach’s α of this factor is 0.882, and all the items under this factor have a high coefficient of item-to-total correlation (0.652 - 0.761).

4.5.2 Social Media Influencer's Content Credibility

Table 4-4: Results of Factor Analysis and Reliability Test of Content Credibility

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Entertainment Value (KMO= 0.874)					
Ent2	0.912	3.880	77.607	0.855	0.928
Ent4	0.911			0.853	
Ent1	0.878			0.804	
Ent3	0.869			0.793	
Ent5	0.833			0.745	
Informative Value (KMO= 0.870)					
Info3	0.924	3.678	73.567	0.859	0.908
Info4	0.917			0.849	
Info2	0.892			0.810	
Info1	0.804			0.700	
Info5	0.737			0.621	

Source: Original study

Table 4-4 shows the results of the factor analysis and reliability test on utilitarian perception. In the construct “Content Credibility/Content Influence”, there are 2 factors: Entertainment Value and Informative Value. For the factor “Entertainment Value”, all the factor loadings have satisfied the criteria 0.6 (between 0.833-0.912), the variance explained by the factor is 77.607%, and the eigenvalue is 3.880; the Cronbach's α of this factor is 0.928, and all the items under this factor have a high coefficient of item-to-total correlation (0.745 - 0.855). For the factor “Informative Value”, all the factor loadings have satisfied the criteria 0.6 (between 0.737-0.924), the variance explained by the factor is 73.567%, and the eigenvalue is 3.678; the Cronbach's α of this factor is 0.908, and all the items under this factor have a high coefficient of item-to-total correlation (0.621- 0.859).

4.5.3 Perceived Persuasiveness

Table 4-5: Results of Factor Analysis and Reliability Test of Perceived Persuasiveness

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Perceived Persuasiveness (KMO= 0.848)					
PP3	0.914	3.162	79.041	0.838	0.911
PP2	0.912			0.835	
PP4	0.877			0.779	
PP1	0.851			0.742	

Source: Original study

To measure the construct of Perceived Persuasiveness, four items were identified. With the same procedure as described in previous section, principal criteria for the analysis were employed to measure the construct. Table 4-5 shows that values of the main criteria are satisfied. Factor loading is higher than 0.6 (0.851-0.914) with the eigen value of 3.162 with explained variance of 79.041%. The value of item-to-total correlation is also higher than 0.5 (0.742-0.838), and the Cronbach's alpha of 0.911.

4.5.4 Perceived Usefulness

Table 4-6: Results of Factor Analysis and Reliability Test of Perceived Usefulness

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Perceived Usefulness (KMO= 0.793)					
PU1	0.863	4.074	67.902	0.770	0.904
PU2	0.863			0.763	
PU4	0.862			0.768	
PU3	0.856			0.753	
PU5	0.752			0.684	
PU6	0.737			0.670	

Source: Original study

Six items have been defined to measure the structure of perceived usefulness. The theory parameters for measurement were used to test the build in the same way as defined in the previous section. The key conditions are fulfilled by values in Table 4-6. For an explained gap of 67.902%, the factor loading is over 0.6 (0.737-0.863) for its own value of 4.074. The value is also above 0.5 (0.670-0.770) and the alpha of 0.904 in the Cronbach value.

4.5.5 Consumer Attitude Toward Brand

Table 4-7: Results of Factor Analysis and Reliability Test of Attitude Toward Brand

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Attitude toward Brand (KMO= 0.832)					
AB3	0.883	3.589	71.786	0.807	0.901
AB1	0.879			0.796	
AB2	0.869			0.782	
AB4	0.827			0.727	
AB6	0.772			0.659	
AB5 was deleted, Factor loading = 0.344 (< 0.7)					

Source: Original study

Table 4-7 shows the factor loadings result for the measurements of attitude toward the brand. The results show that the construct of “consumer’s attitude toward brand”, the variance explained by this factor is 71.789%, factor loading of 6 items has a high coefficient (0.772-0.883). The Cronbach’s α value for the factor is 0.901, including all variables of item-to-total correlation (0.659-0.807) which have a high coefficient. According to all criteria, we can wrap up that the internal consistency and reliability of this factor are reliable.

4.5.6 Purchasing Intention

Table 4-8: Results of Factor Analysis and Reliability Test of Purchasing Intention

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance	Item-to-total correlation	Cronbach's alpha
Purchasing Intention (KMO= 0.750)					
PI2	0.932	2.546	84.865	0.840	0.911
PI1	0.928			0.832	
PI3	0.904			0.789	

Source: Original study

Table 4-8 shows the factor loadings result for the measurements of purchasing intention. The results show that the construct of “Purchasing Intention”, the variance explained by this factor is 84.865%, factor loading of 3 items has a high coefficient (0.904 - 0.932). The Cronbach's α value for the factor is 0.911, including all variables of item-to-total correlation (0.789-0.840) which have a high coefficient. According to all criteria, we can wrap up that the internal consistency and reliability of this factor are reliable.

4.6 Structural Model Evaluation

4.6.1 Measurement Model Evaluation

According to Hair et al. (2017), to avoid collinearity, those variance inflation factors (VIFs) higher than 5.0 should be deleted. The results indicated that the item loadings in this research possess satisfactory value (>0.70 , Hair et al. 1998). Henseler et al. (2015) have developed a new procedure called the heterotrait-monotrait ratio (HTMT) to examine discriminant validity. The HTMT approach has demonstrated overcomes bias and reliable performance in computing the parameters of the structural model. Teo et al. (2008) suggested that HTMT (Rho_A) should be smaller than 0.90 to show discriminant validity. The values of HTMT were much less than 0.90, suggesting that discriminant validity has been established between two reflective variables (Hair et al. 2017;

Henseler et al. 2015). The six items with the standardized loadings below 0.70 were kept in the model and still made a theoretical contribution to the construct definition (Vlajčić et al. 2019). All Dijkstra-Henseler's rho (rho_A) (ranging from 0.907 to 0.976) are above the threshold value of 0.70, indicating consistency and reliability.

Table 4-9: Convergent and discriminant validity

Construct	1	2	3	4	5	6
1.Source Credibility	1					
2.Content Influence	0.802**	1				
3.Perceived Persuasiveness	0.793**	0.753**	1			
4.Perceived Usefulness	0.812**	0.737**	0.744**	1		
5.Attitude toward product	0.615**	0.714**	0.616**	0.569**	1	
6.Purchasing Intention	0.698**	0.745**	0.623**	0.660**	0.645**	1
Rho_A*	0.908	0.976	0.912	0.907	0.915	0.947
Mean	5.2145	5.1553	5.4027	5.3874	5.0786	5.0496
SD	0.526	0.403	0.624	0.473	0.521	0.570

** Correlation is significant at the 0.01 level (2-tailed).

Source: Original study

To evaluate the structural model, the research conducted the analysis through Smart PLS. When the research analyzed the hypothesis and model, it used the PLS algorithm; moreover, the moderation effect test was analyzed by PLS bootstrapping and creating the multiplying between the independent construct and moderator construct to test. According to Hair et al. (2011), several criteria are adopted to justify the goodness of the fit of the research

model: (1) coefficient of determination (R^2) > 0.33; (2) Goodness-of-fit (GoF) > 0.25; (3) Average variance extracted (AVE) > 0.5; (4) Cronbach's Alpha coefficient > 0.7; (5) Composite reliability (CR) > 0.6. According to Schroer and Herterl (2009), R^2 value with more than 0.672 is considered substantial, 0.33 values is moderate and lower than 0.19 is considered weak value. As the table 4-10, the R^2 of endogenous latent variables of perceived persuasiveness was 0.675; perceived usefulness was 0.682, attitude toward product was 0.531, and purchasing intention was 0.428. Those latent variables were the substantial value for the research. It can be concluded that most of the R square are considered to be substantial. The Cronbach's Alpha value should be greater 0.7 as mentioned above. The Cronbach's Alpha for the research constructs ranged from 0.846 to 0.911. The CR should be greater than 0.6 as the requirement, and the results of the CR value were ranged from 0.893 to 0.944 which should be considered as robust. As demonstrated in Table 4-9 and table 4-10, all of the correlation coefficients among research constructs were smaller than the square roots of the average variance extracted (AVEs), suggesting strong evidence of discriminant validity. The AVE construct was ranged from 0.679 to 0.848 which is greater than 0.6 as the cutoff. Based on the above result, it could be summed up that the reliability and convergent validity of the research model were acceptable, which was possible to proceed to an evaluation of the structural model.

Table 4-10 : Evaluation of Measurement Model

Construct	AVE	CR	Cronbach's Alpha	R square
Source Credibility	0.717	0.927	0.901	–
Content Influence	0.807	0.893	0.762	–
Perceived Persuasiveness	0.790	0.938	0.911	0.675
Perceived Usefulness	0.679	0.927	0.904	0.682
Attitude	0.848	0.944	0.911	0.531
Purchasing Intention	0.684	0.897	0.846	0.428

Source: Original study

4.6.2 Structural Model Evaluation

In this research, by using the path parameter approximation of each build, the structural model of hypotheses was evaluated. Using a nonparametric bootstrapping procedure with 2,500 sub-samples as a sample size of 262, to achieve the statistical significance of the individual direction coefficient for evaluating hypotheses. The index of goodness-of-fit (GoF) tests the full fitness between data and model. According to Vinzi et al. (2010), it is believed that GoF is greater than 0.36, that 0.25 is considered medium and that 0.10 is considered weak. As a consequence, this structural model's GoF is 0.40, which is presumed to be high. This result assumed that the structural model is

significantly predictable.

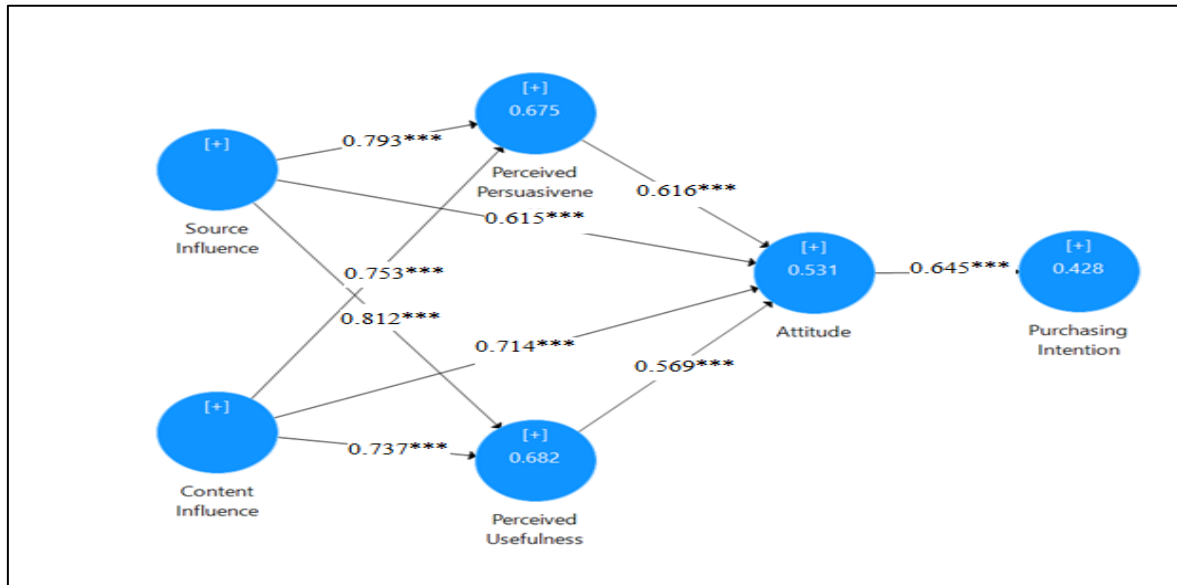


Figure 4-1: Structural Model Evaluation

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source: Original study

The figure 4-1 showed that the beta value of influencer's source credibility and perceived persuasiveness was 0.793 and p-value was 0.000, Source Credibility influence on perceived usefulness ($\beta=0.812$; p-value= 0.000) with two of these results, Both Hypotheses H1a and H1b are significant. Besides, Content Influence to Perceived Persuasiveness ($\beta=0.753$; p-value=0.000) and Content Influence to Perceived Usefulness ($\beta= 0.737$; p-value= 0.000) which demonstrated that H2a and H2b are positively supported. Moreover, Source Influence to Attitude toward product ($\beta= 0.615$; p-value=0.000) and Content Influence to Attitude toward Product ($\beta= 0.714$; p-value= 0.000). At the same time, Perceived Persuasiveness to Attitude toward product ($\beta= 0.616$; p-value= 0.000), Perceived Usefulness to Attitude toward Product ($\beta= 0.569$; p-value= 0.000), and Attitude toward product to Purchasing Intention ($\beta= 0.645$; p-value=0.000). Hence, table 4-11 shows that t-value of all hypothesis are larger than 1.96 with significant three stars which mean that all of nine hypotheses are

positively supported based on criteria which mention in chapter 3. To sum up, based on the result from figure 4-1 and table 4-11, we can say that all hypothesis among this study is positively supported, which mean that there all variable among the constructs is positively influence toward dependent variable.

Table 4-11: Evaluation of Structural Model and Hypothesis Testing

Hypothesis	Construct	Standard Estimate	t-value	p-value
H1a	Source Credibility to Perceived Persuasiveness	0.793	20.982	***
H1b	Source Credibility to Perceived Usefulness	0.812	22.471	***
H2a	Content Influence to Perceived Persuasiveness	0.753	18.456	***
H2b	Content Influence to Perceived Usefulness	0.737	17.598	***
H3	Source Influence to Attitude toward product	0.615	12.588	***
H4	Content Influence to Attitude toward product	0.714	16.423	***
H5	Perceived Persuasiveness to Attitude	0.616	12.617	***
H6	Perceived Usefulness to Attitude	0.569	11.164	***
H7	Attitude to Purchasing Intention	0.645	13.605	***

Note: *p<0.05, **p<0.01, ***p<0.001

Source of Study

CHAPTER FIVE

CONCLUSION

Conclusions, managerial consequences, limitations and directions for future study are provided in this chapter. In the first section, the findings of the analysis in chapter four have been completed. Managerial results for practitioners and researchers are suggested for these findings. Finally, future directions for exploration and weaknesses of this study are discussed.

5.1 Conclusion

As mentioned in chapter 1, the first purpose of this study was to analyze and create a quantitative model of the social media influencer credibility which influences Cambodian social media user's attitudes towards the product and their purchasing intention by using Facebook as a specific social media platform. Secondly, to investigate social media influencer's credibility which influencer's source influence and content influence that will influence on consumer behavior such as perceived persuasiveness, perceived usefulness, attitude, and their purchasing intention toward the product endorsed by influencer. Thirdly, to the literature on the credibility factor of influencers such as source influence (attractiveness, similarity, expertise, and trustworthiness), content influence (Entertainment value and Information value) more specifically.

Through reviewing the previous literatures and researches, chapter 2 of this research established a foundation to distribute seven hypotheses which were shown, tested and brought a couple of results in chapter 3 and 4. Following the findings from previous chapter, the conclusion that shown in the below table would be explained more intensively below.

Table 5-12: Result of Study

Hypothesis		Result
H1a	Influencer's Source Influence will influence on Consumer's Perceived Persuasions toward the product	Support
H1b	Influencer's Source Influence will influence on Consumer's Perceived Usefulness toward the product	Support
H2a	Influencer's Content Influence will influence on Consumer's Perceived Persuasiveness towards the product	Support
H2b	Influencer's Content Influence will influence on Consumer's Perceived Usefulness of the product	Support
H3	Influencer's Source Influence will influence on Consumer's Attitude toward Product	Support
H4	Content Value of Influencer will influence on Consumer's Attitude toward Product	Support
H5	Perceived Persuasiveness will influence Consumer's Attitude toward Product	Support
H6	Perceived Usefulness toward product will influence on Consumer's Attitude toward Product	Support
H7	Attitude toward the product will influence on Purchase Intention of consumer	Support

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source of Study

The purpose of this study was trying to identify the influence of social media influencer's source credibility (source influence and content influence) on consumer's perceived persuasiveness, perceived usefulness, and attitude toward the intention to purchase the product.

Firstly, based on the result from the chapter four, this study found out that both source credibility and content influence of influencers have a significant influence on consumer's perceived persuasiveness, perceived usefulness, attitude, and intention to purchase the product. This result is in line with Enke (2019), which also mentioned that Internet users who acquire a comparatively

large amount of follow-up on blogs and social media through the textual and visual representation of their personal lives and lifestyles, interact with their follow-up in digital and physical spaces and monetize their follow-up by inserting 'product' into their blog or social media post.

Secondly, Morimoto (2018) claimed that resemblance contributes to the credibility and therefore provides a positive viewpoint to the message endorsed. Friestad and Wright, (1994) mention The Persuasion Awareness Model which in advertising contexts, consumers also realize that they are reached by a persuasion strategy. The Persuasion Knowledge Model (Friestad & Wright, 1994) argues that buyers frequently know that they are targeted by a persuasion effort in advertisement settings. Similarly, Consumers who regularly receive convincing communications prefer to process messages more superficially (Koenig et al, 2009). Hence, the persuasiveness was presumed as the reception of messages provided by the advertiser who makes the user feel good toward the object in those messages, (Drozd et al., 2012).

Finally, Yoon et al. (1998) stated that, in the context of fear-arousing communication, the effect of source influence on persuasive communication ability demonstrated that if a communicator were perceived as extremely reliable, an opinion message was more effective in generating a change of attitude than a non-opinion. Khalid et al. (2018) also mention that time social media users are more likely to trust the recommendations across computer programs and this can be evidence from the resonance of social media users with social media users who experience consuming goods or services. Detailed information includes integrity, truthfulness, and authenticity (Labrecque, 2014; Munnukka et al., 2016). Furthermore, this study found out that social media influencers who have credibility in both source influence and content influence are more likely to have a great influence on the perceived persuasiveness of consumers. It means that consumer was persuaded by an influencer who look

attractive, an expert in the way they using or testing product, an influencer who has similar personality with them and most importantly is the trustworthiness of influencer. Consumers respond more positively to peer Facebook users than to conventional celebrities, especially when demographic and attitudinal features are shared by peer users (Jin, 2018). In addition, the entertainment value of influencer's adverting content is also a factor that makes consumer continue to perceived the usefulness of product which endorsed by influencer and the informative value in the content will be a factor which might create the positive attitude of consumer toward the product and make the intent to purchase it later. Holienčinová (2018), also clarify that the influencer's authority, experience, role, or interaction with their audience, and can affect the purchasing decisions of others. The potential of the influencer to develop a clear and intimate relationship with the viewer makes the influencer's content more relevant and may impact the reception of the message if the product and brand conform to the influencer's area of expertise and interest (De Veirmanet al, 2017; Childers et al., 2018).

5.2 Academic Implication of Study

Some study can benefit from this study as the data collection methodology. This study had randomly chosen the respondent from the social media influencer list of followers that shown in the Facebook page of each social media influencer. Hence, elaboration likelihood model and consumer socialization theory had indicated in this study to make it as the background of study which manage to clarifying about the process of each dimension of research construct flow. On the one hand, based on the elaboration likelihood model which mention that the information from credible sources could cause the consumer's attitude change and effect on their intention to purchase the product (Cacioppo & Petty, 1980). Meanwhile, our result found that the source credibility and content influence of influencer can positively impact on the

perceived persuasiveness and perceived usefulness of the consumer, then positively influence on their attitude toward product and finally have the intention to purchase the product according to the recommendation. On the other hand, this study also elaborates the consumer socialization theory which mentions about the way of attitude changed when consumer engage and learn about the product information by interacting socially with other social media user especially the popular one (Moschis and Moore, 1979). As the result, all of respond in this study were the follower who actively engaged and involved with social media influencer that could lead to the reason of the influence of influencer source of credibility and content influence on their attitude and persuade them to have the intention to purchase the product after got the recommendation from the influencer.

5.3 Managerial Implication of Study

This study had drawn the managerial implication relevant to the relationship between social media influencer credibility toward consumer behavior. Social media influencer is a new potential marketing which popularly acquired by business owner in order to introduce about their product toward the follower of social media influencer celebrity. As stated by Kadekova & Holienčinová (2018), social media influencer was the properties with social partnership in which could help brand owner to achieve their marketing goal with regular purpose. Align with result of this study, brand owner or business men/women should consider that influencer marketing is an effective marketing strategy to use with the reason of low cost and fast to reach the target consumer that he owner want them to know about product/brand information due to the popularity of influencer. Furthermore, influencer marketing succeeds because it incorporates techniques such as word-of-mouth advertisement and social data, which are now vital elements of any effective marketing campaign which about 90 percent of the marketer believe they will have a positive impact on

how people feel about their brand in this form of marketing strategy (Chandawarkar et al., 2018). In addition, consumer could found that the traditional advertisement is annoying while enjoy to watch the advertisement from the influencer because influencer advertisement is a type of advertisement that uses individuals that command a high degree of recognition, confidence, respect, or knowledge among individuals (Holiienčinová, 2018).

5.4 Limitation and Future Research Direction

Meanwhile, this study tends to have many limitations due to the time frame of research process. Firstly, this study was choosing Cambodia social media user who follow regular Cambodian social media influencer only. Secondly, the mediation effect of perceived persuasiveness, perceived usefulness, and attitude toward product tend to be ignore due to the objective of study that tried to identified the influence of each variable among the research construct only. Thirdly, researcher didn't select the specific product and only provide a specific influencer to the respondent to make as reference to answer the question which sometime can cause the bias of research result. Finally, there are still many valuable to be add in this framework in order to learn more about the impact of social media influencer marketing toward the consumer attitude.

Thus, this research issue could cause to the direction of future research for future studies to be developed by using the longitudinal technique to assess the evolution of loyalty after actual usage. In addition, due to the previous studies on the influence of social media influencer's credibility adoption is still rare, it would be analyzed the moderating effect with characteristics, whereas gender, age, experience with social media user. Moreover, the research would conduct the study with other countries such as different countries of origin of the respondents. Future research could extend to search for more service types to recognize the generalizability of study results since this study is used social

media influencer's advertisement video and social media user on Facebook platform as an objective for the questionnaire survey. Furthermore, even this study tried to explain the fact that influence of social media influencer credibility from the different outlook of theoretical, there is no intention to estimate or challenge the power of explanation from varying theories with the same situation. Lastly, is to be test the mediation effect of both perceived persuasiveness and perceived usefulness between the relationship between influencer credibility and consumer behavior toward the product.



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APPENDIX

南華大學

NANHUA UNIVERSITY

COLLEGE OF MANAGEMENT

Master Program in Management Science



Dear Respondents,

I, Mss. Chan Sovanna, a master student of business administration at Nanhua University, Taiwan. I am conducting the research on “Social Media Influencer’s Credibility such as source credibility and content influence that influence on consumer attitude, perceived persuasiveness, perceived usefulness toward intention to purchasing the product” as thesis to fulfill the requirement of the study completion. This academic questionnaire is to investigate the influence of social media influencer toward consumer behavior about the product and its influences on perceived persuasiveness, perceived usefulness, attitude toward product/brand, and intention to purchase after watch the influencer advertisement.

You are selected as the candidate for the survey. Your answers are very important for the research. We sincerely invite you to spend 30 minutes to complete in questionnaire below. No personal information will be made public. Please be assured that your answers will be kept in strict confidence. Please take your time to fill out the questionnaire as accurately as possible. Your help is crucial to this research. We deeply appreciate your cooperation.

Your faithfully

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Section 1. Personal information ផ្នែកទី១: ព័ត៌មានផ្ទាល់ខ្លួន	
Thank you very much for answer our questions, we would like to sincerely appreciate your time and efforts to answer the above questions. Your answer will be treated strictly confidential. For our information, would you please indicate the following questions:	
Gender	<input type="checkbox"/> Male/ប្រុស <input type="checkbox"/> Female/ស្រី
Marriage	<input type="checkbox"/> Single <input type="checkbox"/> Married
Age	<input type="checkbox"/> Under 20 years old <input type="checkbox"/> 20-25 years old <input type="checkbox"/> 26-30years old <input type="checkbox"/> 31-35 years old <input type="checkbox"/> 36-40 years old <input type="checkbox"/> Above 40years old
Education	<input type="checkbox"/> High School <input type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> Doctoral
Occupation	<input type="checkbox"/> Student <input type="checkbox"/> Employee <input type="checkbox"/> Self Employed
Income (monthly)	<input type="checkbox"/> less than US\$200 <input type="checkbox"/> US\$201 to US\$300 <input type="checkbox"/> US\$301 toUS\$400 <input type="checkbox"/> US\$401 to US\$500 <input type="checkbox"/> Over US\$500

Section 2. In order to help you to be clearer about the social media influencer advertisement, this study will provide four videos of popular influencer on social media site as the reference to make choice of questionnaire below.

ដើម្បីឱ្យអ្នកកាន់តែច្បាស់អំពីការផ្សាយពាណិជ្ជកម្មរបស់អ្នកមានឥទ្ធិពលលើប្រព័ន្ធផ្សព្វផ្សាយសង្គម, រីឯអ្វីដែលអ្នកប្រើប្រាស់អ្នកមានឥទ្ធិពលតាមប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលពេញនិយមនៅលើប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលជាឯកសារយោងដើម្បីធ្វើឱ្យជម្រើសនៃកម្រងសំណួរខាងក្រោម។

- <https://fb.watch/25C2RBPwvR/>
- <https://fb.watch/25Cj0dShIb/>
- <https://fb.watch/25CtR1rPuD/>
- <https://fb.watch/2676mE4cmL/>

5. For the following section, please select one video of a social media influencer provided before and use she/he as “Influencer” and answer each of the following question below.

៥. សម្រាប់ផ្នែកខាងក្រោមសូមជ្រើសរើសអ្វីមួយនៃឥទ្ធិពលប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលបានផ្តល់មុននិងប្រើនាងជា “អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គម” ហើយឆ្លើយសំណួរនីមួយៗខាងក្រោម។

Please according to the question 7 from section 1 or the video which we have propose earlier as the reference of influencer credibility, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the influencer marketing. សូមផ្អែកទៅលើសំណួរទី៧ពីផ្នែកទី១ឬវីដេអូដែលយើងបានស្នើមុននេះជាឯកសារយោងនៃគុណសម្បត្តិរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមហើយបន្ទាប់មកជ្រើសរើសកម្រិតនៃការយល់ស្របរបស់អ្នកលើសំណួរនីមួយៗខាងក្រោម។		Level of Agreement						
		មិនយល់ស្របទាំងស្រុង Strongly Disagree	មិនយល់ស្រប Strongly Agree	មិនយល់ស្របខ្លះ Strongly Agree	អញ្ជើញ Strongly Agree	យល់ស្របខ្លះ Strongly Agree	យល់ស្រប Strongly Agree	យល់ស្របទាំងស្រុង Strongly Agree
Attractiveness of Influencer								
Att1	I think that the Influencer has got a strong attractiveness. ខ្ញុំគិតអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានភាពទាក់ទាញខ្លាំង	1	2	3	4	5	6	7
Att2	I think that the Influencer is a very classy. ខ្ញុំគិតអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាបុគ្គលទាន់សម័យ	1	2	3	4	5	6	7
Att3	I think that the Influencer has a very pretty face. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមស្រស់ស្អាតខ្លាំងណាស់	1	2	3	4	5	6	7
Att4	I think that the Influencer has a very elegant fashion style. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានម៉ូតូសំលៀកបំពាក់ឆើតឆាយណាស់	1	2	3	4	5	6	7
Att5	I think that the Influencer has a very attractive appearance. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានរូបរាងទាក់ទាញណាស់	1	2	3	4	5	6	7
Att6	I think that the Influencer has a very persuasive voice. ខ្ញុំគិតអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានសំឡេងទាក់ទាញគួរណាស់	1	2	3	4	5	6	7
Att7	I think that the Influencer has a very professional manner. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានវិជ្ជាជីវៈក្នុងការអស់ទៅ	1	2	3	4	5	6	7
Similarity of Influencer								
Simi1	I think that the Influencer and I share the same culture. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនិងខ្ញុំមានវប្បធម៌ដូចគ្នា	1	2	3	4	5	6	7
Simi2	I think that the Influencer and I share similar lifestyle. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនិងខ្ញុំចែករំលែករបៀបរស់នៅស្រដៀងគ្នា	1	2	3	4	5	6	7
Simi3	I think that the Influencer and I share similar interests. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនិងខ្ញុំចែករំលែកចំណាប់អារម្មណ៍ស្រដៀងគ្នា	1	2	3	4	5	6	7
Simi4	I think that the Influencer and I share similar perspectives. ខ្ញុំគិតអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនិងខ្ញុំមានទស្សនៈស្រដៀងគ្នា	1	2	3	4	5	6	7
Simi5	I think that the Influencer and I share similar likings. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនិងខ្ញុំចែករំលែកនូវលក្ខណៈស្រដៀងគ្នា	1	2	3	4	5	6	7
Expertise of Influencer								
Exp1	I think that the Influencer is an expert in the field that he/she represents.	1	2	3	4	5	6	7

	ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលមានជំនាញទាក់ទងជាមួយផលិតផល							
Exp2	I think that the Influencer has experience in using the brand. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលមានបទពិសោធន៍ជាមួយការប្រើប្រាស់ផលិតផល	1	2	3	4	5	6	7
Exp3	I think that the Influencer has a lot of knowledge about this brand. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលមានចំណេះដឹងច្រើនទាក់ទងជាមួយនិងផលិតផល	1	2	3	4	5	6	7
Exp4	I think that the Influencer has got high professional qualification. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលមានគុណវិជ្ជាជីវៈខ្ពស់ទាក់ទងជាមួយនិងផលិតផល	1	2	3	4	5	6	7
Exp5	I think that the Influencer has skilled to use this brand. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានជំនាញជាមួយការប្រើប្រាស់ផលិតផលនេះ	1	2	3	4	5	6	7
Influencer's Trustworthiness								
Tru1	I believe in Influencer's brand choice. ខ្ញុំជឿលើជម្រើសនៃផលិតផលរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គម	1	2	3	4	5	6	7
Tru2	I think that the Influencer is an honest person. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សស្មោះត្រង់	1	2	3	4	5	6	7
Tru3	I think that the Influencer provides reliable source of information. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមបានផ្តល់ព័ត៌មានដែលមានប្រភពច្បាស់លាស់	1	2	3	4	5	6	7
Tru4	I think that the Influencer is a sincere person. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលមិនចេះបោកប្រាស់	1	2	3	4	5	6	7
Tru5	I think that the Influencer is a trustworthy person. ខ្ញុំគិតថាអ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាមនុស្សដែលគួរអោយជឿទុកចិត្ត	1	2	3	4	5	6	7
Entertainment Value of Influencer								
Ent1	Influencer's posts/updates on social media are Funny ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមលើប្រព័ន្ធផ្សព្វផ្សាយសង្គមគឺគួរឱ្យអស់សំណើច។	1	2	3	4	5	6	7
Ent2	Influencer's impression while testing the product on social media are exciting. ចំណាប់អារម្មណ៍របស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមនាពេលសាកល្បងផលិតផលនោះលើបណ្តាញសង្គមគឺគួរឱ្យរំភើបណាស់។	1	2	3	4	5	6	7
Ent3	Influencer's posts/updates on social media are delightful. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមលើប្រព័ន្ធផ្សព្វផ្សាយសង្គមមានមុខងារអោយសារពើការបញ្ជាក់ផលិតផល	1	2	3	4	5	6	7
Ent-4	Influencer's posts/updates on social media are thrilling. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមលើប្រព័ន្ធផ្សព្វផ្សាយសង្គមពិតជាគួរឱ្យរំភើបណាស់។	1	2	3	4	5	6	7
Ent-5	Influencer's posts/updates on social media are enjoyable. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមលើប្រព័ន្ធផ្សព្វផ្សាយសង្គមពិតជាវិកាយណាស់។	1	2	3	4	5	6	7
Informative Value of Influencer								
Info1	Most of Influencers' posts/updates on social media is a very effective information for me. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពភ្លើងរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺជាព័ត៌មានដែលមានប្រសិទ្ធភាពបំផុតសម្រាប់ខ្ញុំ។	1	2	3	4	5	6	7
Info2	Influencers' posts/updates on social media are very helpful for me. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានប្រយោជន៍ច្រើនសម្រាប់ខ្ញុំ។	1	2	3	4	5	6	7
Info3	Influencers' posts/updates on social media are functional due to the specification of product. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានប្រយោជន៍ច្រើនសម្រាប់ខ្ញុំ។	1	2	3	4	5	6	7

	ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមមានមុខងារទាក់ទងជាមួយការបញ្ជាក់ពីផលិតផល។							
Info4	Influencers' posts/updates on social media are necessary for me to see. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមគឺចាំបាច់សម្រាប់ខ្ញុំដើម្បីមើល។	1	2	3	4	5	6	7
Info5	Influencers' posts/updates in which related to the product that I am searching for. ការបង្ហាញ/ការធ្វើបច្ចុប្បន្នភាពរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមដែលទាក់ទងនឹងផលិតផលដែលខ្ញុំកំពុងស្វែងរក។	1	2	3	4	5	6	7

Please according to the question 7 from section 1 or the video which we have propose earlier as the reference of influencer credibility, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the influencer marketing. សូមផ្អែកទៅនឹងសំណួរទី៧ពីផ្នែកទី១ឬវីដេអូដែលយើងបានស្នើមុននេះជាឯកសារយោងនៃគុណសម្បត្តិរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមហើយបន្ទាប់មកជ្រើសរើសកម្រិតនៃការយល់ស្របរបស់អ្នកលើសំនួរនីមួយៗខាងក្រោម។		Level of Agreement						
		មិនយល់ស្របទាំងស្រុង Strongly Disagree	មិនយល់ស្រប Strongly Agree	មិនយល់ស្របខ្លះ Strongly Agree	អព្យាក្រឹត Strongly Agree	យល់ស្របខ្លះ Strongly Agree	យល់ស្រប Strongly Agree	យល់ស្របទាំងស្រុង Strongly Agree
Perceived Persuasiveness								
PP1	I think the influencer is convincing	1	2	3	4	5	6	7
PP2	I think the influencer is believable	1	2	3	4	5	6	7
PP3	I think the influencer is trustworthy	1	2	3	4	5	6	7
PP4	The influencer changed my impression toward the product	1	2	3	4	5	6	7

		Level of Agreement						
		មិនយល់ស្របទាំងស្រុង Strongly Disagree	មិនយល់ស្រប Strongly Agree	មិនយល់ស្របខ្លះៗ Strongly Agree	អព្យាក្រឹត Strongly Agree	យល់ស្របខ្លះៗ Strongly Agree	យល់ស្រប Strongly Agree	យល់ស្របទាំងស្រុង Strongly Agree
<p>Please according to the question 7 from section 1 or the video which we have propose earlier as the reference of influencer credibility, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the influencer marketing.</p> <p>សូមផ្អែកទៅលើសំណួរទី៧ពីផ្នែកទី១ឬវីដេអូដែលយើងបានស្នើមុននេះជាឯកសារយោងនៃគុណសម្បត្តិរបស់អ្នកមានឥទ្ធិពលលើបណ្តាញសង្គមហើយ បន្ទាប់មកជ្រើសរើសកម្រិតនៃការយល់ស្របរបស់អ្នកលើសំណួរនីមួយៗខាងក្រោម។</p>								
Perceived Usefulness								
PU1	I think the product which recommend by influencer enables me to accomplish my task.	1	2	3	4	5	6	7
PU2	I think the product which recommend by influencer can increase my job productivity.	1	2	3	4	5	6	7
PU3	I think the product which recommend by influencer can enhances my effectiveness on the job.	1	2	3	4	5	6	7
PU4	I think the product which recommend by influencer can help me saving times and cost.	1	2	3	4	5	6	7
PU5	I think I get a latest update information which recommend by influencer about this product.	1	2	3	4	5	6	7
PU6	Totally, this product which recommend by influencer will be useful for my daily life.	1	2	3	4	5	6	7

		Level of Agreement						
		មិនយល់ស្របទាំងស្រុង Strongly Disagree	មិនយល់ស្រប Strongly Agree	មិនយល់ស្របខ្លះៗ Strongly Agree	អព្យាក្រឹត Strongly Agree	យល់ស្របខ្លះៗ Strongly Agree	យល់ស្រប Strongly Agree	យល់ស្របទាំងស្រុង Strongly Agree
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Attitude toward Product								
AB1	I believe that the product which recommend by influencer is a good one. អ្នកជឿថាផលិតផលនេះគឺល្អ	1	2	3	4	5	6	7
AB2	I think that the product which recommend by influencer is very interesting. ខ្ញុំគិតថាផលិតផលនេះគួរឱ្យចាប់អារម្មណ៍ណាស់	1	2	3	4	5	6	7

AB3	I like the product which recommend by influencer. ខ្ញុំចូលចិត្តផលិតផលនេះ	1	2	3	4	5	6	7
AB4	I think that the product which recommend by influencer has a good quality. ខ្ញុំគិតថាផលិតផលនេះមានគុណភាពល្អ	1	2	3	4	5	6	7
AB5	I am satisfied with the product which recommend by influencer. ខ្ញុំពេញចិត្តនឹងផលិតផលនេះ	1	2	3	4	5	6	7
AB6	I am confident in the product which recommend by influencer. ខ្ញុំមានទំនុកចិត្តលើផលិតផលនេះ	1	2	3	4	5	6	7

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Purchasing Intention								
PI1	I likely to buy the certain product because of the influencer recommendation.	1	2	3	4	5	6	7
PI2	Possible that I will visit some online stores or actual stores because of his/her posts	1	2	3	4	5	6	7
PI3	Probable that I may purchase the products/brands that he/she has promoted if I happen to need one	1	2	3	4	5	6	7