

The relationship between Facebook users' motivation on environmental issues, environmental awareness and behavioral tendency in Vietnam.



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จุฬาลงกรณ์มหาวิทยาลัย  
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งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาแรงจูงใจของผู้ใช้เฟซบุ๊กในประเทศเวียดนาม เกี่ยวกับปัญหาสิ่งแวดล้อม ความตระหนักด้านสิ่งแวดล้อม และแนวโน้มการเกิดพฤติกรรม และเพื่อศึกษาความสัมพันธ์ระหว่าง 3 ตัวแปรนี้ การศึกษาครั้งนี้ใช้วิธีการสัมภาษณ์ผู้มีอิทธิพลในโลกโซเชียลมีเดียที่มีผู้ติดตามมากกว่า 10,000 คนในเชิงลึก จำนวนทั้งสิ้น 3 คน ผู้ซึ่งเป็นมิตรต่อสิ่งแวดล้อมอย่างชัดเจนเปิดเผย และเป็นที่ยอมรับของสื่อต่างๆ และใช้แบบสอบถามแบบออนไลน์และออฟไลน์เป็นเครื่องมือในการเก็บรวบรวมข้อมูล จากกลุ่มตัวอย่างชายและหญิงชาวเวียดนาม จำนวน 458 คน ซึ่งมีอายุระหว่าง 18 ถึง 45 ปี และปัจจุบันอาศัยอยู่ในประเทศเวียดนาม ผลการศึกษาพบว่า กลุ่มตัวอย่างมีความเห็นเชิงบวกเกี่ยวกับแรงจูงใจของผู้ใช้เฟซบุ๊กในประเด็นด้านสิ่งแวดล้อม โดยมีค่าเฉลี่ย 3.326 โดยที่เนื้อหาที่น่าสนใจนั้นได้รับคะแนนสูงสุด ด้วยค่าเฉลี่ย 3.629 ส่วนจำนวนของผู้ติดตามในเฟซบุ๊กนั้นได้รับคะแนนโดยรวมต่ำสุด ด้วยค่าเฉลี่ย 2.745 และยังพบว่า กลุ่มตัวอย่างมีทัศนคติเชิงบวกต่อการตระหนักรู้ต่อสิ่งแวดล้อม ด้วยค่าเฉลี่ย 4.1689 และมีความกังวลอย่างมากเกี่ยวกับปัญหาขยะ ด้วยค่าเฉลี่ย 4.502 นอกจากนี้ กลุ่มตัวอย่างมีทัศนคติเชิงบวกต่อแนวโน้มการเกิดพฤติกรรม ด้วยค่าเฉลี่ย 3.6463 และให้ความสำคัญอย่างยิ่งต่อการเป็นมิตรกับสิ่งแวดล้อมของตราสินค้า ด้วยค่าเฉลี่ย 4.218 ในส่วนของผลการวิเคราะห์ความสัมพันธ์ระหว่างตัวแปร พบว่า แรงจูงใจของผู้ใช้เฟซบุ๊กในประเด็นด้านสิ่งแวดล้อมมีความสัมพันธ์ในเชิงบวกต่อการตระหนักรู้ต่อสิ่งแวดล้อม โดยมีค่าสัมประสิทธิ์สหสัมพันธ์ .441 และการตระหนักรู้ต่อสิ่งแวดล้อมมีความสัมพันธ์ในเชิงบวกต่อแนวโน้มการเกิดพฤติกรรม โดยมีค่าสัมประสิทธิ์สหสัมพันธ์ .580

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The objectives of this research were to study the Facebook users' motivation on environmental issues, their environmental awareness and behavioral tendency in Vietnam and to explore the relationship among these three variables. Three social media influencers who had more than 10,000 followers on their Facebook profiles, demonstrated open, explicit environmentally-friendly lifestyle and achieved certain media recognition were invited to join in-depth interviews. Four hundred and fifty eight Vietnamese male and female respondents, aged between 18 and 45 years old and currently residing in Vietnam, were asked to complete an online and offline questionnaire survey. The results depicted that the respondents had a positive opinion on Facebook users' motivation on environmental issues ( $M = 3.326$ ), with interesting contents receiving the highest score ( $M = 3.629$ ) and the size of follower range receiving the lowest overall score ( $M = 2.745$ ). Moreover, the respondents had a positive attitude towards the environmental awareness ( $M = 4.1689$ ) and highly concern about *waste problem* ( $M = 4.502$ ). Furthermore, the respondents had a positive attitude towards the behavioral tendency ( $M = 3.6463$ ) and strongly care about *the alignment between a brand and its action in being environmentally-friendly* ( $M = 4.218$ ). In regard to the relationship among the variables, the research results demonstrated that Facebook users' motivation environmental issues is positively related with the respondents' environmental awareness ( $r = .441$ ) and environmental awareness is positively related with the respondents' behavioral tendency ( $r = .580$ )

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# **CHAPTER 1**

## **Introduction**

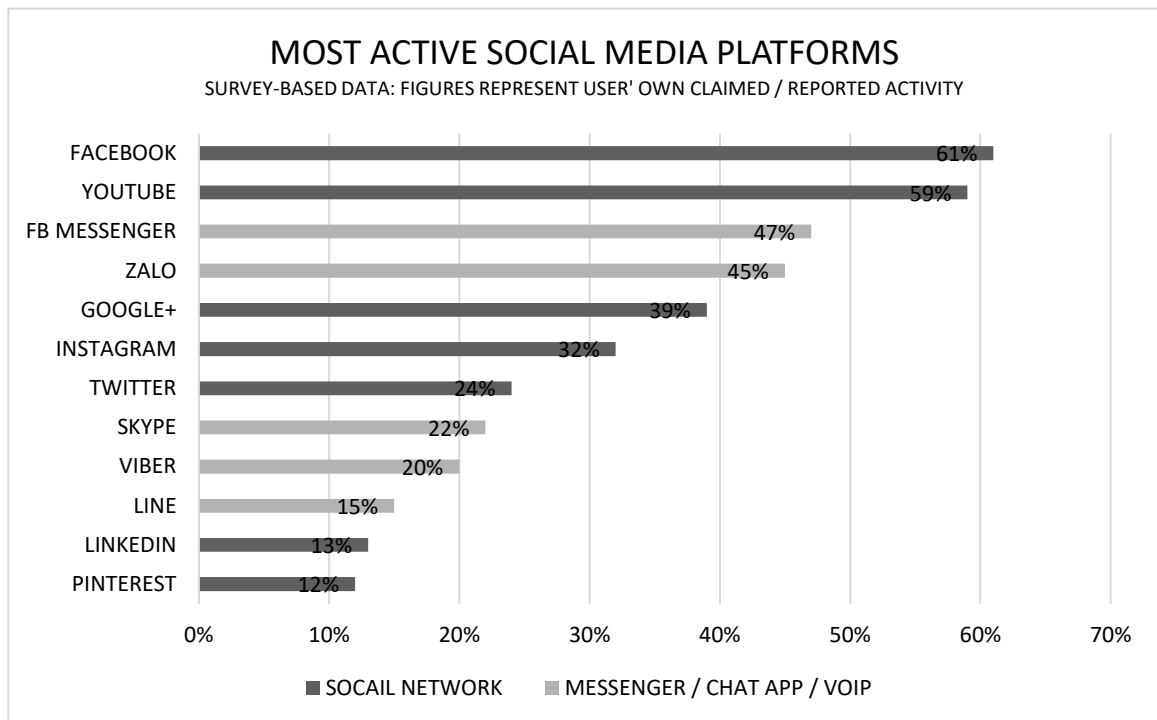
### **1. SIGNIFICANCE OF THE STUDY**

#### **1.1 Vietnam' social media usage**

Vietnam is considered a developing country that has been seeing increased interest in influencer marketing, where an increasing number of internet users are interacting with content produced by influencers (eMarketer, 2016). According to Worldometer (2019), Vietnam's estimated population is approximately 97.177 million as of March 25, 2019. Base on Wearesocial's Digital in 2018 report, as of January 2018, the number of internet users represent for 67% of the population, and 94% of them use the internet on the daily basis for different purposes, with the most mainstream ones being using social network, which records for over 30% of their time on the internet (2h37m out of 6h52m). Moreover, at least 60% of Vietnamese internet users of all ages have liked or commented on an influencer's post (eMarketer, 2016).

This study will be conducted primarily on Facebook users because Facebook is observed to be the most active social media platform in Vietnam with 61% of social media users (Digitalinasia, 2018).

Table 1 Most active social media platforms in Vietnam



Source: Digitalinasia (2018). Vietnam: digital trends & consumer landscape overview. Retrieved January 02, 2019 from <https://digitalinasia.com/2018/06/18/vietnam-digital-trends-consumer-landscape/>

## 1.2 Social media influencers

Social media influencers (SMIs) portray a new era of the independent third party endorser which frames audience attitudes via blogs, tweets and the utilization of other social media channels (Freberg, Graham, McGaughey, & Freberg, 2011). As a consequence of this persuasive evolution of social media influencers, technologies have been improved and refined to identify and track the appropriate influencers for a brand or company (Linqia, 2017).

An exceptional portion of these endeavors to distinguish SMIs depend on variable such as share rate of a post, amount of followers or number of daily hits on a blog. Given the acknowledgment that online influencer is about quality, not quantity,

these strategies should be perceived as a starting point solely (Solis, 2012; Straley, 2010). Professional communication practitioners require extra implements to evaluate the quality and importance of specific SMIs to their businesses and brands; also to analyze audience impressions of one SMI respectively to others.

Grounding from the general SMI Prototype conducted by Freberg et al. (2011) SMIs were considered as “verbal, smart, ambitious, productive, and poised”. A highly trustworthy, favorably perceived SMI would warrant a promising response in comparison to one without those characteristics. Basically, SMIs are individuals who publish content influenced by professional expectations (Carpenter & Lertpratchya, 2016; Marwick & Boyd, 2010). This sophisticated role comprises of observing cultures within networks, exploring different marketing strategies, developing reliability with niche target audiences on various platforms and utilizing different instruments to evaluate the achievement of their efforts (Quinton & Fennemore, 2013).

It is hypothetically and pragmatically applicable to investigate the broadness of development and verifiably recognize the diverse functions of social media influencer based on the rapid growth of social channels’ utilizations. First of all, social media is an inexorably developing field of research, particularly survey research (Khang, Ki, & Ye, 2012). A few researchers, nevertheless, have reprimanded the a theoretical facet of this (Treem & Leonardi, 2012; Y. Zhang & Leung, 2014). Y. Zhang and Leung (2014) studied research on social media arguing, “Due to the complex and developing features of social network sites, the improvement of measurements requires a clearer definition and more systematic and theory-based research design”. The work of formal estimation methodology empowers researchers

to more systematically create models anticipating how influencers fluctuate their social media strategies and whether they impact elements such as work fulfillment, status and organization devotion (Khang et al., 2012).

Lastly, social media instrument are impacting “communication, social and organizational dynamics” (Carpenter & Lertpratchya, 2016). The effect of social media revolution is bringing about the worldwide adaptation of social media skills of communication practitioners, especially the detecting and employing SMIs with applicable knowledge and engaging reputation (Macnamara & Zerfass, 2012; Wigley & Zhang, 2011; Wright & Hinson, 2008). Furthermore, communication professionals working the those fields of business, marketing (public relations and advertising) and journalism are repositioning their working styles to be competent and applicable by acquiring social media skills in SMI field (Efimova & Grudin, 2008; Porter, Sweetser, Chung, & Kim, 2007).

### **1.3 Environmental study opportunities**

Alongside the assortment of activities protect the environment, environmentally-friendly activities has been an emerging trend over recent decades worldwide. However, this wave has recently appeared in Vietnam as a consequence of social media’s dramatic rise (Nga, 2018). Research in many countries reveals the fact that consumers today are paying more attention and consideration to act in an amicable manner towards the nature through making actual improvements, sparing energy, or purchasing well-disposable products. However, from this study’s preliminary research in Vietnam, there has been very little enquiries of why and how the awareness of consumers of environmental issues has been developed and how organizations and businesses can consider taking advantage of this issue to promote



sustainable development with the active involvement of consumers. At that circumstance, SMI plays a crucial role in impacting individual's standpoint and attitude towards specific brands or products through their social contents. Therefore, this paper aims to investigate and identify whether there is a relationship between the social media influencer's reviews and consumer's environmental awareness, also to demonstrate the connection between cognition and behaviors of consumers towards environmental issues in Vietnam.

## **2. RESEARCH OBJECTIVES**

- a. To gain understanding of social media influencers' strategy to influence their Facebook follower's cognition and behavior towards environmental issues.
- b. To study the relationship between Facebook users' motivation from social media influencers concerning environmental issues and their environmental awareness in Vietnam.
- c. To study the relationship between Facebook users' environmental awareness and their behavioral tendency in Vietnam.

## **3. RESEARCH QUESTIONS**

- a. What are social media influencers' strategies to influence their follower's cognition and behavior towards environmental issues?
- b. Is there a relationship between Facebook users' motivation from social media influencers concerning environmental issues and their environmental awareness in Vietnam?
- c. Is there a correlation between Facebook users' environmental awareness and their behavioral tendency in Vietnam?

#### **4. RESEARCH HYPOTHESES**

- a. There is a relationship between Facebook users' motivation from social media influencers concerning environmental issues and their environmental awareness.
- b. There is a relationship between Facebook users' environmental awareness and their behavioral tendency.

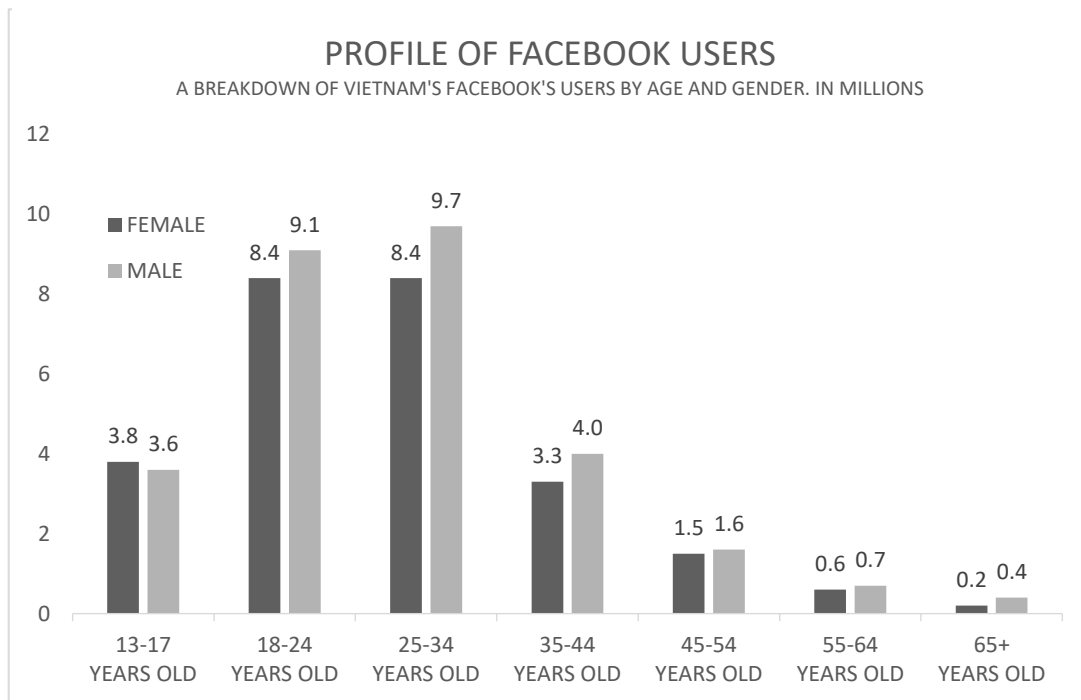
#### **5. SCOPE OF THE STUDY**

The research uses both quantitative to survey respondents through an online and paper questionnaire, and qualitative to carry out in-depth interview with social media influencers (SMIs) as the research instruments. The questionnaire explores three main concepts, Facebook users' motivation to follow social media influencers concerning environmental issues, their environmental awareness, and their behavioral tendency. This research aims to study the strategy of SMIs and investigate the relationship between these concepts. The study's focus is on male and female respondents, between the ages of 18 to 45, who are Facebook users and currently reside in Vietnam. This sample was chosen as they represent the largest group of active Facebook users in Vietnam (DigitalinAsia, 2018).

The questionnaire was posted on the researcher's Facebook profile and was distributed offline to the researcher's network as well. A collection of 458 online questionnaire were gathered from a sample achieved by using purposive sampling. Three in-depth interviews were conducted with three social media influencers who had more than 10,000 on their Facebook page, demonstrated environmentally-friendly lifestyle and obtained certain media recognition in Vietnam. The survey and the

interviews took place during the months of April to May, 2019 and lasted for a period of two weeks.

*Table 2* Profile of Facebook users in Vietnam



Source: Digitalinasia (2018). Vietnam: Digital trends & consumer landscape overview. Retrieved January 02, 2019 from <https://digitalinasia.com/2018/06/18/vietnam-digital-trends-consumer-landscape/>

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## 6. OPERATIONAL DEFINITIONS OF THE VARIABLES

### *Social media influencers*

A Social Media Influencer (SMI) is a user on social media who has built up credibility in a particular field. A social media influencer approaches an enormous group of spectators and can convince others by nature of their authenticity and networking. This study will focus on Vietnam' social media influencer solely on Facebook.

### *Facebook users' motivation on environmental issues*

Facebook users' motivation on environmental issues focuses on the alignment between Facebook users and social media influencers' point of view regarding environmental-related concerns. Facebook users follow social media influencers because they think they share green lifestyle and point of view; they also admire the images and expert knowledge of SMI in living green; they follow SMI because many people follow them and the nature of those followers affect their following decision as well.

### *Facebook users' environmental awareness*

In order to measure Facebook users' environmental awareness, the survey has tested if those users concern about environmental issues to the extent of wanting to change our behaviors. Facebook users' environmental awareness can comprise of awareness about air pollution, waste problems, forest destruction and marine pollution. Consequently, Facebook users will expect companies to be engaged in the social and environmental changing process.

### *Facebook users' environmental behavioral tendency*

The definition of a tendency is an inclination towards a certain action or behavior. The expected behavioral tendency upon consumers' environmental awareness is the green behavioral tendency, which could be the action purchasing recycled products, reducing using single-used plastic such as shopping bags or straw, adopting waste sorting on a daily basis, increasing public transportation usage and convince one's circle to adopt green behaviors.

## **7. EXPECTED BENEFITS OF THE STUDY**

- a.** To obtain insights from social media influencer's practice in influencing their Facebook follower's perceptions towards environmental issues.
- b.** Results from the study can be compiled and analyzed to make further recommendations to government affair/business owners on how to apply influencer marketing to accomplish communication objectives and therefore achieve maximum benefit from appropriate influencers towards environment issues. The study's outcome can be considered as rationale for influencers marketing strategy which supposedly would assist communication campaign gain positive point of view from the public.

## **CHAPTER 2**

### **Literature Review**

The objective of this study is to explore Facebook users' motivation on environmental issues, environmental awareness and behavioral tendency. Additionally, this study also looks at the relationship among these three variables. Thus, the current chapter sheds light on the relevant concepts surrounding social media marketing, the motivation to follow social media influencers and green marketing. Moreover, it reviews the various theories of social media influencer marketing and lastly, the chapter concludes with the conceptual framework of this study and the hypotheses.

#### **1. SOCIAL MEDIA MARKETING**

##### **1.1 Two-step flow model**

In the first phase of mass communications, Katz and Lazarsfeld (1955) depicted a two-step flow of communication in which opinion leaders obtain knowledge and information from the media and passed them along to their circle, which was expected to shape attitude and behavior of the less dynamic and far-reaching audience. This procedure of influencing individuals and guiding their attention regarding particular topics and point of view normally conceptualized as face-to-face discussion between colleagues is presently conceivable in current social media applications: Facebook, Twitter and Instagram- as Social Networking Sites (SNS) that have been offering different chances to express feelings and present opinions on legislative issues and public affairs, raise awareness to particular topics and direct related links to their virtual friend list. While SNS were initially observed as a device for social connections and self-presentation, up-to-date researches

acknowledge that they additionally fill in as sources of information on news and public affairs (Bode, 2015; Choi, 2014) and as a discussion panel for political articulation and participation (Gil de Zúñiga, Copeland, & Bimber, 2013). Hence, SNS might be a specific pertinent field for opinion leaders. It has been demonstrated that news stories that have been shared by Facebook companions who are viewed as opinion leaders bring out impression of higher reliability (Turcotte, York, Irving, Scholl, & Pingree, 2015).

The advancement of the opinion leadership concept goes back to the seminal Erie County contemplate (A. Lee, 1949), in which they researched the relations between voting behavior tendency and mass media usage. Interpersonal communication was found to be one of the primary sources of influence with respect to individuals' attitudes and behavior, more intense and substantial than direct impact of mass media. Katz and Lazarsfeld (1955) carried on with this scheme and recognized individuals "who were likely influence others in their environment"- the alleged opinion leaders (by asking whether respondents have actively endeavored to persuade others or have been requested for advice). They presumed that media impacts perform via a two-step flow.

First, opinion leaders get their data from the mass media and afterward transmit it to their network (the less dynamic segments of the population). Base on their primary researches opinion leaders were portrayed as individuals with an expansive hover of contacts and social skills, who frequently utilize mass media and intrigued in their domain. Nevertheless, the development of digital media has brought up the issues of whether the presuppositions of the two-step flow are still valid in

online environment or must be altered (G Weimann, Tustin, van Vuuren, & Joubert, 2009). Since the Internet offers a relatively unlimited measure of data and additionally an assortment of sources and enables users to customize their channel's contents, one elucidation could be that sources can reach their audience more directly (in a one-step flow (Bennett & Manheim, 2006) and that personal impact loses its significance.

Nonetheless, the ascent of social media, replicating interpersonal relations on the Web has made it more probable that individual impact still plays a critical role in the dissemination of news and political perspectives. In this line, a survey research with a sample of German Internet users (Schäfer & Taddicken, 2015) recognized clusters of opinion leaders, supporters and idle parts of the population, which are corresponding to the initially expected roles. Besides, network analyze with Twitter data on South Korean political discussion parties (Choi, 2014) or the German government election (Dang-Xuan, Stieglitz, Wladarsch, & Neuberger, 2013), which distinguished influential users support the idea that the communication processes on a social media site online correspond to the two-step flow theory.

### **1.2 Definition of Social Media Marketing**

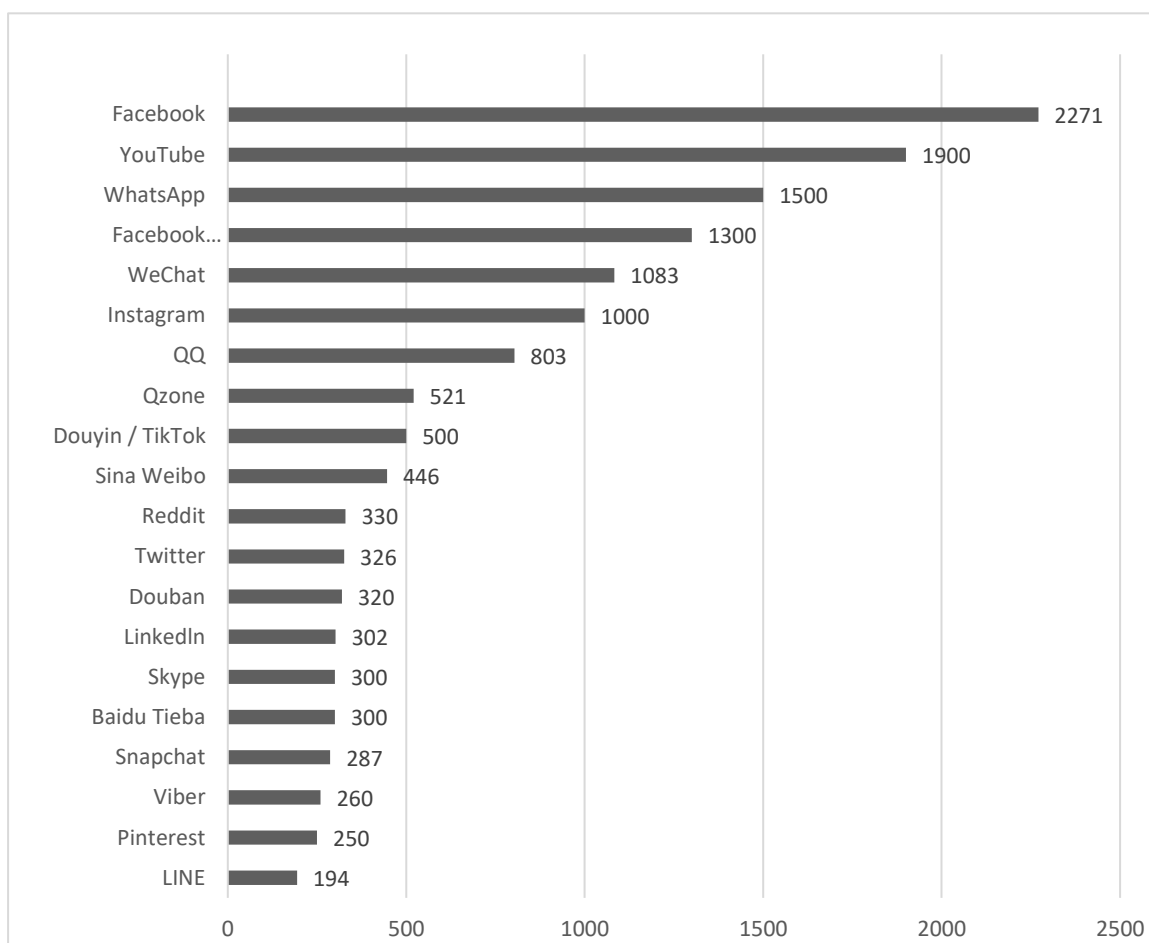
While the Internet and the World Wide Web have been utilized to promote social communication, the development and quick dispersion of Web 2.0 functionalities empowered a transformative leap forward in the social part of web use (Obar & Wildman, 2015). This and the decreasing expenses for online information storage made it plausible to offer accumulation number of Internet users to a variety of client-driven spaces they could populate with user-generated users, alongside a correspondingly various arrangement of chances for connecting these spaces together to frame virtual interpersonal networks.



Social media has been established as sites which permit profile creation and connections between users (Boyd & Ellison, 2007); it also provide the potentiality to share, connect, gather, discuss and exchange profiles (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Social media has been alluded to as a “set of information technologies” that speed up networking and connection (Oestreicher-Singer & Zalmanson, 2012). Furthermore, there seems to be a wide understanding that Web2.0 innovations held a significant contribution in the advancement and selection of online networking. Another meaning of social media refers to “Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence” (Huang & Benyoucef, 2013).



Table 3 Most popular social networks worldwide as of January 2019



จุฬาลงกรณ์มหาวิทยาลัย

Source: Statista (2019). *Most popular social networks worldwide as of January 2019*.

Retrieved December 09, 2019 from

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Since social media has been emerged in organizational settings, it appears to be utilized in two dominant ways. The first, and the most regularly considered, social media is method for external communication between organization and consumers, suppliers and public (Piskorski, 2011). Most associations that generate online

networking to speak with external gatherings have a multipronged procedure that crosses different platforms. For instance, they keep up pages on prevalent open networking sites like Facebook and MySpace, and they broadcast messages on microblogging sites such as Twitter (Statista, 2019) .

The second and less generally examined by which associations have utilized social media is for internal communication and interaction. For instance, most popular, user-friendly and easy to use internal web-based life is Facebook. Consequently, when discussing social advancements utilized for communication inside the enterprise, it has less rhyme or reason to recognize apparatuses, for example, social networking, microblogging, and social tagging, and more sense to regard these individual instruments as a component of an enterprise social media platform (Piskorski, 2011).

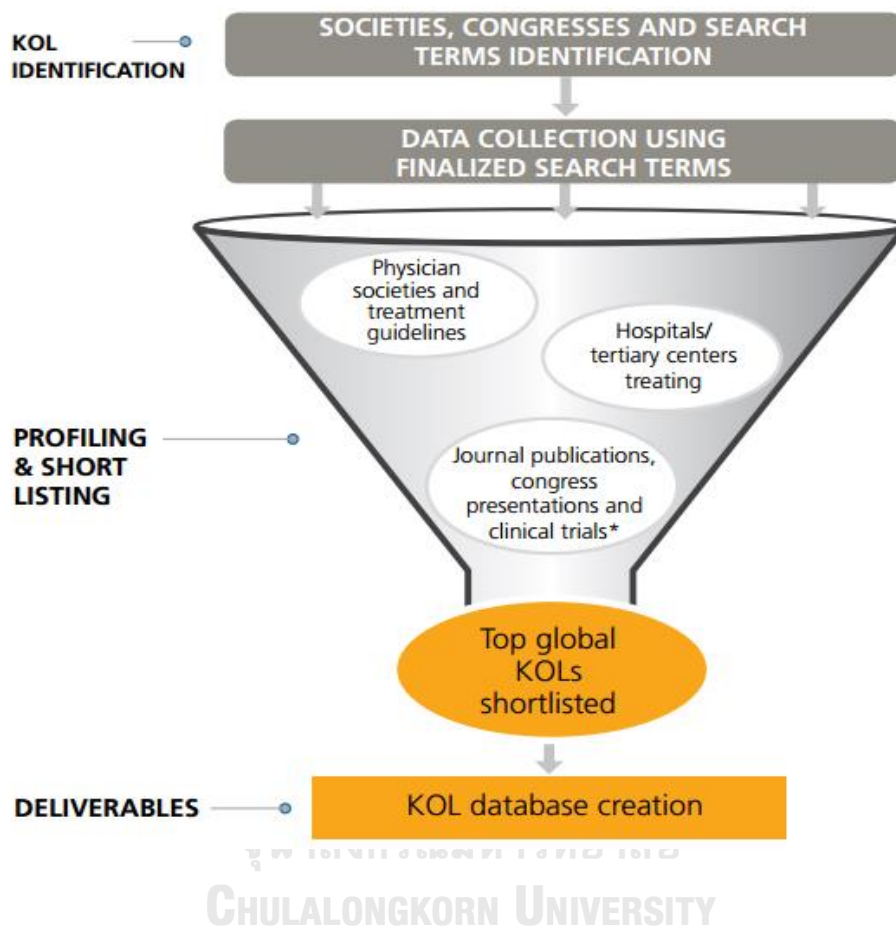
### **1.3 Key opinion leaders**

According to (Ehrhart, 2018), a Key opinion leader (KOL) is a well-known individual in certain area or industry whose knowledge and experience is valued and listened by broad audience. Therefore, KOLs possess remarkable credibility and respect in their expert field. For instance, the term KOL is not new in healthcare marketing base on the dependence of pharmaceutical companies who rely on doctors as advocates for their product.

Base on Genpact (2012) research, Key opinion leaders play a specific role in impacting point of view and perception of various stakeholders. The effect and reach of such influential suppositions can be specifically associated to the rigor of initiating the desirable influencer pool. The elements in understanding influence marketing has

also been defined as a potent domain, which included KOL identification, KOL aggregation, KOL profiling and KOL analytics (Genpact, 2012).

Figure 1. Unique approach for KOL Identification and Profiling



Source: GlocalDataSolutions (2015) *KOL Management*. Retrieved December 12, 2018 from <http://glocaldatasolutions.com/solutions.html>

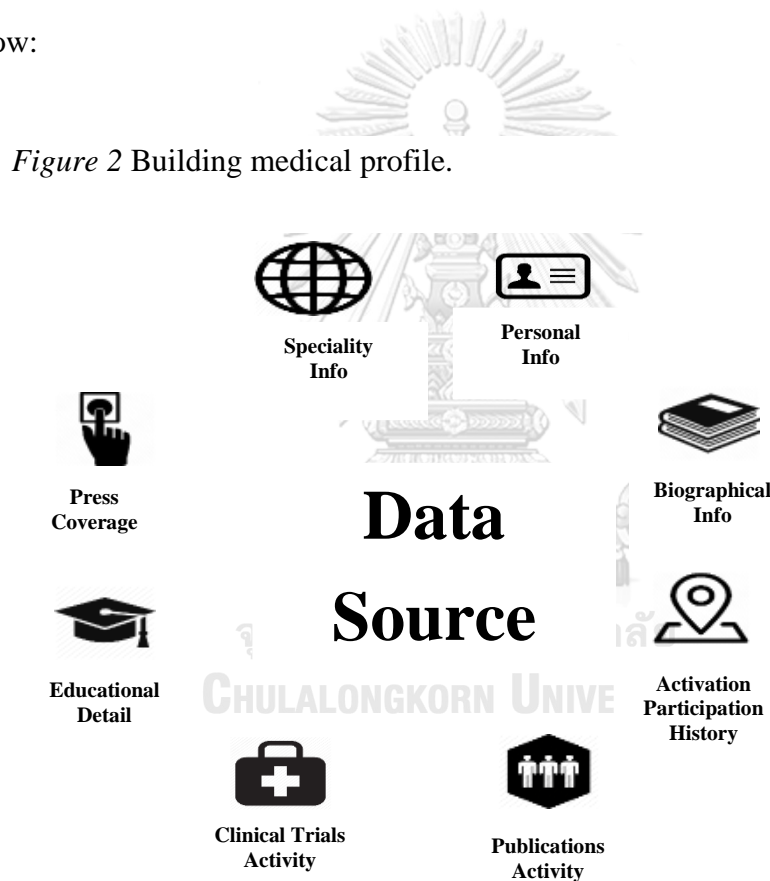
### **KOL aggregation**

After the KOL identification process, all potential KOLs are relegated individual scores based on their performance relating to a scope of parameters. At that point, the potential KOLs are additionally evaluated by Genpact's exclusive Social

Media Multi Attribute Rating Tool (SMMART) approach. A consolidation of names and scores of all potential KOLs will be noted with general score for each name.

### **KOL Profiling**

Once the KOLs are identified and accumulated, therapeutic profiles are established with the goal of giving an entire and balanced view on the KOL, for both individual and companies. A typical KOL medical profile comprises of these elements below:



Source: GlocalDataSolutions (2015). *KOL Management*. Retrieved December 12,

2018 from <http://glocaldatasolutions.com/solutions.html>

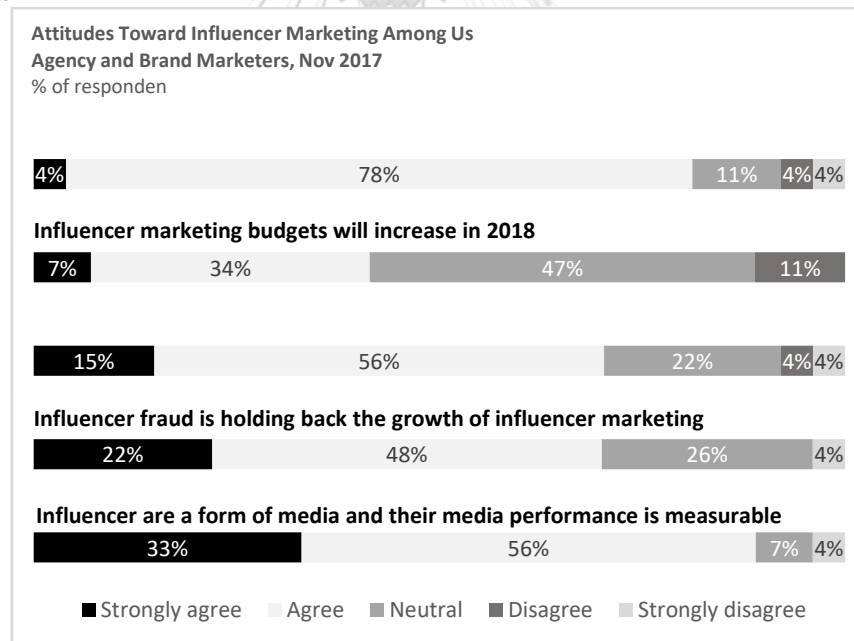
### **1.4 Social media influencer marketing**

Influencer marketing is the collaboration between a business and an influential social media user to promote a product, brand or communication campaign

(Newberry, 2018). These individuals, known as "social media influencers" have devoted and attracted followings. "Celebrity endorsement" were the original figure of influencer marketing. In order to fit in today's digital world, social content producers with "niche audiences" can beneficially offer more value to brands.

A survey from WhoSay (eMarketer, 2008) found that 70 percent of U.S. agency and brand marketers concurred that influencer marketing budget plans would escalate in 2018. 89 percent said that influencer marketing can favorably affect how consumers feel about a brand. Figure 3 describes attitudes toward influencer marketing among US agency and brand marketers (Wharton, 2018).

*Figure 3* Attitudes toward influencer marketing among US agency and brand marketers



Source: Wharton (2018). Many marketers plan to up their investment in Influencer

Marketing. Retrieved December 2018 on

<https://www.emarketer.com/content/marketers-put-their-trust-in-social-media-influencers>

An influencer is a figure who has certain impact over others in specific aspects. (Yuchi Zhang, Moe, & Schweidel, 2013). A social media influencer is someone who employs the act of influencing on social media dimension. The configuration of influencer can vary and every influencer is distinctive and remarkable in their own style (Abidin, 2016) The right influencer is supposed to reach the brand's target audience, establish credibility and drive interaction towards communication objectives. They can create authentic, engaging and creative content that is strongly related to the brand or the promoted product, which obliges the company to work with appropriate social media influencers whose style and identification aligns with the message they are going to deliver.

Based on Solis' report "The rise of digital influence and How to measure it" (2015), the consideration of valuable influencers can be grounded on the following qualities:

### **Reach**

Reach is the standard quantity of audience. Besides possessing the characteristics that have the ability to prompt action, an influencer has an exceptionally above-average amount of follower in a niche specialty or market.

Number of Facebook likes, Instagram followers, Youtube subscribers or LinkedIn connections eloquently matter to business runners while the more advocate they achieve, the better- the quality of an influencer's followers needs to coordinate with the quantity. A substantial size of following that isn't well-involved would not be strongly influenced by an influencer's content, not to mention make a move on it.

Effective influencers have significantly high number of followers, their impact is also above-average to their followers.

### **Relevance**

This measure indicates how applicable an individual is to a subject that is relevant to the brand or product (Solis, 2015). Once the audience can comprehend the brand's spirit, keywords, visual concept in an influencer's social media platform, it's likely that the influencer will look at the brand and perceive the equivalence. In fact, the tighter the connection between a brand and an influencer from the get-go, the less consideration to be made to corporate. The relationship between brand and social media influencer is reciprocal and win-win situation while influencers would not prefer to promote the product or associate their personal branding to a brand that is not relevant to them, yet the brand team would not look for influencers which have followers that are not likely to become their consumers.

### **Resonance**

Resonance measures the engagement potentiality between an influencer and his audience regarding a brand's subject. Creative, dynamic and intriguing content will attract audience and have them interact, which acquires brand's potential consumers and establish positive impression towards promoted products. For example, brand manager can check for duration and engagement level of a topic by number of re-shares, likes and comments. If content posted weeks or months ago keep getting shared and discussed, it demonstrates a high resonance. This measurement assures the increasing audience over time in the online stream of social media users.



### **1.5 Social media influencers versus Key opinion leaders**

Both SMIs and KOLs are people who significantly impact a consumer's perception towards specific product or service. SMI can impact a group of audience via social media platforms such as Youtube, Instagram, Facebook and Twitter. While KOLs may have a companionship on social media, these stages don't appear to be their primary communication channel. A SMI's authenticity originates from their online persona, their creativity and their content (Ehrhart, 2018). Being at variance with KOLs, influencers regularly have an unspecified target audience. A common interest connect all of the followers in the influencers' lifestyle, personality and attitude (Contributor, 2018). Social media users opt to follow influencers because their content matches the followers' taste, point of view and interest, because of which the follower is more likely to align themselves with the influencer.

Influencers and KOLs appeal to various groups of target audience, so in case a company would like to adopt influencer marketing, they should consider their focused consumer's demographic.

On the other hand, Ehrhart (2018) stated that key opinion leaders communicate to a specific demographic. Their listeners appraise the KOL's perspective based on their perceived experience and expertise in their field. Their audience would seek for advices, recommendations and knowledge from the "social experts" who have a more profound understanding of an industry themselves. Being different than social media influencers, KOL does not attract their followers as fans but an individual who is respected by knowledge.

A KOL's reliability originates from direct involvement in an industry, professional capabilities or time spent engaged regarding a subject. In contrast, the belief of an influencer's follower depends on self-establishment and personal inclination.

### **1.6 The Adaptation from Opinion Leaders to Social Media Influencers**

The affordances of SNS, for example, Facebook can be viewed as a perfect setting for impacting others: Users can reach their entire social network by public status updates (which may contain perspective expression on political and societal discussions or shared media content) or send customized messages to particular individuals from their friend list as a type of private correspondence. SNS news sharing as "passing along information that is already available elsewhere and making it personally relevant to their social network" nearly bears a resemblance to traditional concept of influencers (Oeldorf-Hirsch & Sundar, 2015).

Choi (2014) features the chances to re-contextualize news by sending articles (including comments) as well as the suitable occasion to endorse news (by "liking" them) as central area of news sharing. Additionally, expressing one's standpoint toward public issues widely to a number of acquaintances can be deciphered as endeavors of disseminating data and persuading others.

SNS communication comprises a more considerable amount of users compared to traditional face-to-face communication (Glucksman, 2017). On one hand, this fortifies the potential impact of the disseminated data or opinion. On the other hand, the broad mixture of the friend list from different contexts makes it hard to tailor the message to the audience (Marwick & Boyd, 2010) and may in this

manner reduce individuals' willingness to express their point of view on dubious issues.

Besides, social media influencers have more opportunity to deliberately compose their messages on SNS (Walther, 2007), which takes into consideration a more attentive selection of satisfying content than in face-to-face communication.

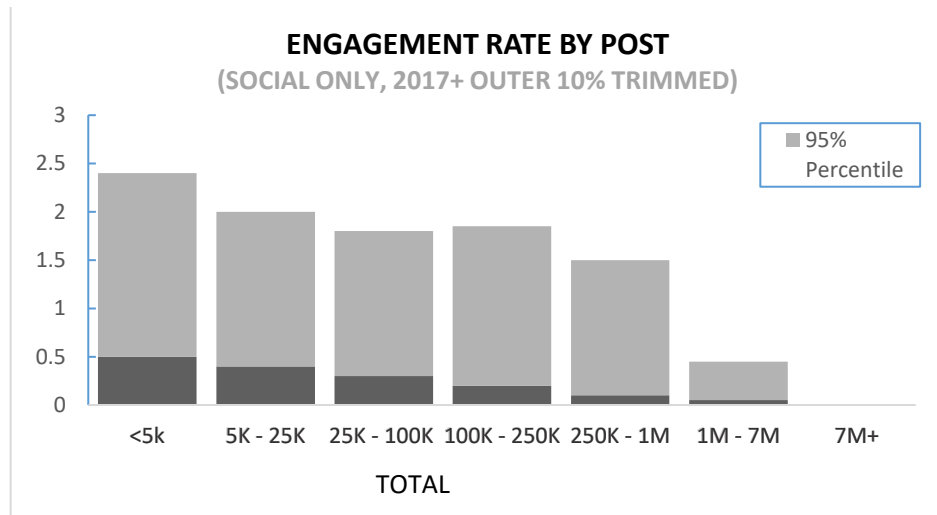
Taken together, the specifics of SNS offer conditions that are extremely appropriate for social media influencers but contrast in the previously mentioned regards from offline settings. This prompts the subject of whether the characteristics and mechanism of influencers in social media settings are dissimilar from the presumptions on personal influence in standard domains and which sort of users especially take advantage of SNS to express their personal standpoint and impact others. While there is a rising assemblage of research on SMI on the microblogging service Twitter (Dang-Xuan et al., 2013), less is known about the features of news sharing and point-of-view expression on SNS, for example, Facebook that feature interpersonal contacts more firmly and transcendently reproduce existing relationships.

### **1.7 Micro vs Macro Social Media Influencers**

However, according to (Cruz, 2018) Cruz (2018), “bigger isn’t always better”. A great amount of followers would be considered unprofitable if those followers aren’t interested in the business offerings. In that case, smaller follower count can be very influential if it’s a niche market and the influencer had a profound dedication and engaging following. For instance, Cruz (2018) has pointed out that engagement rate

are considerably higher for “micro influencer”- whose followers number stands between 5,000 and 25,000.

*Table 4* Engagement rate by post



Source: Solis (2012). *The Rise of Digital Influence*. Altimeter Group.

Irrespective of community size, Social Media Influencers can be an integral tool for social media engagement. Regardless of whether they have a huge number of followers, these appealing figures routinely hold more noteworthy influence over their audiences than brands could ever plan to accomplish on their own (Cruz, 2018).

Base on L2 Inc’s “Micro vs. Mega Influencer Report” (2017), the denotation of micro and macro influencers shift broadly over the industry. A few corporations characterize Micro Influencers as a virtual-anyone on social media who is not elevated to Hollywood-spectrum. In most case, marketing experts have merged around the possibility that a Micro (social media) Influencer has an absolute reach

between 5,000 and 100,000 followers. Users with less than 5,000 followers may all the more precisely fall into the user-generated content (UGC) category (L2Inc, 2017).

It's obvious that categorizing influencer reach requires substantially more than two binary classes. Rather, social content creators lie along a wide range of influence.

*Table 5* Micro vs Mega Influencer

INFLUENCE	FOLLOWERS
MICRO	5K-25K
SMALL	25K-100K
MEDIUM	100K-250K
LARGE	250K-1M
MEGA	1M-7M
CELEBRITY	7M+

Source: Insight Report (2017). Influencers: Micro vs. Mega. Retrieved February 08, 2019 from <https://www.l2inc.com/research/influencers-micro-vs-mega>

Micro (low-reach) influencers are assumed to have higher commitment rates since they are more genuine and approachable (Hatton, 2018). Since micro influencers charge less than macro influencers in content-creating, they appear to be more cost-effective. Furthermore, business owners can work with several micro influencers at the same time, thus they are able to reach potential-new-niche market with high conversion rate and ability to generate increased sale profit (Chue, 2018).

On the other hand, even though macro influencers may cost more to cooperate with, they are able to disseminate brand awareness to a higher number of audience,

while imparting their popularity to the brands they advance. Thus, macro influencers exhibit higher standard of professionalism. Be that as it may, macro influencers regularly choose talent agents to manage their work, further working matter and extended content creation cycles can be an issue (InsightReport, 2017).

### **1.7 Characteristics of Social Media Influencers**

According to Hallon (2018), Bisht (2017) and William (2017) the overall dominant characteristics of a social media influencer are trustworthiness, knowledgeability, credibility and reliability, relevancy and persuasion.

Noelle-Neumann (1983) and G. Weimann (1991) introduced the construct of personality strength that individuals with high personality strength are portrayed by charisma and self-perceived capacity to achieve success and be persuasive. Additionally, people with high personality strength have more focal position in their workplace (G. Weimann, 1991). It has been demonstrated to be exceptionally associated with a higher financial status while being irrelevant to media exposure (G. Weimann, 1991), which varies from the beginning discoveries by Katz and Lazarsfeld (1955). However, because the allocation in communication networks and standpoint of being convincing speaks for the core of being influential, the scale has become generally utilized in opinion leadership research. Based on the five-factor model of personality (Costa & R. McCrae, 1992; Gnambs & Batinic, 2012) likewise featured that being communicative and dynamic in social circumstances (as focal attributes of extraverts) can be viewed as an essential for spreading data and impacting others. Supporting this contention, they found a noteworthy connection among extraversion and the general inclination to develop as a social media influencer in one's system. While recent investigation (Trepte & Scherer, 2010) show that social media

influencers are not necessarily more knowledgeable (and instead rely on their communicative skills), being interested makes it more likely that content from this domain is easily accessible and that people find it relevant to express opinions on these topics.

Moreover, the quantity of SNS friends may show up as an advanced manifestation of gregariousness and the degree of social contacts (Katz & Lazarsfeld, 1955). Along these lines, it seems conceivable to accept that those with higher quantities of Facebook friends are dynamic in trying to make use of the chances of perception expression and information dissemination. Moreover, the number increases the probability of genuine impact in standing out among public to be noticed. On the other hand, an excessively expansive crowd may restrict individual's eagerness to express their opinion because it is progressively challenge discover a perspective which is satisfactory for all companions from various settings.

## **2. SOCIAL MEDIA USER'S DRIVERS TO FOLLOW SMI**

### **2.1 The Attraction, Selection and Attrition Framework (The ASA Framework)**

One approach to comprehend the role that preconceptions play in attracting social media users to observe, follow and therefore establish an admiration towards the influencers is to inspect the issue through the perspective of the Attrition-Selection-Attrition (ASA) system (Schneider, Goldstein, & Smith, 1995). As indicated by the ASA framework, people tend to find interests in specific figures or organizations since they see a fit between their individual personalities and the image/culture has been built by that individual/organization. Reversely, social media influencers typically attract, appeal and captivate the attention and awareness of those

audiences with vision and lifestyle that reverberate with their goals and personal sharing pattern. In the end, the framework proposes that audiences who are not "a fit" to stay in the influencer's following-list choose to leave through attrition. Experimental research has bolstered up the relationship between personality category and organizational attraction (Cable & Judge, 1996).

The basics of this ASA system is referred to that when an individual's values and priorities match those of their following model, they are more likely to find congruity and more motivations to stay (Wilson, 2016). Attraction: People are differentially fascinated to particular ways of living or personal styles as an inspiration of their interests and personality. Selection: The figures adopt their followers who are compatible in cognition and behavior. Attrition is the opposite facet of attraction. At the point of realization when individuals don't fit in the environment and the vibe, they tend to leave. So specific people are attracted to specific SMI's because of shared interests and mindsets. Particular SMI's also tailor their contents to attract specific audience (i.e. using brands people usually like, using interest specific hashtags to draw in new followers). Conversely, when a SMI no longer shares interests or personality traits with specific people (their focus changes/evolves over time), those people will stop following them.

Additionally, if a SMI stops indicating "stronger levels of commitment and authenticity" (Beamer, George, Heikkinen, & Williams, 2017), their followers are more averse to confide in their authority and will find another SMI to follow.

This study used the above theories to conduct the interview and survey questions.



## 2.2 Social Impact Theory

Latané (1981) characterizes social impact as any influence on individual emotions, behavior or considerations that is applied by the genuine, inferred, or envisioned actions of others. His hypothesis of social impact is a metatheory that endeavors to describe the methods in which people influence each other are moderated by the strength, immediacy and number of individuals in social environment (Latané, 1981).

Social impact theory suggests that the measure of impact an individual experiences in group settings relies upon (a) strength (power or societal status), (b) immediacy (psychological or physical interval), and (c) the quantity of people in the group applying the social impact (i.e., number of sources). Along these lines, a group that has numerous individuals (as opposed to few of individuals), high power (instead of low power), and close proximity (as opposed to distance) should apply the most effect on a member (Jackson, 1987). Alternately, if the strength of the individual presented to the social impact (i.e., target) builds up, the immediacy of the group diminishes, or if the quantity of targets expands, the measure of impact applied by the group on the individual declines. The theory consequently has direct applications to persuasion and obedience.

The theory of social impact as introduced in 1981 indicated three classes of factors influencing the single demonstration of impact. As Latané perceived, it was a static hypothesis even though it did not have a required unique perspective whereby people were considered to affect their environment reciprocally. It is proposed that in some real-life circumstances, social effect is a progressing procedure of persistent and reciprocal impact among people in a social setting (Nowak, Szamrej, & Latané,

1990). In the meantime, a given individual might be a beneficiary of effect from others and the sources of effect of others later impact others to their new positions. The outcomes of social impact theory connected not to a solitary demonstration but rather to a progressing group process carrying on over time.

#### *Number of Sources*

Base on social impact theory, multiple sources are predicted to have more impact on an individual than a single source. Research has generally bolstered this forecast: Many studies have demonstrated that if a message being displayed by a considerable amount of people, it applies more impact than likewise a message being exhibited by a single individual. Be that as it may, the impact of multiple sources just remains constant under three conditions. First, the given message must contain solid point of view and reasoning claim. Delicate arguments, regardless of given by various sources or not, result in little change in attitude. Second, the objective must see the different sources to be autonomous of each other. Every source needs to be distinctive itself. The impact of numerous sources vanishes if the objective trusts that the sources are sharing a single, same conviction. Third, it's unavoidable that the quantity of sources develops, adding extra sources will have no extra impact. For instance, the impact of 4 autonomous sources significantly varies from the impact of 1 source, however the impact of 12 independent sources does not considerably contrast from the impact of 15 autonomous sources (Latané, 1981).

#### *Strength and Immediacy*

The consideration of strength and immediacy as factors is novel to social impact theory social; no other social impact hypothesis incorporates these factors.

Defining strength and immediacy in research studies is less forthright than is characterizing the number of sources, yet the operational definitions have been generally reliable crosswise over studies (Moeller & Bushman, 2007). Researchers vary the source's strength with different ages or occupations (grown-ups with lofty employments probably have more voice-power than youthful undergrads). Researchers diversify the source's immediacy not only with variation in the physical distance between the target and the source (less distance means more immediacy) but also the differences in visual size (an image concentrated more on the face in respect to the body implies more immediacy).

Lately, specialists have driven social impact theory outside the territories of influence and obedience into wider regions of social psychology. For instance, recent examinations have inspected social impact theory with regards to consumer behavior. In one investigation, researchers modify the size and proximity of a social presence in retail store to analyze how this presence affected shopping conduct. Moreover, a few precepts of social impact theory effect appear to foresee political interest. One investigation found out that the quantity of individuals qualified to vote increases, the number of individuals who really vote asymptotically decreases. This discovering concurs with social impact theory, which predicts an inexorably marginal effect of sources as their number becomes exceptionally substantial.

Social impact theory varies from different models of social influence by consolidating strength and immediacy, rather than depending only on the quantity of sources. In spite of the fact that criticisms have been raised, the hypothesis was imperative for the enquiry of group influence. Reformulating social impact theory to

suit the impact of targets on sources (i.e., dynamic social impact theory) has additionally expanded its legitimacy and scope of reasonable marvels. Moreover, driving social impact theory into applied zones in social psychology research keeps on offering new points of view and forecasts about group impact.

Social impact theory has delighted in incredible hypothetical and empirical consideration, and it keeps on contributing many other aspects of ongoing communication, especially social media spectrum.

### **2.3 The Trifecta of Social Influence**

Social influence alludes to the manners by which outside variables trigger change in a person, it regulates the scheme in which we structure our thoughts and arrange our behavior (Harkins, Williams, & Burger, 2014). The progressions that lead up to social influences can be planned or unplanned, express or verifiable, immediate or postponed. Due to the substantial speculation of social impact, they have been classified into three unique groups: conformity, compliance and obedience.

#### **Conformity**

Conformity refers to the demonstration of changing a specific trust or behavior to fit in with an individual's social environment (Martin & Hewstone, 2003). Before we go into subtleties of conformity, it is essential to comprehend the fundamental factor that impacts conformity, “social norms”. Social norms are the expected conduct inside a particular culture or society. Once a specific method for doing things is established as a standard, society members will begin fitting in with it as it's perceived as the “right” thing to do.

Research demonstrates that when an individual is facing with social norms, he will regularly alter his behavior to closer semblance of the perceived standard (Asch, 1951). As opposed to prevalent thinking, conformity isn't personality- driven yet exceptionally situational (Goldberg, 1954). In Goldberg's experiment, he further figured that conformity for the most cases happens in the first phases of exposure and any extra exposure from that point does not intensify the impact. The outcomes from his analysis additionally shown that the more offensive the subject at first was to the specific social norms, the more noteworthy the conformity, as the trade-off for this situation will be noticeable.

One of the well-known experiments have been done to test conformity is the autokinetic effect experiment done by (Sarif, 1935). The point of the analysis was to test informational conformity by group members in a vague circumstance. They were first independently tested before being tested in groups of threes. Results demonstrated that the responses given in a group test correspond with the rest despite the fact that the response given at the primary test was enormously different.

Asch (1951), nevertheless, did not recognize that the autokinetic experiment was sufficiently precise as there was no right answer. Consequently, he conducted another experiment that has a conspicuous response to explore the degree to which an individual would adjust accordingly to the social pressure. Participants in this test were grouped with different confederates who purposely gave the wrong answers. The outcomes demonstrated that 75% of members conformed at least once while just 25% of them didn't accommodate. Interviews after the experiment uncovered that members obliged with the rest of the group because of the fear of being mocked. Some of them

said that they really trust the group's answers were right. This test delineates both normative influence (the need to fit in the group) and informational influence (conviction that group's information is better-credible).

Studies have demonstrated that conformity changes within crosswise over societies. Individuals from Western cultures are entitled as individualist while Asian are classified as collectivities. While the former spots prominent accentuation on self-advancement, the latter usually put the demand of family and other social gatherings over his own. On account of this distinction, individuals who are from Asian cultures tend to conform more (Bond & Smith, 1996).

### **Compliance**

Compliance is an immediate reaction from a person who yields to the demand of another. The request can a direct verbal demand, or implicit as an advertisement that promotes a product without expressly requesting that one to buy (Cialdini & Goldstein, 2004)

Aside from authority, there are different components that influence compliance. One of which is the degree to which they like the requester, which shows that individuals are bound to comply when they know or like the other person. Aside from that, individuals are more progressive to comply when they have made an underlying bond that is reliable with the request. External variables like social verification also supplement compliance by notifying the person that many others, maybe some of them are role models, also behavior. Finally, individuals are more likely to observe compliance progressively when the opportunity is rare, as shortage builds the apparent value. Correspondence exploits the desire to reimburse the other

individual. In this way, when an individual feels like he owes the other person, he would be increasingly disposed to comply.

One of the strategies to increase compliance level is the door-in-the-face method, which includes the conveyance of demand after an increasingly outrageous demand that is probably going to be rejected. This happens on account of “reciprocal concession” (Cialdini et al., 1975) which contends that an individual will acknowledge the first demand because of the desire to alleviate the guilt by consenting to the former demand. Conversely, the foot-in-the-door approach includes the introduction of a trifling solicitation, commonly one that is highly pleasing, before being putting forward greater requests (Freedman & Fraser, 1966). In the case of foot-in-the-door approach, the target is exceptionally liable to concur with the accompanying requests as they feel slanted to finish the commitment despite the fact that the outcomes exasperate drastically (Fox & Hoffman, 2002). This phenomenon is disclosed in the Milgram experiment (1963) where the participants were required to administer inconsequential stuns that bit by bit quickened to increasingly dangerous ones.

### **Obedience**

Lastly, obedience refers to a social impact in which an individual follow explicit guidelines that were given by a specialist figure. In the history of mankind, the impact of obedience is audacious. A large number of victims were murdered amid World War II, however Hilter couldn't have done that without any assistance. It was an aftereffect of extreme obedience where orders were given by a high-powered, full-authorized figure, which asked them to act in a way they generally would not have.

There are different components that influence the extent of obedience (Milgram, 1963). Firstly, it was noticed that prestige and obedience are emphatically related – when the examination was moved to some place less opulent, compliance level dropped. Besides, physical observation was additionally seen to influence dimension of obedience – members were more averse to pursue orders when the leading figure isn't physically present. Next, factors that keep the member from being completely mindful of the effect of their activities likewise increase the level of obedience – it was seen that when a divider is arranged between the instructor and understudy, they are progressively disposed to comply. Lastly, it was perceived that authority amplifies level of obedience – when the experimenter was not wearing a professional outfit, compliance level was seen to fall.

### **3. GREEN MARKETING**

Green Marketing refers to the strategy of selling products and services dependent on their environmental welfare (Deepa & Anuradha, 2011) in which the products or services can be eco-friendly themselves or produced in an eco-friendly way. Green causes are progressively well-known with public making green marketing applicable for advertising and sales.

Green marketing otherwise is known as environmental marketing includes a scope of executions incorporating product adjustment in production procedure, changes and alterations in packaging as well as advertising. As characterized by (Tapan, 2007), Green or Environmental Marketing comprises of all tactics intended to create and encourage any trade planned to fulfill human needs or wants that occurs with negligible unfavorable effect on natural habitat.



To be truly 'green', firms and consumers should guarantee that they are 'less naturally destructive' as opposed to environmentally-friendly (Deepa & Anuradha, 2011). Consequently green marketing should balance limiting natural effect with convenience, performance and affordability.

Natural resources on this planet are constrained and human needs are boundless (Pham & Rambo, 2003). Hence it is imperative for the marketers to use resources productively without waste as well as to accomplish the goals of the firm. There is a developing enthusiasm among the customers throughout the world regarding environment preservation. Worldwide proof demonstrates that individuals are worried about nature and are therefore adjusting their behavior. Green marketing has risen and it talks about a developing business sector for maintainable and socially responsible products and services.

### **3.1 Green consumers**

Acknowledgment of environmental effect has formed a niche referred to as “green consumers” who practice “green purchasing”. The term 'green' is interchangeable with 'pro- ecological' and is extensively characterized as specifying 'concern with the physical environment (air, water, land)' (Shrum, A. McCarty, & Lowrey, 1995). It has been a striking increment in environmental awareness around the world in the past decades. Overview results in developed and developing countries demonstrate that their population rate nature as a prompt and urgent issue (Barr & Gilg, 2006; Dembkowski & Hanmer-Lloyd, 1994), and trust that environmental pollution and damage are affecting their daily life (Hines, Hungerford, & Tomera, 1987; Junaedi, 2007). In spite of the fact that there is an expansion of enthusiasm for ecological issues around the world, the measure of interest and the effect of this

concern on customer purchasing behaviors may not be equivalent (Arbuthnot & Lingg, 1975; Kaufmann, Panni, & Orphanidou, 2012; J. Lee & Holden, 1999). In the last 40 years, there has been some level of achievement in creating expanded interest for environmentally-friendly products (Morrison, 2017). Green consumption includes picking merchandise that have negligible unfriendly effect on the natural habitat. 'Eco-friendly' products are characterized as “ecologically safe items that can facilitate the long term goal of protecting and preserving our natural habitat” (None & Datta, 2011). Examination into customer patterns identifying with the production and advertising of green product has strived to distinguish and analyze green consumption values, attitudes and practices just as investigate approaches to green shoppers’ segmentation and target (Schaefer & Crane, 2005). Recognizing the attributes, or profile of the green customer is a much pinned objective that has offered ascend to various articles (Morrison, 2017).

It is obvious that not all societies, nor segments within them, encounter the face issues or face them in a similar way when the issues are comparable (Schlegelmilch, Greg, & Adamantios, 1996) as people from various societies process data in unexpectedly diversified ways (Hofstede, 1980). Notwithstanding, green purchasing is still a developing inclination for the environmental concern in many countries. Particularly in Vietnam, shoppers appear to be scarcely exposed to the concept of green purchasing while green products (eco-friendly products) are moderately new for Vietnamese citizen, there have been a couple of academic studies about eco-products and green purchasing in Vietnam, yet none of them commended the relationship between social media influencer and environmental awareness,

### 3.2 Environmental awareness

To determine environmental awareness, the definition of environmentalist movement must be understood. This term is an ideology that arouses to protect and preserve the nature from anthropocentric afflictions by evoking human responsibilities (Esmaeilpour & Bahmiary, 2017). Environmental issues can be categorized as Air; Stream, River, Lake and Estuaries; Coast and Ocean; Aquifers and Soils; Drinking Water; Disposal of household and industrial waste and Habitat species and conservation (Zimmerman, 1998). Therefore, environmental awareness is an important part to make the movement succeed by educating and propaganda the community how fragile the physical environment is to fix the problems threatening it. There are numerous available means to encourage and promote the environmental awareness, including traditional ways from environmental books, brochures, or group learning, meetings to modern tools of online courses or even inspirational speeches in social media. All of them is created with a purpose of promoting the awareness of people, whereby changing their behavior tendency to make it better and sustainable to the environment (Reyes, 2014). In fact, this strategy is quite effective as certain communities' awareness are promoting leading to several environmental problems have been addressed and fixed during recent years. For example, a remarkable proof could be listed for this quote is plastic pollution. Human society is dealing with a huge amount of waste that plastic accounted for a great part. 31 million tons of plastic waste was exhausted (Environmental Protection Agency, 2015) and ends up to the ocean or landfilled that putting a lot of pressures on the ecosystem. Thanks to the media, the awareness of people with this pollution is aroused leading several of appeals to tackle this problem.

This study used the above theories to conduct the interview and survey questions.

#### **4. RELATED RESEARCH**

Hoang and Nguyen (2012) has conducted a research looked into Vietnamese consumers' insight about environmental awareness, eco-friendly products and their attitude towards green purchasing. Based on their rationale, consumers from those countries that have more severe environmental issues may view the problems in different perspectives and therefore have different behavioral tendency than consumers in environmental well-preserved nations. Nonetheless, improving environmental awareness is still an ongoing trend in response to environmental alert all over the world. Particularly in Vietnam, consumers don't seem to get exposed to the concept of green awareness and green purchasing. There has been few academic studies about environmental related topics, yet not many of the existing ones involved social media component. Consumer behavior is the crucial element to the impact that society has on the nature wellbeing. The decisions that consumers choose to make and the actions they opt to do on certain behaviors all have direct and indirect influence on the environment, as well as on the personal privileges (Hines et al., 1987).

The study of Hoang & Nguyen (2012) spread questionnaire in 3 biggest cities in Vietnam: Hochiminh, Hanoi and Danang. One of the survey results is that social media has been one of the most widely-used and effective channels to bring general knowledge and vivid visionary of environmental issues to social media users. This finding is anticipated because Vietnamese citizen nowadays spend most of their leisure time with their smartphone or gadgets, not only just young people. On the other hand, not many consumers inactively get information about environmental

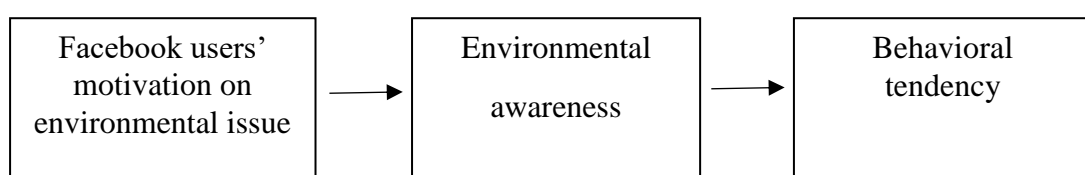
issues from products' descriptions, which indicated the low influence of the firms in raising consumers' awareness of certain and general environmental issues in Vietnam (Hoang & Nguyen, 2012).

There has been a research about the Impact of Influencer Marketing on Consumers' attitude conduct by (Grafström, L., & P., 2018). This study focused on the motivations of social media users when following social media influencers throughout similar key points: influencer marketing, followers' attitudes, electronic word of mouth, trust and credibility. It emphasized that technical evolvement has changed general marketing strategies of brands. They aimed to lower their cost of marketing but still maintaining outcome and revenue, social media's purpose accordingly has been adapted from an entertainment tool to one of the effective and widely-adopted marketing strategies (Grafström et al., 2018; Kirtiş & Karahan, 2011).

## 5. CONCEPTUAL FRAMEWORK

Based on the reviewed researches and theories, social media influencers seems to have certain impact on cognition process of their audience, especially social and environmental issues (Abidin, 2016). As a consequence, this current research will explore the relationship between Facebook users' motivation on environmental issue, environmental awareness and their behavior tendency. Table 6 portrays the conceptual framework that will be utilized for this study.

*Table 6* A Conceptual Framework for this study



## **CHAPTER 3**

### **Methodology**

The current study aims to explore the relationship between Facebook users' motivation to follow social media influencers concerning environmental issues, their environmental awareness and behavioral tendency. The research uses a deductive, quantitative approach through an online questionnaire, and qualitative approach to carry out in-depth interview with social media influencers (SMIs) as the research instrument to collect data. The questionnaire was designed to capture and understand the responses of Facebook users who are exposed in environmental-related content, and follow online influencers who advocate environmentally-friendly lifestyle. The questionnaire measured three concepts. Firstly, it looked at the Facebook users' motivation to follow social media influencers concerning environmental issues, then Facebook users' environmental awareness and behavioral tendency. The questionnaire also investigated the relationship between these variables. This section proceeds to investigate the method that was utilized in this research, which incorporate the research sample and sampling method, the questionnaire format, the interview questions format, the measurement scales that were used to measure the variables and the method of data collection and analysis.

#### **1. RESEARCH SAMPLE AND SAMPLING METHOD**

##### **1.1 Qualitative-based method**

In an effort to answer the research questions, qualitative data will be collected through in-depth interview to gain understanding of social media influencers' strategy to influence their follower's cognition and behavior towards environmental issues.

Three in-depth interviews were conducted with three social media influencers who

had at least 10,000 followers on their Facebook page to be considered as micro influencers (InsightReport, 2017) demonstrated environmentally-friendly lifestyle and obtained certain media recognition in Vietnam. The requirements of the social media influencers were therefore:

- Interviewees must have more than 10,000 followers on their Facebook page
- Interviewees must demonstrate open, explicit environmentally-friendly lifestyle
- Interviewees must achieve certain media recognition

Interviewee no.1- Ms. **TRANG NGUYEN**

Trang Nguyen is a wildlife researcher, WildAct Vietnam's co-founder and ambassador of United for Wildlife fund. Trang is a professional wildlife preserver, she has also established a book about wildlife preservation in 2018. At the age of 17, Nguyen was nominated as one of the "50 most influential young people" in Vietnam. Her Facebook profile has 24,941 followers, considering as Micro Influencer.

Interviewee no.2- Ms. **HELLY TONG**

Helly Tong has been titled as a model, a full time vegetarian pursuing green lifestyle with minimal waste. Helly has established two eco-friendly stores in Hochiminh alongside with her campaign on Facebook "Green is my favorite color", sharing her stories and ways of living green. She has been invited as a guest speaker for TEDxVietnam in 2017. Her Facebook profile has 121,627 followers, considering as Medium Influencer.

Helly Tong has been chosen to be the model social media influencer in the survey of quantitative method in view of that fact that she was qualified to be entitled as the guideline for social media influencers' practices.

Interviewee no.3- Mrs. **TRANG MINH NGUYEN**

Mrs. Nguyen is a TV reporter and presenter at Vietnam Television. She is a mother of 3 girls who has a collection on her FB called "Little things I do for Earth" collected her everyday experiences in applying Reuse, Recycle and Reduce using single-use plastic in the form of family bonding activities for her kids to be easily involved. Her Facebook profile has 250,405 followers, considering as Medium Influencer.





Table 7 Facebook influencers' profiles

Interviewees	Facebook profiles
Trang Nguyen	 <p><b>Trang Nguyen</b>  Tớ là nhà bảo tồn động vật hoang dã,  tớ ko đọc được inbox. Email  trang.nguyen90@gmail.com cho tớ  nhé!</p>
Helly Tong	 <p><b>Tống Khánh Linh (Helly Tong)</b>  wabi sabi / vegetarian / green lifestyle  / minimal waste  For work: klinhtong@gmail.com</p>
Trang Minh Nguyen	 <p><b>Trang Minh Nguyen (Trang Moon)</b>  Mẹ của 3 công chúa Daisy, Bánh Mì,  Bơ &lt;3  và người gieo hạt giống cho Mầm  Nhỏ  trang.nguyen@mamho.vn</p>

*Table 8* Social media influencer's post frequency and followers' reaction in the last 6 months

	<b>Date of post</b>	<b>Like</b>	<b>Comment</b>	<b>Share</b>
	5/4	507	6	104
	4/4	317	3	33
	2/4	258	14	25
	1/4	334	7	20
	31/3	421	2	38
	30/3	797	10	63
	26/3	560	8	36
Trang	16/3	455	3	37
Nguyen	27/2	921	29	175
	10/2	811	10	162
	20/1	821	13	48
	10/1	515	26	75
	9/12	369	16	190
	20/11	615	16	23
	11/4	238	2	31
	5/3	1000	21	210
Helly Tong	20/2	326	2	0
	10/1	206	3	31
	27/1	171	7	46
	18/1	307	18	36

	16/1	776	0	94
	5/1	82	0	40
	29/12	152	6	18
	12/12	231	2	4
	5/12	63	0	15
	2/12	209	3	52
	15/11	349	15	34
	6/4	1000	21	64
	4/4	2700	52	20
Trang Minh	18/3	817	87	302
Nguyen	28/3	1100	111	245
	17/2	794	70	169

## 1.2 Quantitative-based method

The research also employed a quantitative approach through a survey research. It studied a total of 486 respondents, who were asked to participate in an online and offline survey, out of which only 458 qualified for the study. The sample consisted of Vietnamese men and women in Vietnam's biggest cities such as Ho Chi Minh, Hanoi and Danang, within the age gap of 18-45 years as it represents the largest group of Vietnamese population that have been most active Facebook users in 2018 (Digital in Asia, 2018). Respondents were chosen in this study, due to the fact that they are Facebook users and concerned about environmental issues. It was also imperative that the respondents were following certain social media influencers on Facebook. The requirements of the sample were therefore:

- Respondents must use Facebook
- Respondents must be within the age bracket of 18 to 45 years old
- Respondents must be exposed to environmental-related content on Facebook from October 2018 to April 2019

The sampling method that was used in this research, was based on nonprobability, purposive sampling as the questionnaire was posted online on the researcher's Facebook page and distributed among the researcher's network in city centers of Vietnam.

## **2. RESEARCH INSTRUMENTS**

### **2.1 Qualitative research**

In this study, an in-depth interview was used and conducted in English. In total, interview questions fall into the following categories: Reach, Relevance and Resonance based on the Solis' report "The rise of digital influence and how to measure it".

The first section Reach, related to the influencer's amount of follower. Number of Facebook likes matter to business runners while the more advocate they achieve, the better the quality of an influencer's followers needs to coordinate with the quantity. Accordingly, by figuring out follower segmentation, brand marketer can target the appropriate influencers to cooperate with as they would bring out efficient marketing outcomes. Therefore, the interview question for this section is as below:

Question 1: How do you gain Facebook followers? What is your audience segmentation?

The second section is Relevance, which indicates how applicable an individual is to a subject that is relevant to a brand or product. The stronger the connection between a brand and an influencer from the get-go, the less consideration to be made to corporate. The interview questions for this section are as below:

Question 2: What is your social tactics to relate your content with environmental issues?

The third section is Resonance, measures the potentiality of engagement between social media influencers and their audience regarding a brand's topic. This measurement can be reflected by the number of share, like and comment, still assures the increasing audience over time in the online stream of Facebook users. The interview questions for this section are as below:

Question 3: How do you maintain engagement with your followers?

Question 4: How do you set your key performance indicator (KPI) for environmentally related post? How to measure social KPI for each post?

Question 5: What are the reactions of followers toward those mentioned environmental issues?

## **2.2 Quantitative research**

In this research, online questionnaires were used to collect data obtained from all the participants and the questionnaires were formulated in Vietnamese.

The questionnaire consisted of a screening section and four other parts (see Appendix A).

### **Section 1: Screening Questions**

In this part, participants were asked to answer screening questions to ensure that they fit the criteria. Any answers that did not fit the set criteria had lead respondents to the end of the survey. The screening section had three close-ended questions to determine whether the respondent was qualified for the study. The examples of this set of questions are as below:

Question 1: What is your age range?

Question 2: Do you have a Facebook account now?

Question 3: Do you read or browse through any social Facebook content (status/videos/photos) about environmental issues between October 2018 and April 2019?

## **Section 2: Facebook users' motivation, Environmental awareness and Behavioral tendency**

### **Facebook users' motivation**

There were seven questions about followers' motivation focus on the motive and rationales of one's drivers to follow a certain social media influencers concerning environmental issues on Facebook. All questions were borrowed and adapted from Cision Contributor (2018) and Schneider, Goldstein and Smith (1995).

### **Environmental awareness**

Additionally, six questions were examining Facebook users' environmental awareness imparting comprehensive understanding about the actual concern of consumers toward environmental issues. All questions were borrowed and adapted from Esmaeilpour and Bahmiary (2017) and Hoang and Nguyen (2012).

### **Behavioral tendency**

Seven questions about green behavioral tendency pointed out the reaction and effect of post-influence procedure to the followers. All questions were borrowed and adapted from Hoang & Nguyen (2012).

The questions, in a form of statement, in this section went into detail on each of the mentioned components. Results in this section revealed useful insights on how respondents associate with each element and understand which components were relevant and more impactful to the environmental awareness and following up behaviors.

### **Section 3: Demographic**

Part four of the questionnaire consisted of three questions. These include questions 24 to 26, which were used for collecting data on the demographic features of the sample. The questions asked the respondents to determine their gender, education level and their profession, using nominal and ordinal scales.

## **3. MEASUREMENT OF VARIABLES**

This research mainly measured and looked at three variables which include Facebook users' motivation, environmental awareness and behavioral tendency. Its goal was to study each variable in general and to study the relationship between these variables.

### **3.1 Checks for Reliability and Validity**

The reliability and validity of the research instrument is imperative while carrying out any sort of research. Reliability alludes to the level at which the aftereffects of the instrument are the equivalent, each time a preliminary is rehashed

(Carmines, 1979). In the meantime, validity is viewed as how much a research estimates the initial proposed variables without being constrained by any uncertainty, interference or variable control (Sarantakos, 1997). Subsequently, every variable of this research, was inspected and measured dependent on measurement scales and items that were determined from existing research, to guarantee reliability and validity. In addition, before using the measurement scales, the scales were checked and approved by the advisor of this research, so as to guarantee content validity.

A pre-test was conducted on 30 individuals who had similar characteristics with the population of the study. The purpose of this pre-test is to check and ensure if these individuals understood the questions' meaning and the logic, which reliability was proposed at 0.7. In regards to the reliability of the scales, when data was being collected from the respondents, the scales were re-tested for reliability. The reliability of the scales is for each variable is 0.868, 0.806, 0.801, respectively.

The variables for this research will be divided into 2 groups according to the research hypotheses. The first set is Facebook users' motivation on environmental issues and environmental awareness. The second set is environmental awareness and behavioral tendency of respondents. All measures were assessed using five-point, Likert scale type ranging from "strongly disagree = 1" to "strongly agree = 5" to indicate the degree to which the participants agreed toward each item.

**H1:** There is a relationship between Facebook users' motivation and environmental awareness.

**H2:** There is a correlation between environmental awareness and behavioral tendency.



## 4 DATA COLLECTION AND DATA ANALYSIS

### Qualitative-based method

In this research, to collect data, one-on-one interviews was taken place through emails for the convenience of participants, which was conducted from April until May 2019. Participants were asked to explain their strategy of influencer marketing in raising environmental awareness, which were aiming to gain deeper understanding of their practices. These inquiries fell into three categories as mentioned above, and the interviews were resulted in three single-spaced pages of analyzable content. In total, three participants were being interviewed and moved to data analysis.

Based on grounded theory approach (Strauss & Corbin, 1990) open and axial coding procedures were employed for data analysis. During open coding, interview data was separated and each developing concept was marked. The researcher then implemented open coding by separating and dismantling sentences and sections to figure out their real meanings. In axial coding method, it was to obtain further comprehension of open codes and an abstract of measurements. During this procedure, it was to search for similitudes and contrasts among codes and relates codes (classifications and concepts). Through axial coding process, the various practices of social media influencers concerning Facebook users' cognition and behavior regarding environmental issues emerged.

All codes and emerging concepts were later checked and approved by the advisor of this research. The results will be discussed in detail in the next chapter.

### Quantitative-based method

The data collection procedure was conducted during the months of April to June, 2019, by using an online and paper questionnaire as the research instrument. The Statistical Package for the Social Science (SPSS) program was used to compute and break down the data gathered. Moreover, the statistics were run at 95% confidence level.

In regard to the analysis of the findings, descriptive statistics were used to describe the data. These include the frequency, means and standard deviation. Furthermore, the inferential statistic, Pearson's Product Moment Correlation was used to further explore and make inferences about the data collected. The results of this research are reported in the following chapter.

*Table 9* Likert Scale Calculation

<b>5-Point Likert Scales</b>	
<b>Level of Agreement</b>	<b>Score</b>
Strongly Agree	5.00
Agree	4.00
Somewhat Agree	3.00
Disagree	2.00
Strongly Disagree	1.00

*Table 10* Scoring Scale with Interval for Inferential

<b>Definition</b>	<b>Scoring Range</b>
Strongly Agree	5.00 – 4.21
Agree	4.20 – 3.41
Somewhat Agree	3.40 – 2.61
Disagree	2.60 – 1.81
Strongly Disagree	1.80 – 1.00

The correlations between the variables were calculated by using Pearson's Product Moment Correlation Coefficient to uncover the positive and negative relationships as shown in Table 3.5.

*Table 11* Pearson Product-Moment Correlation Coefficient Measurement (r)

<b>Scoring Scale</b>	<b>Meaning</b>
1.00 – 0.80	Very High Association
0.79 – 0.60	High Association
0.59 – 0.40	Normal Association
0.39 – 0.20	Low Association
0.19 – 0.00	Very Low Association

## CHAPTER 4

### Research Findings

This chapter looks at the findings of the research, which are divided into two major parts: qualitative and quantitative findings. In order to serve the research objectives, an interview and a survey were chosen as the form of data collection.

#### 4.1 QUALITATIVE FINDINGS

In total, this study carried on in-depth interviews with 3 social media influencers in Vietnam, whom acquired more than 10,000 followers on their social media channels, demonstrated open, explicit environmentally-friendly lifestyle and achieved certain media recognition. All of them were female and came from different industries thus exhibited a remarkable concern to environmental issues in Vietnam. This chapter will report the findings of social media influencer's reach, relevance and resonance based on Solis' report (2015) on environmental-related content on Facebook.

##### Reach

The first section Reach, related to the influencer's amount of follower. Number of Facebook likes matter to business runners while the more advocate they achieve, the better the quality of an influencer's followers needs to coordinate with the quantity. Therefore, the interview question for this section is as below:

*Question 1:* How do you gain Facebook followers? What is your audience segmentation?

In response to gain followers on Facebook, the social media influencers all had mutual perception about being authentic and provides useful/interesting social

contents since Facebook users are perceived to continuously seek for information and knowledge. Moreover, social media influencers should be either trend-setters or trend-leaders. Interviewee number 1 commented in the following words:

Technically, influencers have to produce either funny, informative or useful contents that hook attention from Facebook users. Because some of them are easily getting bored and continuously seeking for more intriguing, interesting contents. Because I am a working mom with 3 little girls, most of my audience are people who are family-oriented. A lot of messages I receive everyday ask about my daughters and how I manage to work and take care of them at the same time, still work on develop my Facebook as a sharing page for people who care about green living lifestyle.

Interviewee number 1 also described that “There are many ways for a SMI to gain her followers. First, she aims to be an expert in specific field such as cosmetic, travel, music, social discussion, fashion etc. Then, she creates different format of content based on that topic. Sometimes, a SMI will have posts that follow the hottest trend on social to trigger more attention of users”. In terms of target audience segmentation, she believed that it depended on the content direction and social image she built on her Facebook page. It’s a reciprocal relationship because social media influencers can choose their target audience based on their content or modify their content based on their existing follower base. Interviewee number 3 also commented regarding the follower acquisition matter in the following words:

I think people follow me because they care about what I usually write about and they believe in my expertise. So in a way, we share mutual concern

regarding some specific topics. In my case, it's green lifestyle that I am pursuing. People also ask a lot of question about being a full time vegetarian and life as a preservationist as well. Proving that either they are interested, or find things that I share useful.

Interviewee number 3's comment was consistent with other participants' comments, these participants regarded interesting and useful contents as the most important elements that attract followers on Facebook. Furthermore, it is matched with the theories reviewed in previous chapters that Facebook users also care about mutual lifestyle or perceptions regarding environmental issues in Vietnam. They also shared their practices in magnetizing followers and classifying their followers.

### **Relevance**

The second section is Relevance, which indicates how applicable an individual is to a subject that is relevant to a brand or product. The stronger the connection between a brand and an influencer from the get-go, the less consideration to be made to corporate. The interview questions for this section are as below:

*Question 2:* What is your social tactics to relate your content with environmental issues?

In this matter, interviewee number 2 emphasized that she posted her daily adaptations to non-plastic lifestyle regularly on her Facebook page, and that advocated her business as well. Interviewee number 1 was invited to be ambassador of H&M corporate social responsibility's campaign named "Conscious Exclusive", which was aimed to announce to the public that H&M would utilize reusable

materials on their clothing line starting from 2020. In order to relate Facebook content with environmental issues, interviewee no. 1 also described in the following words:

Give them real proofs for everything you say. Pictures, videos, engagement activities to show them how I actually adapt environmentally-friendly mechanics in my household. I know it's not easy but by showing your followers that you actually do it and how to do, you can (hopefully) persuade some of them to do it too. By corporating with H&M, I incorporate my personal and professional image with living green.

Other interviewees agreed on sharing useful and practical information about environmental issues, thus providing necessary and feasible solutions. Interviewee no.3 emphasized the credibility of corporation between brands and influencers since it would affect the authenticity of each SMI and that selective business corporation should be considered. Moreover, according to interviewee no.1, it's crucial to perpetuate "authenticity", as it portrays the signature and expertise of each influencers that remark them among other influencers. In regard to this matter, interviewee number 3 also shared her own practices: "Repetition. Statistics. In order for my followers to realize that environmental issues are now in emergency situation, we have to remind them every day. Talk to them in charts, numbers, photos, videos. Give them real evidence for everything, including the problems and the solutions".

### **Resonance**

The third section is Resonance, measures the potentiality of engagement between social media influencers and their audience regarding a brand's topic. This

measurement can be reflected by the number of share, like and comment. The interview questions for this section are as below:

*Question 3:* How do you maintain engagement with your followers?

*Question 4:* How do you set your key performance indicator (KPI) for environmentally related post? How to measure social KPI for each post?

*Question 5:* What are the reactions of followers toward those mentioned environmental issues?

Regarding maintaining engagement with followers, interviewee no.1 commented in the following words:

In fact, I try my best interact with my followers whenever I have ability to, yet to show certain respect to my followers. Besides that, there have been updating trends every day, I have to put myself in the crowd to understand and comprehend the ongoing matters. That supports me in generating creative contents.

For the same matter, interviewee number 2 expressed: “My audience follows me because of the good post I produce. When I share about personal experience regarding various topics, some of them say thank because they find it useful or interesting. Some of them may argue but still hit the “Follow” to seek for more content from me. Followers have to gain certain benefit from following influencers, either knowledge, information or simply being entertained”. All interviewees voiced that it was impractical to set KPI for environmental Facebook posts but they managed to utilize social listening tools to measure interactions from followers towards the posts, just like interviewee number 2 shared: “Well technically it’s hard to set KPI for



a social post unless you run ads for it. Anyhow, I can measure the social listening by Facebook tools to see the interactions of followers towards certain posts”. The social interactions were mixed and depended on content type. Followers tended to engage more with interactive activities, such as “100 things I do for the Earth everyday”, which were adopted by all three interviewees. Thus, the three interviewees all agreed on maintaining the connection between followers and influencers. Facebook users fancy on following certain social figures for their particular reasons, they keen on being updated, engaged and connected. In regard to Facebook users’ reactions towards environmental-related content, interviewee number 3 commented in the following words:

Recently, there are both positive reactions and negative reactions from followers. In fact, it’s a controversial topic when it comes to what Facebook users really think and do about environmental issues. People who care would comment and applaud. People who do not care just do not bother.

*Table 12. Results of reach, relevance and resonance from qualitative research*

<b>Social media influencers' traits</b>	<b>Themes</b>
Reach	Authenticity interesting useful trend- setters trend-leaders care attention mutual lifestyle perception
Relevance	Regularly repetition evidence proof photos videos
Resonance	Interacting updating engaging activities benefit understanding

## 4.2 QUANTITATIVE FINDINGS

In quantitative findings, the researcher will discuss the results and findings from the collected data of online and offline questionnaire completed by 458 samples between the ages of 18-45 who used Facebook and were exposed to environmental related contents on Facebook between October 2018 and April 2019. The data was collected both online and offline, from May 13 2019 until May 20 2019. The findings of quantitative research will be divided into 5 parts including:

4.2.1 Demographic

4.2.2 Facebook users' motivation

4.2.3 Environmental awareness

4.2.4 Behavioral tendency

4.2.5 The relationship between Facebook users' motivation on environmental issues, their environmental awareness and behavioral tendency.

#### 4.2.1 Demographic

In this part, collected data will reveal demographic about respondents including gender, age, level of education and profession.

There were four hundred and seventy-six questionnaire results collected in total. Of all the responses, eighteen were discarded as the respondents did not fulfill the screening section of the questionnaire. Therefore, a total of 458 final responses were used with a response rate of 96.2%. Among the total 458 respondents, the majority was females, comprising 331 respondents, accounting for 72.3% of the total sample. The second group of respondents was male, accounting for 27.7%, with a sample of 127 participants. These results are depicted in Table 13.

*Table 13* Gender of the Respondents

<b>Gender</b>	<i>f</i>	<b>%</b>
Female	331	72.3
Male	127	27.7
<b>Total</b>	458	100.0

For the age demographic, the majority of respondents were 18-24 years old, or 40% of the total sample comprising 183 respondents. This group was followed respondents 25-29 years old, which comprised 145 respondents or 31.7% of the sample, 30-34 years old, which comprised 84 respondents or 18.3% respectively. The next group of respondents was 35-39 years of age, comprising 31 respondents, 6.8%, and finally, the smallest group, 15 respondents 40-45 years old, or 3.3% of the total sample.

*Table 14 Age of the Respondents*

<b>Age</b>	<i>f</i>	<b>%</b>
18-24	183	40
25-29	145	31.7
30-34	84	18.3
35-39	31	6.8
40-45	15	3.3
<b>Total</b>	<b>458</b>	<b>100.0</b>

The majority of the respondents possessed a bachelor's degree, 51.3 % or 235 respondents. 135 of the respondents had an education level below a bachelor's degree, accounting for 29.5 % of the sample. The smallest group, 99 respondents, or 19.2%, had an education level above a bachelor's. The distribution of the respondents by their education level is shown in Table 15.

*Table 15 Education level of the Respondents*

<b>Education Level</b>	<i>f</i>	<b>%</b>
Above Bachelor's degree	88	19.2
Bachelor's degree	235	53.1
Below Bachelor's degree	135	29.5
<b>Total</b>	<b>458</b>	<b>100.0</b>

The profession of the respondents also varied. The majority were corporate employees, 212 individuals or 46.3 %. The second group comprised students, 123 individuals, accounting for 26.9 % of the sample. The third group of respondents were freelancers, 48 respondents accounting for 10.5 %. This group was followed by government officials, 30 respondents accounting for 6.6%. Other professionals, 20 respondents, or 4.4%, business owners, consisting of 12 respondents, or 2.6%, and unemployed, consisting of 13 respondents, or 2.8% respectively. The distribution of the respondents by their education level is shown in Table 16.

*Table 16* Profession of the Respondents

<b>Age</b>	<i>f</i>	<b>%</b>
Business owner	12	2.6
Corporate employee	212	46.3
Freelance	48	10.5
Government official	30	6.6
Student	123	26.9
Unemployed	13	2.8
Other	20	4.4
<b>Total</b>	<b>458</b>	<b>100.0</b>

#### 4.2.2 Facebook users' motivation on environmental issues

The second part of the survey aims to understand Facebook users' motivation to follow social media influencers who published environmental-related contents. For this section of survey, a Likert Scale was used, where the score 5 depicts a strong agreement with the statement and the score 1 depicts a strong disagreement with the statement.

The Facebook users' motivation on environmental issues were measured from the data received from part 2 of the survey questionnaire. In order to analyze the data, a combination of seven statements were assessed to explore respondents' opinions on the motivations to follow social media influencers concerning environmental issues.

All respondents were asked to rate statements. The average score reflected the respondent's opinions on Facebook users' motivation to follow social media influencers who published environmental-related contents. Table 4.5 depicts the scores

given by the respondents. On average, the respondents rated Facebook users' motivation on environmental issues as 3.3206 out of 5, which overall demonstrated that they had a moderate level of agreement on the reasons to follow social media influencers for their green content. The statement that had the highest overall mean score was 'I follow certain SMIs on Facebook because I find their environmental-related contents interesting', with Mean= 3.629, which showed that the respondents had a liking for Facebook environmental content was interesting enough to make them follow the owner of the posts. The statement that had the second highest mean score was 'I follow certain SMIs on Facebook because their green lifestyle matches mine', with Mean=3.5 out of 5.0, which showed that respondents moderately sympathized with the environmentally-friendly lifestyle of certain social media figures. The next measure was 'I follow certain SMIs on Facebook because we share similar points of view regarding environmental issues' with Mean= 3.491, showing that respondents perceived that they would follow a certain social media influencer because they share similar perceptions regarding environmental issues. This was followed by the statement, 'I follow certain SMIs on Facebook because I admire their images in living green', with a Mean score of 3.430; 'I follow certain SMIs on Facebook because I think their environmental-related contents are accurate' and 'I follow certain SMIs on Facebook because of the reliability of their followers', which had of Mean= 3.225 respectively. The factor that received the lowest overall average score was 'I follow certain SMIs on Facebook because of the size of their follower range', with Mean= 2.745, explaining that the participants only somewhat found the number of followers important to their following decision. Cronbach's Alpha test was applied to check internal consistency as proposed in previous chapter. It is considered to be a measure

of reliability. The Cronbach's result for Facebook users' motivation on environmental issues was higher than the threshold at 0.7, so its reliability was confirmed.

*Table 17* Mean and Standard Deviation of Facebook user' motivation on environmental issues

Facebook user' motivation	%					Mean	SD
	Strongly agree	Agree	Somewhat Agree	Disagree	Strongly disagree		
I follow certain SMIs on Facebook because their green lifestyle matches mine.	21.6	28.2	34.5	10.0	5.7	3.500 (Agree)	1.1075
I follow certain SMIs on Facebook because we share similar point of view regarding environmental issues.	19.2	30.3	35.6	10.0	4.8	3.491 (Agree)	1.0610
I follow certain SMIs on Facebook because I find their environmental-related contents interesting.	21.6	38.6	25.1	10.3	4.4	3.629 (Agree)	1.0656
I follow certain SMIs on Facebook because I admire their images in living green.	22.1	25.1	32.3	14.8	5.7	3.430 (Agree)	1.1518
I follow certain SMIs on Facebook because I think their environmental-related contents are accurate.	14.6	24.2	37.8	15.7	7.6	3.225 (Somewhat agree)	1.1147
I follow certain SMIs on Facebook because of the size of their follower range.	9.6	19.7	26.0	25.1	19.7	2.745 (Somewhat agree)	1.2474
I follow certain SMIs on Facebook because of the reliability of their followers.	15.1	26.0	33.2	17.9	7.9	3.225 (Somewhat agree)	1.1438
<b>Total</b>						<b>3.326</b> <b>(Somewhat agree)</b>	<b>.84356</b>

Note: For the variable Facebook users' motivation, a five-point, Likert scale type

ranging from "strongly disagree = 1" to "strongly agree = 5" was used.

Cronbach's Alpha for the scale = 0.868.

#### **4.2.3 Environmental awareness**

The analysis for this section, is based on the data received from part 2 of the questionnaire. For this section of survey, a Likert Scale was also used, where the score 5 depicts a strong agreement with the statement and the score 1 depicts a strong disagreement with the statement. The average rating the respondents gave for their environmental awareness was 4.1689, indicating that they had a concern towards current environmental issues in Vietnam. The environmental problem that got the highest score was waste, with a score of 4.502, which was followed by air pollution with a score of 4.480. These were followed by marine pollution and forest destruction, with scores of 4.432 and 4.308 respectively. The statement 'I am aware of environmental issues in Vietnam to the degree that I want to take immediate action to protect nature from human causes' came in next position with a score of 4.109. The statement with the lowest score was, 'My environmental awareness is impacted from Facebook', with a score of 3.181 which indicated that the Facebook users were somewhat likely to state that their environmental awareness was impacted by social media influencers. Table 18 shows the respondent's environmental awareness.

The Cronbach's alpha reliability for the attitude scale is 0.806, depicting a high reliability of the scale.



*Table 18* Mean and Standard Deviation of Facebook users' environmental awareness

Environmental awareness	%					M	SD
	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree		
I am concerned about air pollution issue in Vietnam.	60.3	29.9	7.9	1.5	0.4	4.480 (Strongly agree)	.7431
I am concerned about waste problems in Vietnam.	59	34.1	5.5	1.3	0.2	4.502 (Strongly agree)	.6819
I am concerned about forest destruction in Vietnam.	51.3	32.5	12.0	3.9	0.2	4.308 (Strongly agree)	.8467
I am concerned about marine pollution in Vietnam.	57.6	31.4	8.1	2.2	0.7	4.432 (Strongly agree)	.7861
I am aware of environmental issues in Vietnam to the degree that I want to take immediate action to protect the nature from human causes.	38.6	38.2	19.4	2.8	0.9	4.109 (Agree)	.8733
My environmental awareness is impacted from Facebook' social media influencers.	17.0	26.2	26.4	18.6	11.8	3.181 (Somewhat agree)	1.2534
<b>Total</b>						<b>4.1689</b> (Agree)	<b>.62952</b>

Note: For the variable Environmental awareness, a five-point, Likert scale type

ranging from “strongly disagree = 1” to “strongly agree = 5” was used.

Cronbach's Alpha for the scale = 0.806.

#### 4.2.4 Behavioral tendency

The results in Table 4.9 depicted that the respondents had a moderate level of agreement to the green behavioral tendency, as the mean score given for the participants' green behavioral tendency was 3.6463. The statement with the highest score was *'I care about the alignment between a brand and its action in*

*being environmentally-friendly*’, as the score for this statement was 4.20. The statement with the second highest score was *‘I persuade my family and friends to adjust to green behavior just like I do’*, with a score of 4.015, followed by the statement, *‘I would like to do waste sorting on a daily basis’*, with a score of 3.928. Then was the statement, *‘I tend to buy recycled products and products using recycled materials’*. This statement received a rating of 3.697. The next statements, *‘I tend to carry my own shopping bags when I shop at the stores’* and *‘I tend to use public transportation’*, had the scores of 3.583 and 3.212 respectively. The statement with the least score (2.871) was *‘I tend to bring my own straws when I go to drink stores’*. Table 4.9 shows the respondent’s behavioral tendency. The Cronbach’s alpha reliability for this scale for green behavioral tendency is 0.801, ensuring high reliability.

*Table 19* Mean and Standard Deviation of Facebook users' behavioral tendency

Behavioral tendency	%					M	SD
	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree		
I tend to buy recycled products and products using recycled materials.	25.1	32.3	32.5	7.2	2.8	3.697 (Agree)	1.0150
I tend to carry my own shopping bags when I shop at the stores.	27.9	25.5	29.3	11.4	5.9	3.583 (Agree)	1.1772
I tend to use public transportation.	22.3	18.1	30.3	17.0	12.2	3.212 (Agree)	1.3001
I tend to bring my own straws when I go to drink stores.	15.9	14.2	30.6	19.7	19.7	2.871 (Somewhat Agree)	1.3226
I would like to do waste sorting on a daily basis.	35.6	31.7	25.3	4.8	2.6	3.928 (Somewhat Agree)	1.0169
I care about the alignment between a brand and its action in being environmentally-friendly.	46.3	34.5	15.7	1.7	1.7	4.218 (Strongly Agree)	.8951
I persuade my family and friends to adjust to green behavior just like I do.	35.8	37.8	21.0	3.1	2.4	4.015 (Agree)	.9528
<b>Total</b>						<b>3.6463</b> (Agree)	<b>.74828</b>

Note: For the variable Behavioral tendency, a five-point, Likert scale type ranging from “strongly disagree = 1” to “strongly agree = 5” was used. Cronbach’s Alpha for the scale = 0.801.

#### **4.2.5 The relationship between Facebook users' motivation on environmental issues, their environmental awareness and behavioral tendency**

This section of the findings aims to test 2 hypotheses between the three variables, namely Facebook users' motivation from social media influencers on

environmental issues, consumers' environmental awareness and their behavioral tendency. It consists of the statistical test results from the correlation analysis.

A Pearson's Product Moment Correlation test was run to explore the relationship among the three variables. Based on the results depicted in Table 4.11, **Facebook users' motivation from social media influencers on environmental issues** and **environmental awareness** have a significantly moderate positive relationship ( $r = .441$ ) at 0.05 significance level. This implies that, a change in the consumers' motivation from social media influencers, whether it is an increase or a decrease, is likely to relate to a change in the respondents' environmental awareness. Moreover, the higher the scores for consumer's motivation, the greater the respondent's environmental awareness.

*Table 20* Correlation between Facebook users' motivation from social media influencers on environmental issues and environmental awareness

	<b>Environmental awareness</b>	
<b>Facebook users' motivation from social media influencers on environmental issues</b>	R	P-Value
	.441	.000*

Another correlation analysis was conducted in order to explore the relationship between Facebook users' environmental awareness and their behavioral tendency. Table 4.11 shows the results for the correlation. It is seen that **Facebook users' environmental awareness** have a significantly strong relationship with **their behavioral tendency** ( $R = .580$ ) at 0.05 significance level. This implies that if there was a change in the respondents' opinions of the environmental awareness whether it

is an increase or a decrease, it is likely to relate the consumers' green behavioral tendency. Moreover, the higher the scores for the environmental awareness, the more the respondents' behavioral tendency.

*Table 21* Correlation between environmental awareness and behavioral tendency

Facebook users' environmental awareness	Behavioral tendency	
	R	P-Value
	.580	.000*



## **CHAPTER 5**

### **Research Summary and Discussion**

Using the findings of this research, this chapter will go on to provide a detailed summary of the data analysis and discussion. Additionally, the limitations of this research, the directions for future research and the practical implications, will also be explored.

#### **5.1 CONTRIBUTION OF BODY OF KNOWLEDGE**

The goal of this research is to examine the relationships between Facebook users' motivation to follow social media influencers on environmental issues, their environmental awareness and behavioral tendency. Furthermore, this study will attempt to provide answers to the following research questions:

1. What are social media influencers' strategies and practices to influence their follower's cognition and behavior towards environmental issues?
2. Is there a relationship between consumers' motivation from social media influencers and consumers' environmental awareness?
3. Is there a correlation between consumers' environmental awareness and their environmental behavioral tendency?

The research was conducted with a quantitative and qualitative methodology. An in-depth interview was carried on with three social media influencers. A survey was distributed both online and offline to collect 458 qualified responses out of 486 total responses. The survey consists of 5 parts including screening questions, Facebook users' motivation, environmental awareness, behavioral tendency and demographic. The screening questions are meant to eliminate participants who did not fit the study's criteria: between the ages of 18-45, who currently use Facebook and

access to environmental- related content between October 2018 and April 2019. After data had been collected, it was then being calculated by using SPSS. First, Cronbach Alpha was tested to ensure the survey's reliability and validity, then in inferential statistic calculation, Pearson's Product Moment Correlation Coefficient was applied to validate the correlations between variables. The descriptive statistic calculation includes mean, percentage and standard deviation.

**H1.** There is a relationship between Facebook users' motivation from social media influencers and their environmental awareness.

**H2.** There is a relationship between Facebook users' environmental awareness and their behavioral tendency.

This chapter includes a summary of data, analysis on collected data, research discussion, directions for future research, and practical implications.

## **5.2 SUMMARY OF RESEARCH FINDINGS**

### **5.2.1 Qualitative findings**

#### **Reach**

In response to gain followers on Facebook, the social media influencers all had mutual perception about being authentic and provides useful/interesting social contents since Facebook users are perceived to continuously seek for information and knowledge. Moreover, social media influencers should be either trend-setters or trend-leaders. Influencers should provide funny, informative or useful contents that are beneficial to their followers anyhow or for follower acquisition. Because some of them are easily getting bored and continuously seeking for more intriguing, interesting contents.

## **Relevance**

Influencers should provide real testimonials on living green to persuade their followers how they actually adapt environmentally-friendly mechanics in daily life. By showing the followers that they actually do it and how to do it, social media influencers can inspire some of them to do it too. In order to adapt lifestyle's changes, the influencers ought to be green role models.

Other interviewees agreed on sharing useful and practical information about environmental issues, thus providing necessary and feasible solutions. The credibility of corporation between brands and influencers are essential since it would affect the authenticity of each SMI and that selective business corporation should be considered. Thus, it's crucial to perpetuate "authenticity", as it portrays the signature and expertise of each influencers that remark them among other influencers.

## **Resonance**

All interviewees agreed on that it was impractical to set KPI for environmental Facebook posts but they managed to utilize social listening tools to measure interactions from followers towards the posts. Yet the interactions were mixed and depended on content type. Followers tended to engage more with interactive activities, such as "100 things I do for the Earth everyday", which were adopted by all three interviewees. Thus, the three interviewees all agreed on maintaining the connection between followers and influencers. Facebook users fancy on following certain social figures for their particular reasons, they keen on being updated, engaged and connected.



## 5.2.2 Quantitative findings

### Demographic

From 458 samples, there were 72.3% female and 27.7% male. Majority of the participants were between the age of 18-24 with a percentage of 40% while the second largest group represented people between the age of 25-29 at 31.7%. In terms of highest level of education, 53.1% of the participants received bachelor's degree. About 46.3% of the samples worked as corporate employee.

### Facebook users' motivation on environmental issues

The statement *'I follow certain SMIs on Facebook because I find their environmental-related contents interesting'* received the highest Mean score of 3.629, which described that the respondents had a tendency to be attracted by interesting environmental-related content. The statement that had the second highest mean score was *'I follow certain SMIs on Facebook because their green lifestyle match with mine'*, with 3.5 out of 5.0. The next measure was *'I follow certain SMIs on Facebook because we share similar point of view regarding environmental issues'* with 3.491, depicted that respondents perceived that they would follow a certain social media influencer because they share similar perceptions regarding environmental issues. This was followed by the statement *'I follow certain SMIs on Facebook because I admire their images in living green'*, with a score of 3.430. The next items, *'I follow certain SMIs on Facebook because I think their environmental-related contents are accurate'* and *'I follow certain SMIs on Facebook because of the reliability of their followers'*, had the same score of 3.225. On the other hand, the factor that received the lowest overall average score was *'I follow certain SMIs on Facebook because of the size of*

*their follower range*', with 2.745, explaining that the participants only somewhat found the number of followers really matter to their following decision.

### **Environmental awareness**

The average rating the respondents gave for their *environmental awareness* was 4.1689, indicating that they had a positive attitude towards current environmental issues in Vietnam. The environmental problem that got the highest score was *waste problem*, with a score of 4.502, which was followed by *air pollution* with a score of 4.480. The next items, *marine pollution* and *forest destruction*, had the scores of 4.432 and 4.308 respectively. The statement '*I am aware of environmental issues in Vietnam to the degree that I want to take immediate action to protect the nature from human causes*' came in next position with the score of 4.109. The statement with the least score was the '*My environmental awareness is impacted from Facebook*', with a score of 3.181 which indicated that the Facebook users were somewhat likely to state that their environmental awareness were impacted from social media influencers.

### **Behavioral tendency**

The statement with the highest score was '*I care about the alignment between a brand and its action in being environmentally-friendly*', as the score for this statement was 4.20. The statement with the second highest score was '*I persuade my family and friends to adjust to green behavior just like I do*', with a score of 4.015, followed by the statement, '*I would like to do waste sorting on a daily basis*', with a score of 3.928. Then was the statement, '*I tend to buy recycled products and products using recycled materials*'. This statement received a rating of 3.697. The next statements, '*I tend to carry my own shopping bags when I shop at the stores*' and '*I*

*tend to use public transportation*’, had the scores of 3.583 and 3.212 respectively. The statement with the least score (2.871) was *‘I tend to bring my own straws when I go to drink stores’*.

### **The relationship between Facebook users’ motivation on environmental issues, their environmental awareness and behavioral tendency**

Lastly, there were two correlation tests conducted to explore the relationship between the variables. The first correlation test was performed to see if there was a relationship between Facebook users’ motivation on environmental issues and their environmental awareness. The results of the study depicted that there was in fact a significant positive relationship between the variables with  $r = .441$  at **0.05 significance level**. This meant that if the respondents’ scores for Facebook users’ motivation on environmental issues increased, their scores given towards their environmental awareness, would also increase.

The second correlation analysis was executed to see if there is a relationship between the Facebook users’ environmental awareness and behavioral tendency. It was depicted that environmental awareness and behavioral tendency also had a significant positive relationship with  $r = .580$  at **0.05 significance level**. In this case, when the respondents’ scores for environmental awareness increase, their scores given to the behavioral tendency would also increase.

### **5.3 RESEARCH DISCUSSION**

After data were collected and analyzed for this research under the title **“The relationship between Facebook users’ motivation on environmental issue, environmental awareness and behavioral tendency in Vietnam”**, results reveal

various interesting insights that allow researcher to better understand Facebook users' motivation on environmental issues as well as their environmental awareness and green behavioral tendency. The results of the research will be discussed below.

### **5.3.1 Qualitative research**

The social media influencers all shared mutual perception about being authentic and provides interesting social contents since the majority of Facebook users in the research findings were mostly young people from 18 to 29 years old, perceived to continuously seek for information and obtain new knowledge. Moreover, social media influencers should be able to detect trend elements and create social wave towards not only environmental issues but other social issues as well. There are various social tactics to maintain relevance between brands and influencers, between influencers and their audience. Testimonials, reviews and recommendations are necessary methods to convince Facebook users to adapt green lifestyle, showing and reminding them to do it and how to do it. Also from the research quantitative findings, respondents implied that they were concerned about adjusting their lifestyle to protect and preserve nature resources. Hence, social media influencers ought to be the role model for their target audience. Furthermore, the credibility of corporation between brands and influencers are essential since it would affect the authenticity of each influencer and that selective business corporation should be considered. It's necessary to perpetuate "authenticity", as it portrays the signature and expertise of each influencers that remark them among other influencers. Social media influencers should maintain sharing useful and practical information about environmental issues, thus providing necessary and feasible solutions. Facebook users follow certain social

figures for their particular reasons, they keen on being updated, engaged and connected.

### 5.3.2 Quantitative research

#### Demographic

From 458 samples, there were 72.3% female and 27.7% male. Majority of the participants were between the ages of 18-24 with a percentage of 40% while the second largest group represented people between the age of 25-29 at 31.7%. This can be inferred that people from 18-29 get more access to environmental-related content on Facebook and somehow concern more about environmental issues. In terms of highest level of education, 53.1% of the participants received bachelor's degree. About 46.3% of the samples worked as corporate employee.

#### Facebook users' motivation on environmental issues

From this current research, the results show that the samples had average positivity on following the social media influencers on Facebook as the scored 3.3206 out of 5. Among that, '*interesting contents*' is the primary rationale that motivates Facebook users to follow certain influencers that received the highest score of 3.629 and followed by sharing mutual '*green lifestyle*' with 3.5 out of 5.0. In fact, Facebook is observed to be the most active social media platform in Vietnam with 61% of social media users (Digital in Asia, 2018). Add on to that, more than 60% of internet users in Vietnam across all ages have interacted with an influencer, either by "liking" or interacting with their content. It seems that Facebook' social media influencers is a trending and promising channel to spread information and communicate with massive audience. Facebook users follow certain influencers based on various motivation on

environmental factor. Either they can learn or make good use of the information shared by those influencers, it triggers them to follow or they follow actively to receive more contents regarding environmental issues.

Furthermore, if the users conceive the matching green lifestyle or environmental point of view from the influencers, they will hit the “Follow” button. The next measure was *‘similar point of view regarding environmental issues’* with Mean score of 3.491. Among other reasons, Facebook users seem to least care about the size of follower range of a certain influencer, proven by *‘the size of their follower range’* with the mean score of 2.745. The research also shows that Facebook users follow because they admire the image of living green of people, in a way they may wish to have the same or just look up to a lifestyle that is not easy to establish.

### **Environmental awareness**

The results support the fact that nowadays participants’ concern reflects environmental issue alert in Vietnam. The environmental problem that got the highest score was *waste problem*, with a score of 4.502, which was followed by *air pollution* with a score of 4.480. According to Ngo and Triet (2017), a group of American and Australian researchers and experts pointed out 12 countries impacting noticeably to the ocean by the year 2018 and South East Asia had up to 5 representatives: Thailand, Vietnam, Malaysia, Indonesia and the Philipines. Vietnam ranked the fourth with 1.8 million plastic waste. A latest study about environmental performance index of Yale University reported that Vietnam was in the list of 10 worst air-polluted countries in the world by 2018. Waste problem and air pollution seemed to be the two most alarming, vigilant and observable issues, following up by marine pollution and forest

destruction which all performed strong agreement from respondents. Thanks to the media, the awareness of Vietnamese citizen towards pollution is arousing leading to several of appeals to tackle this problem. That's probably the reason why the statement *'I am aware of environmental issues in Vietnam to the degree that I want to take immediate action to protect the nature from human causes'* came in next position with the score of 4.109, implying the will of participants in taking immediate actions and solutions to preserve and protect environment.

The statement with the least score was the *'My environmental awareness is impacted from Facebook'*, with a score of 3.181 which indicated that the Facebook users were somewhat unlikely to state that their environmental awareness were impacted from social media influencers.

### **Behavioral tendency**

The statement with the highest score was *'I care about the alignment between a brand and its action in being environmentally-friendly'* as the score for this statement was 4.20, portrayed a suggestion for brands and corporations to adapt green marketing since respondents strongly agree that they would consider the environmentally-friendly element. Studies have demonstrated that conformity changes over various societies. Individuals from Western societies are delegated as individualist while Asians are classified as collectivities. While the former places more noteworthy accentuation on self-advancement, the latter typically put the requirements of family and society over their own. That being the case, Asians are perceived to conform more (Smith and Bond, 1998). Applying this theory to the research, it fits with the agreement *'I persuade my family and friends to adjust to*

*green behavior just like I do*’, with a score of 4.015 suggesting that respondents have the spirit of actual changing for the better, spreading the good deed to their family and friends circle.

Currently, Vietnam has just started to implement waste sorting in big scale, they put categorized trash bins in public places and employing social campaign regarding waste sorting issue. This probably results in *‘I would like to do waste sorting on a daily basis’*, with a score of 3.928 indicating an agreement from respondents. *‘I tend to use public transportation’*, had the scores of 3.212 due to the fact that Vietnam currently hasn’t constructed metro so the main public transportation is solely bus, yet the most common transportation vehicle is motorbikes. The smoke and residue from millions of motorbikes are destroying the air in the urban areas such as Hochiminh City, Hanoi and Danang.

In addition, Vietnam is developing toward industrialization and modernization, so dust is remarkably expanded. Another factor which can be significant to this research is related to the least agreed statement *‘I tend to bring my own straws when I go to drink stores’* with Mean score = 2.871. Milk tea trend was first commenced in Vietnam since 2002 from Taiwan and has been developed aggressively over the last decades (Vietnam Economic Times, 2017). Milk tea is a popular drink among people of all ages and social classes. It is estimated that the total revenue by 2020 of milk tea sector in Vietnam market would reach nearly \$24.7 billion. This can be inferred that no matter how much milk tea respondents consume, they somehow find it unachievable to bring their own straws instead of using plastic straws each time.



It is obvious that not all societies, nor segments within them, encounter the face issues or face them in a similar way when the issues are comparable (Schlegelmilch et al., 1996), as people from various societies process data in unexpectedly diversified ways (Hofstede, 1980).

### **The relationship between Facebook users' motivation on environmental issues and their environmental awareness**

This section will discuss the research results in regard to the relationship between Facebook users' motivation on environmental issues and their environmental awareness.

The findings from the correlation analysis revealed that there was a significant positive relationship between Facebook users' motivation on environmental issues and their environmental awareness, thus accepting the first hypothesis. This reflects that when Facebook users had positive motivation to follow social media influencers on environmental issues, they enhanced their environmental awareness. The result has proven the model cognition-emotion since the Facebook users were informed about environmental issues by social media content, they tended to form their feeling toward the issues.

### **The relationship between environmental awareness and behavioral tendency**

This section will discuss the research results in regard to the relationship between Facebook users' environmental awareness and their behavioral tendency.

The findings from the correlation analysis revealed that there was a significant positive relationship between Facebook users' environmental awareness and their

behavioral tendency, thus accepting the second hypothesis. This reflects that when Facebook users had enhanced their environmental awareness, they tend to act upon green behavior more. This has also proven the consequence between emotion and behavior. When Facebook users are aware of current environmental issues to some certain extents, they tend to adapt their behavior to decrease the negative impact to the nature.

#### **5.4 PRACTICAL IMPLICATIONS**

The findings of this research provide valuable knowledge about Facebook users' motivation to follow certain social media influencers on environmental issues, their environmental awareness and consequent behavioral tendency. Based on these findings, various practical implications are derived.

##### **5.4.1 Vietnamese government**

Firstly, from the results of the study, it is apparent that Facebook users' motivation to follow certain social media influencers on environmental issues describes the features of the influencer and what they look for in the influencer or why they follow that influencer. For example, this study depicts that SMIs received the highest rating for their interesting contents, this was followed by green lifestyle, where respondents scored them with a relatively high score, in regard to similar standpoints regarding environmental issues. Thus, it can be deduced that the respondents follow SMIs because they admire their image of living environmentally-friendly. For this reason, Ministry of Information and Communication can facilitate Facebook as an official channel and use social media influencers as representatives to disseminate information and raise awareness on concurrent environmental problems in Vietnam. Since Facebook is the most powerful social media channel in Vietnam

(Digital in Asia, 2018), the government can reach a wider range of audience and be able to update announcements easily.

Secondly, the Vietnamese government can consider employing implementations to tackle air pollution by improving public transportation as this study's results indicate that citizens are strongly concerned about the environment they are living in. Thus, the Government could ban or restrict single-use plastic usage as the results also demonstrate as respondents claimed they are involved in using recycled material yet are still hesitant to decline straws and plastic shopping bags entirely.

#### **5.4.2 Brands and corporations**

These findings could also be applied to brands' marketing strategies as the results obtained from this study imply that consumers care about a brand's images aligning with environmental protection and preservation. Thus, marketers of consuming products such as FMCG (Fast Moving Consumer Goods) should take these insights and carefully pick influencers who can provide interesting and useful contents. Corporations and businesses who are heavy consumer of single-use plastic can consider adopt social media influencers marketing as a communication vehicle to promote themselves as green, ethical and responsibly sustainable businesses. As these research's results imply that Facebook users care about the alignment between brands and their actions on acting green, brand marketers should employ communication tactics that portray environmental concern of their products/services and encourage their consumers to do the same. Thus, based on the qualitative findings, companies can consider adopting appropriate social media influencer marketing strategies to

carry out corporate social responsibility campaigns, for example, by producing interesting social contents to attract view and interaction.

### **5.5 LIMITATIONS OF THE STUDY**

Overall, the study was successful and yield positive results, which could extend the body of knowledge on Facebook users' motivation, their environmental awareness and behavioral tendency. However, there was one limitation that can be identified and worked upon in the future.

The current study sampled only in Hochiminh, Hanoi and Danang which are big cities in Vietnam. In the future, the sample used in such a research, should be expanded to bigger population in Vietnam and be more random spread. Making this change would provide even more confirming results.

### **5.6 DIRECTIONS FOR FUTURE RESEARCH**

The current study can be further worked upon and improved to gain more insights about these variables. Firstly, this study solely explored Facebook users' motivation on environmental issues, their environmental awareness and behavioral tendency on Facebook platform and through social media influencers. In the future, researchers should attempt at expanding the method of data collection and the span of information sources, also utilizing a qualitative approach for bigger scale of respondents. Firstly, Vietnam Government should involve traditional, mass media in environmental campaign in order to reach further and higher amount of audience. Thus, employing a qualitative approach, in the form of focus groups will allow the researchers to receive more in-depth knowledge on what people's mean or perceptions for when they think about the Vietnam's environmental issues and the pragmatic solutions to tackle the problems. It will also help researchers understand the

proficient and structured methods to raise awareness and change behaviors of those audience for a better green future.

Moreover, this study explored the strategies and practices of only three social media influencers. In the future, this study can be further expanded by looking at five social media influencers. Comparing the respondents' opinions on diverse social implementations will help understand what tactics would work or might be adapted in assorted social campaigns. Likewise, social media influencers in Vietnam currently representing brands or private corporates, or even government community-based projects, could also be used to see which motivations would penetrate followers to support the message or act upon the campaign's objectives.

Thus, the future researchers can investigate deeper into more comprehensive and detailed environmental issues in Vietnam rather than air pollution, waste problems, deforestation and marine pollution.

## APPENDIX

### APPENDIX A

#### IN-DEPTH INTERVIEW QUESTIONS FOR SOCIAL MEDIA

#### INFLUENCERS

(English version)

##### Reach

1. How do you gain followers? What is your audience segmentation?

##### Relevance

2. What is your social tactics to relate your content with environmental issues?

##### Resonance

3. How do you maintain engagement with your followers?
4. How do you set your KPI for environmentally-related post? How to measure social KPI for each post?
5. What are the reactions of followers toward those mentioned environmental issues?

**APPENDIX B****SURVEY QUESTIONNAIRE (English version)**

Thank you for agreeing to take part in the survey. This study is conducted as a part of requirement of the Master of Arts in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University. The purpose of this study is to examine the relationship between Facebook users' motivation on environmental issues, their environmental awareness and behavioral tendency particularly in Vietnam.

This survey will include questions about demographic, Facebook users' motivation on environmental issues, environmental awareness and behavioral tendency. Answer for all the questions are mandatory. This survey should only take 5 minutes to complete. Your response will be anonymous and will never be linked to your personally identifying information. Thank you again for your participation.

**Part 1: Screening Questions**

1. What is your age range?
  - Under 18 → stop the survey
  - 18-25
  - 25-29
  - 30-34
  - 35-39

40-45

Over 45 → stop the survey

2. Do you have a Facebook account now?

Yes

No → stop the survey

3. Did you read or browse through any social contents (status/caption, videos, photos) about environmental issue between October 2018- April 2019)?

Yes

No → stop the survey

4. Do you currently follow Helly Tong on Facebook?

Yes

No

**Part 2: Facebook users' motivation on environmental issues, Environmental awareness and Behavior tendency**

Please mark √ in the box () that represents your opinion on each statement.

(5= strongly agree, 4= agree, 3= somewhat agree, 2= disagree, 1= strongly disagree)

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Statement	5	4	3	2	1
<b>Facebook users' motivation on environmental issues</b>					
5. I follow certain SMIs on Facebook because their green lifestyle match with mine.					
6. I follow certain SMIs on Facebook because we share similar point of view regarding					



environmental issues.					
7. I follow certain SMIs on Facebook because I find their environmental-related contents interesting.					
8. I follow certain SMIs on Facebook because I admire their images in living green.					
9. I follow certain SMIs on Facebook because I think their environmental-related contents are accurate.					
10. I follow certain SMIs on Facebook because of the size of their follower range.					
11. I follow certain SMIs on Facebook because of the reliability of their followers.					

<b>Environmental Awareness</b>					
12. I concern about air pollution issue in Vietnam.					
13. I concern about waste problems in Vietnam.					
14. I concern about forest destruction in Vietnam.					
15. I concern about marine pollution in Vietnam.					
16. I am awareness of environmental issues in Vietnam to the degree that I want take immediate action to protect the nature from human causes.					
17. My environmental awareness is learned from					

Facebook' social media influencers.					
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<b>Green Behavioral Tendency</b>					
18. I tend to buy recycled products and products using recycled materials.					
19. I tend to carry shopping bags with me when I shop at the stores.					
20. I use public transportation.					
21. I bring my own straws when I go to drink stores.					
22. I would like to do waste sorting on a daily basis.					
22. I care about the alignment between a brand and its action in being environmentally-friendly.					
23. I persuade my family and friends to adjust their green behavior just like I do.					

#### **Part 4: Demographic Questions**

24. What is your gender?

Male

Female

25. What is your highest level of education?

Below bachelor's degree

Bachelor's degree

Above bachelor's degree

26. What is your profession?

Business owner

Corporate employee

Government official

Freelancer

Student

Unemployed

Other. Please specify.....



**APPENDIX C****SURVEY QUESTIONNAIRE (Vietnamese version)**

Chân thành cảm ơn các bạn đã đồng ý tham gia cuộc khảo sát này. Nghiên cứu này là một phần của khoá học Quản lý Chiến lược Truyền thông tại trường Đại học Chulalongkorn, Bangkok, Thái Lan.

Bài nghiên cứu được thực hiện nhằm phân tích mối quan hệ giữa người dùng Facebook, nhận thức cũng như xu hướng hành vi của họ về các vấn đề môi trường ở Việt Nam. Bài khảo sát sẽ bao gồm những câu hỏi có liên quan đến nhân khẩu học, cũng như mối quan tâm của người dùng Facebook về các vấn đề môi trường và xu hướng hành vi của họ.

Bài khảo sát chỉ mất 5 phút để hoàn thành và người khảo sát được yêu cầu trả lời tất cả các câu hỏi. Các phản hồi của các bạn sẽ được ẩn danh và sẽ không liên kết với các thông tin nhận dạng cá nhân. Một lần nữa xin cảm ơn sự tham gia của các bạn.

**Phần 1: Câu hỏi sàng lọc**

1. Độ tuổi của bạn là bao nhiêu?
  - Dưới 18 → Dừng khảo sát
  - 18-24
  - 25-29
  - 30-34
  - 35-39
  - 40-45
  - Trên 45 → Dừng khảo sát



trên Facebook vì tôi ngưỡng mộ hình ảnh về lối sống xanh của họ.					
9. Tôi theo dõi những người có ảnh hưởng truyền thông trên Facebook bởi tôi cho rằng các nội dung liên quan đến môi trường của họ là chính xác.					
10. Tôi theo dõi những người có ảnh hưởng truyền thông trên Facebook bởi theo tôi, họ có một lượng lớn số người theo dõi.					
11. Tôi theo dõi những người có ảnh hưởng truyền thông trên Facebook bởi độ tin cậy/chất lượng của những người theo dõi họ.					

(5= hoàn toàn đồng ý, 4= đồng ý, 3= trung lập, 2= không đồng ý, 1= hoàn toàn không đồng ý)

	5	4	3	2	1
<b>Nhận thức về môi trường</b>					
12. Tôi quan tâm đến vấn đề ô nhiễm khí hậu ở Việt Nam.					
13. Tôi quan tâm đến vấn đề rác thải ở Việt Nam.					
14. Tôi quan tâm đến vấn đề chặt phá rừng ở Việt Nam.					
15. Tôi quan tâm đến vấn đề ô nhiễm biển ở Việt Nam.					

16. Tôi nhận thức được các vấn đề môi trường ở Việt Nam đến mức tôi muốn hành động ngay lập tức để bảo vệ thiên nhiên khỏi những tác động của con người.					
17. Sự nhận thức về môi trường của tôi đến từ những người có ảnh hưởng trên mạng xã hội.					

### Xu hướng hành vi tiêu dùng xanh

18. Tôi có xu hướng mua những sản phẩm tái chế hay làm từ vật liệu tái chế.					
19. Tôi có xu hướng mang theo túi mua sắm của riêng mình khi đi mua đồ.					
20. Tôi sử dụng các phương tiện giao thông công cộng.					

(5= hoàn toàn đồng ý, 4= đồng ý, 3= trung lập, 2= không đồng ý, 1= hoàn toàn không đồng ý)

21. Tôi mang theo ống hút riêng (loại tái sử dụng) khi uống nước bên ngoài.					
22. Tôi muốn phân loại rác hằng ngày.					
23. Tôi quan tâm đến sự điều chỉnh của các nhãn hàng để hướng đến sự thân thiện với môi trường.					
24. Tôi thuyết phục người nhà và bạn bè thay đổi những thói quen của họ để hướng đến một cuộc sống xanh như					

tôi.					
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**Phần 3: Thông tin chung về bạn:**

25. Giới tính của bạn là gì?

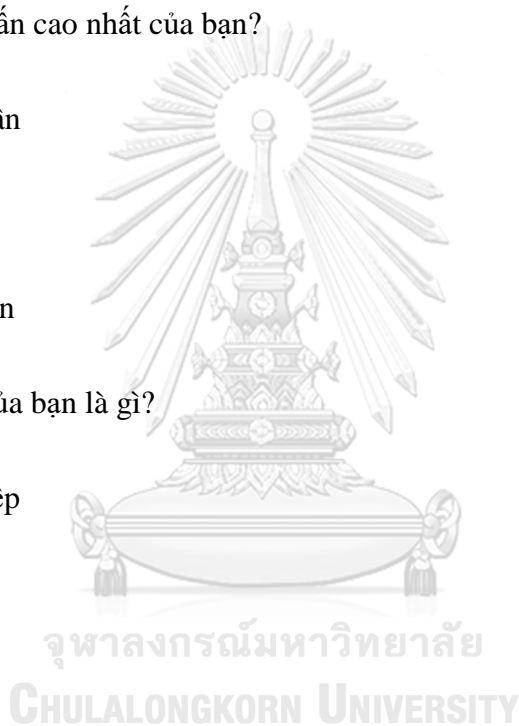
- Nam                       Nữ

26. Trình độ học vấn cao nhất của bạn?

- Dưới bậc Cử nhân  
 Cử nhân  
 Trên bậc Cử nhân

27. Nghề nghiệp của bạn là gì?

- Chủ doanh nghiệp  
 Đang tìm việc  
 Nhân viên  
 Công chức nhà nước  
 Làm việc tự do  
 Học sinh/ Sinh viên  
 Khác. Xin hãy ghi ra cụ thể.....







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