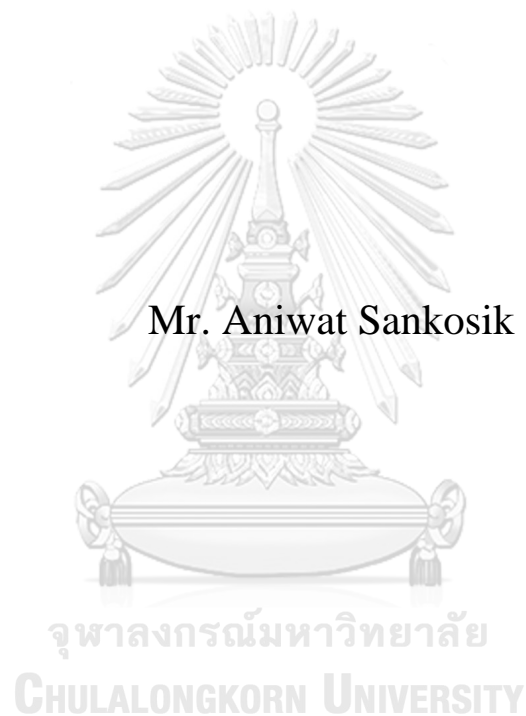


Relationship between online video game influencer's credibility and purchase intention



An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
Common Course
FACULTY OF COMMUNICATION ARTS
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อนิวัตต์ แสนโกสีก : ความสัมพันธ์ระหว่างความน่าเชื่อถือของของออนไลน์วิดีโอเกมอินฟลูเอนเซอร์และความตั้งใจซื้อของผู้บริโภค. (Relationship between online video game influencer's credibility and purchase intention) อ.ที่ปรึกษาหลัก : ร.ศ. ดร.สมิทธิ์ บุญชูติมา

การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อความสัมพันธ์ระหว่างความน่าเชื่อถือของของออนไลน์วิดีโอเกมอินฟลูเอนเซอร์และความตั้งใจซื้อของผู้บริโภค. โดยการวิจัยได้ใช้ความน่าเชื่อถือของวิดีโอเกมอินฟลูเอนเซอร์เป็นตัววัดความตั้งใจซื้อของผู้บริโภคต่อสินค้าวิดีโอเกม. การวิจัยใช้หลักการเรื่องความน่าเชื่อถือของแหล่งเป็นปัจจัยหลักในการวัดประสิทธิภาพของอินฟลูเอนเซอร์. ความน่าเชื่อถือของแหล่งแบ่งเป็นสามส่วนให้แก่ ความน่าเชื่อถือ, ความคู่ควรแก่การไว้วางใจ และ ความเชี่ยวชาญ. การวิจัยได้เลือกยูทูปเบอร์ชื่อว่า Pewdiepie ชื่อจริงคือ Felix Kjellberg เพื่อวิเคราะห์ว่าผู้ชมคิดเห็นอย่างกับ ความน่าเชื่อถือของ Pewdiepie. ผลการวิจัยแสดงให้เห็นว่าความน่าเชื่อถือมีผลทางบวกต่อความตั้งใจซื้อของผู้บริโภค. ($r=5.16$) โดยความเชี่ยวชาญมีความสัมพันธ์กับตั้งใจซื้อของผู้บริโภคมากที่สุด. ผู้ชมเห็นว่า Pewdiepie มีความน่าเชื่อถือ ($M=3.84$) และความคู่ควรแก่การไว้วางใจ ($M=3.73$) แต่มีความเชี่ยวชาญในระดับปานกลาง ($M=3.31$). ผลการวิจัยแสดงให้เห็นว่า Pewdiepie มีโอกาสน้อยในการแสดงออกความเชี่ยวชาญออกมา. ผลของการวิจัยสามารถสรุปได้ว่าแนะนำให้ผู้การตลาดและวิดีโอเกมอินฟลูเอนเซอร์ควรให้ความสนใจกับความเชี่ยวชาญเนื่องจากว่าความเชี่ยวชาญนั้นสื่อถึงความสามารถในประเมินคุณค่าของสินค้าวิดีโอเกม.



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ลายมือชื่อนิสิต.....
ลายมือชื่อ อ.ที่ปรึกษาหลัก.....

6288012428 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD Source Credibility, Video Game Influencer, Purchase Intention

D:

Aniwat Sankosik : Relationship between online video game influencer's credibility and purchase intention. Advisor: Assoc. Prof. SMITH BOONCHUTIMA, Ph.D.

The objective of this study is to exterminate the relationship between video game online influencer's credibility and purchase intention on video game products. By using video game online influencers to measure how their credibility can have a positive effect on likelihood to purchase video game products. The study used source credibility concept as framework to measure the effectiveness of influencer credibility. Source credibility concept is consisting of three dimension which are attractiveness, trustworthiness, and expertise. The study has selected a Youtuber named Pewdiepie also known as Felix Kjellberg and examine how his viewers perceived his credibility. This study has the sample size of 200. The result illustrated the positive relationship between purchase intention and Influencer's sources credibility ($r= 5.16$). Additionally, the result showed expertise has the strongest relation to purchase intention. Pewdiepie was perceived as attractive ($M= 3.84$) and trustworthy ($M= 3.73$) but neutral in expertise ($M = 3.31$). This can interpret as Pewdiepie have less opportunity to expressed his expertise. The overall finding suggested that marketers and online video game influencers should not overlook expertise credibility as to illustrate the level of credibility for influencers to make valid assessments on video game products.



Field of Study:	Strategic Communication Management	Student's Signature
Academic Year:	2020
		Advisor's Signature
	

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Chapter 1

Introduction

1.1 Significance of the study

Video games are one of the biggest entertainment industries according to statista.com (2019). Global games' market revenue reached over 100 billion dollars in 2019. People in this era are likely to have exposure to some form of video game entertainment or another such as mobile games or console games. The video games industry also has to adapt to fit modern marketing by integrating social media and influencer marketing. This decade has experienced a rise in popularity with video game content on social media platforms such as video game commentary, live-streaming, and more. The growth has contributed a lot to gaming content popularity on social media platforms. The video game industry has capitalized on this growth and use video game online influencers to market their product. This is beneficial to influencers because it has proved that making online content is a viable career path for influencers. This also helps video game publishers to expand their reach and awareness of video game products by using influencers as marketing channels. This method creates a long-term investment for videogame companies to use social media to sustain the longevity of the product interest. This resulted in influencers becoming one of the major marketing factors in the gaming industries (Nanji, 2017).

As of January 2019, there are reportedly 3.5 billion active users of social media (Kemp, 2019), this has given rise to the online influencer role in consumer purchase intention. According to Glucksman, (2017), marketers have allocated their resources to online marketing, using social media and online influencer popularity to generate interest in products and boost sales. This is supported by Fredberg (2017), who described online influencers as content creators for “certain brands with the goal of obtaining a following and brand recognition”. It is evident that online influencers have established a great power dynamic in purchasing decisions (Buyer, 2016). According to Woods (2016), a large number of budgets of marketing are being dedicated to social media marketing.

Nowadays the market has to adapt to the ever-changing landscape of online marketing as the previous strategy might already be outdated by the time new trends or platforms come around. Influencers have grown to be dominant in online marketing resulting in marketers shifting their resources from traditional marketing to multi-dimensional formats that rely on modern elements such as E-WOM (Electronic Words of the mouth), Big data, and more (Weisfeld-Spolter, Sussan, Gould, 2014). Currently, there are many forms of sponsorship, advertisement, deals with influencers and the brand. The conditions are based on many aspects such as popularity, viewership, or capabilities to generate interest in products. However, influencer marketing has grown to be a vast and competitive industry that demands marketers to keep up with the ever-changing landscape.

For the video game industry, there are many instances where the interest in video game products is very community-driven, meaning it is the influencer and their surrounding communities that are able to generate interest in video game products. Many high profile games like *Destiny*, *Call of Duty* or *No man's Sky* had experienced in high and low popularity based on they were perceived by influencers and their viewers. For online video game influencers, there are many types of content from live streaming or video reviews. Each type of content contributes to shaping how video game influencers get the attention of marketers and brands. By using video game influencers, brands rely on influencer credibility to help market video game products as influencer opinions may boost sales (Basuroy et al.,2014). Therefore, it is important for marketers to have a deeper insight into how influencer credibility can contribute to consumer purchase intention.

One of the most popular video game online influencers on Youtuber named Pewdiepie currently has more than 100 million subscribers with 24 billion views on his YouTube channel according to Youtube.com (2020). Once dubbed “King of YouTube” by many media such as buinessinsider.com (2019) and ESPN (2015). He is one of the influencers that popularized video game content on YouTube, resulting in gaming content becoming one of the most-watched content on online platforms. His success was one of the driving forces that pushed video game marketers to be more dependent on influencer marketing.

1.2 Research Objective

To examine the relation between video game online influencer's credibility and the likelihood of purchase.

1.3 Research Questions

How does video game online influencer's credibility associate with viewer's purchase intention?

1.4 Research Hypotheses

Influencer's credibility has a positive association with the intention to purchase video game products.

1.5 Scope of the Study

This study used a survey technique. The questions focused on specific online video game influencers' relationships and how their credibility influences purchase intention. The population was gamers and viewers of that specific influencer from the age of 18, with a sample size of 200. The questionnaire was on online platforms such as Reddit.com, Discord, and Quora. The survey was distributed from October 2020 to November 2020.

1.6 Operational Definition

A video game online influencer is an online content creator on an online video sharing platform that prioritizes gaming content such as streaming, review, news report, and discussion. Their content is monetizable by various methods such as

ad revenue, sponsorship, or donation resulting in this profession becoming a viable career path. They often work with marketers of video game products to promote various video game-related products.

Source Credibility is a concept that explains the degree to which a receiver of the message believes and trusts in their sources. The term is used to define a communicator's positive characteristics or traits that affect the receiver's acceptance of a message. Source credibility is comprised of three-dimensions which are trustworthiness, attractiveness, and expertise. In the context of the study, source credibility is how viewers perceived the characteristic of video game influencers.

Purchase intention refers to the possibilities of consumers to purchase a product or service. This knowledge is used to drive marketing communication and influencer sales. In the context of this study, purchase intention refers to the likelihood of a consumer to purchase video game products.

Pewdiepie: Youtuber called Pewdiepie or Felix Kjellberg has one of the biggest YouTube channels. He mostly specializes in video game content and has found success in many areas as an influencer.

1.7 Benefits of the study

1. Provide a guideline for video game marketers to choose effective online influencers.
2. Help online video game influencers understand and develop credible characteristics to be successful influencers.
3. Provide academic insight into video game online influencers' credibility

Chapter 2

Literature Review

This chapter reviews literatures related to source credibility and purchase intention. The study established a connection between source credibility and purchase intention. Another goal of this chapter is to explain the role of online platforms, influencer marketing, and the selected influencer of this study.

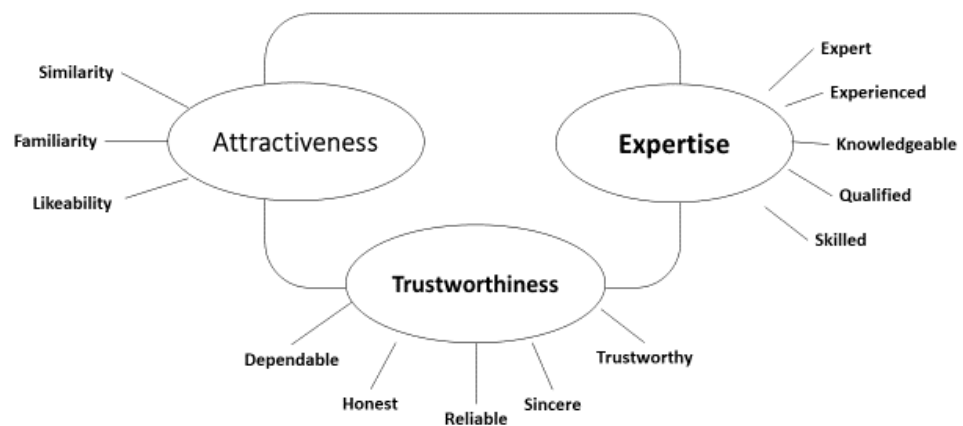
2.1 Source credibility

Credibility by definition is the evaluation of trust and believability by quantity. “The credibility of a communicator or message source is an important factor in its persuasiveness” (Hovland and Weiss, 1951). If a certain source has high credibility, this means that they are able to express information that is trustworthy and beneficial to their receiver.

Source credibility concept has been referred to in many studies in marketing communication fields. This resulted in varying interpretations of the concept. However, Ohanian (1990) outlines a source credibility model that includes three main underlying dimensions of source credibility which are Attractiveness, Trustworthiness, Expertise. These three dimensions are characteristics or traits that the sources may possess. This is supported by Eisend (2003) “The effects of source credibility, as reviewed, provide a logical prediction that perceived expertise, trustworthiness, attractiveness, and similarity of the influencer are important factors”. Therefore, it is possible to define the Source credibility concept as consisting of three

major dimensions which are attractiveness, trustworthiness, and expertise. Each dimension is used to evaluate a different aspect of influencer characteristics.

Figure 1.1 The Ohanian Model of Source Credibility (1990)

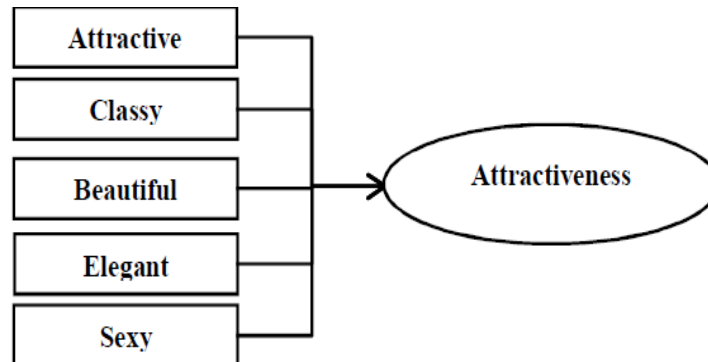


2.2 Attractiveness

Attractiveness represents a level of charisma towards their viewers such as the ability to attract and entertain their audience. According to Joseph (1982), attractive sources are likely to receive higher attention compared to the ones that lack them.

“Not only entails physical attractiveness but also other characteristics such as personality and athletic ability” (Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer, 2014). This expresses that there are many characteristics that qualify as attractiveness and not necessarily exclusive to physical attraction. In the context of online influencers, attractiveness can fit many qualifications such as humor, charms, physical appearance, or entertainment value.

Figure 2.2 Attractiveness Credibility



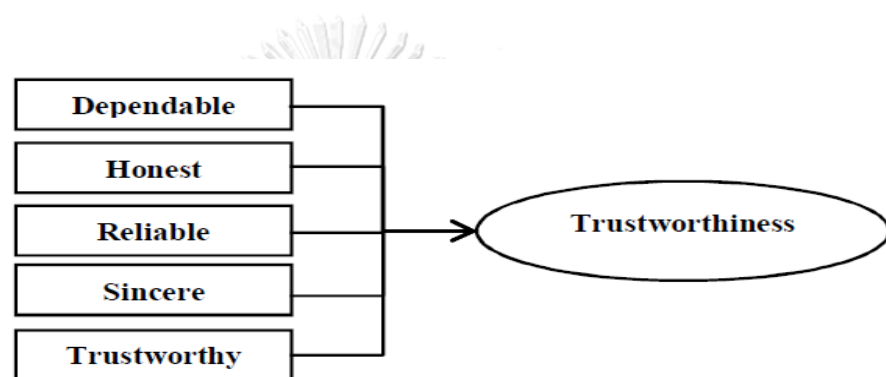
Source: Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*.

2.3 Trustworthiness

Trustworthiness expresses the source's capability to convey information in a believable manner to its receiver. "Trustworthiness in many manners, source trustworthiness refers to the extent to which a source is perceived as honest, sincere, or truthful" (Giffin, 1967). This statement expresses that the level of perceived trust in the sources must be considered high. The importance of believability is vital to perceived trustworthiness because "The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of the speaker and the message" (Abdulmajid-Sallam and Wahid, 2012), meaning that the tone of the message expresses a certain level of "Truth". Ohanian, (1990) explains that a trustworthy communicator must possess persuasive qualities while expressing a

certain level of integrity. This is supported by Smith (1973) who expresses that lack of these qualities will result in "The untrustworthy viewed as questionable message source". The truth of the message doesn't necessarily mean the whole truth but rather the source's ability to provide information that can be perceived as truthful and therefore seems beneficial to the relating parties.

Figure 3.3 Trustworthiness Credibility



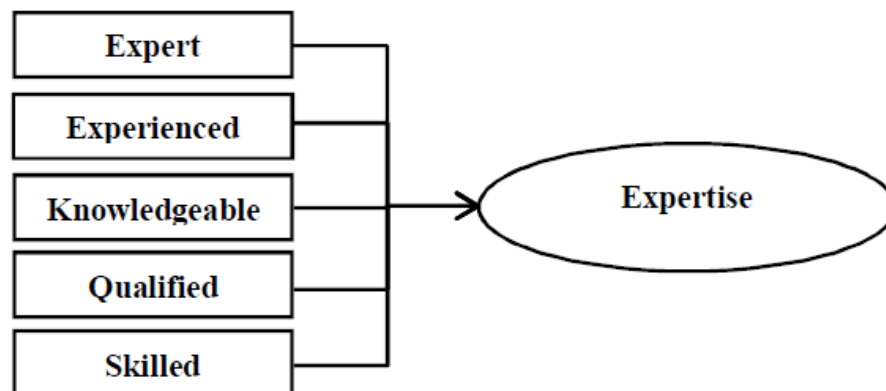
Source: Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*. 4. 66-77.

2.3 Expertise

Expertise is the degree of experience and qualification which determines how knowledgeable the source is (Chen Lou & Shupeiyuan, 2019), however, expertness must be related subject matter only, and experiences that outside of the receivers' interests does not contribute to the source's perceived qualification. According to Ohamain (1990), Users will give their source a high level of credibility based on the source's ability to express that they are knowledgeable in that specific area. Some

studies have used “authoritativeness” (McCroskey, 1966) and qualification (Berlo et al., 1969) to describe expertise, indicating that this dimension has to reflect a certain degree of professionalism and “the extent to which a communicator is perceived to be a source of valid assertions” (Erdogan, 1999). Expertise in subject matter is important to credibility since it reflects how professional or well-informed influencers are and therefore, worthy of being opinion leaders. According to Balog, Rijke, and Weerkamp 2008; Erz and Christensen (2018), influencers’ success is from making careers by dedication to specific interests and developing expertise in that area.

Figure 4.4 Expertise Credibility

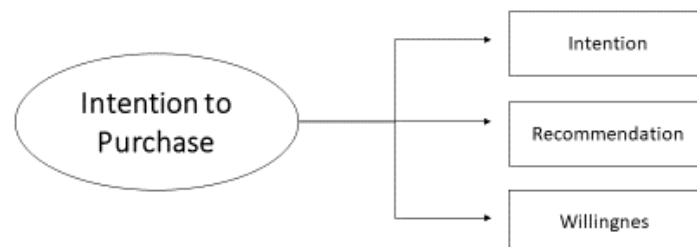


Source: Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*.

2.4 Purchase intention

According to Magistris and Gracia (2008), “Purchase intentions include the possibility or likelihood that consumers will be willing to purchase a certain product”. The statement expresses that purchase intention is the understanding of what factors directly correlate to the buyer’s intent. Purchase intention is not a direct guarantee of purchase but rather a possibility. Brands use various methods to increase that possibility. This is supported by “positive brand engagement will promote that purchase” Martin, Costa, (2017). According to Vakratsas and Ambler (1999), reinforcing advertisements could have an influence on purchase intention.

Figure 5.5 Purchase Intention Model



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Source: Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer. (2014). Examining the

Effect of Endorser Credibility on the Consumers' Buying Intentions:

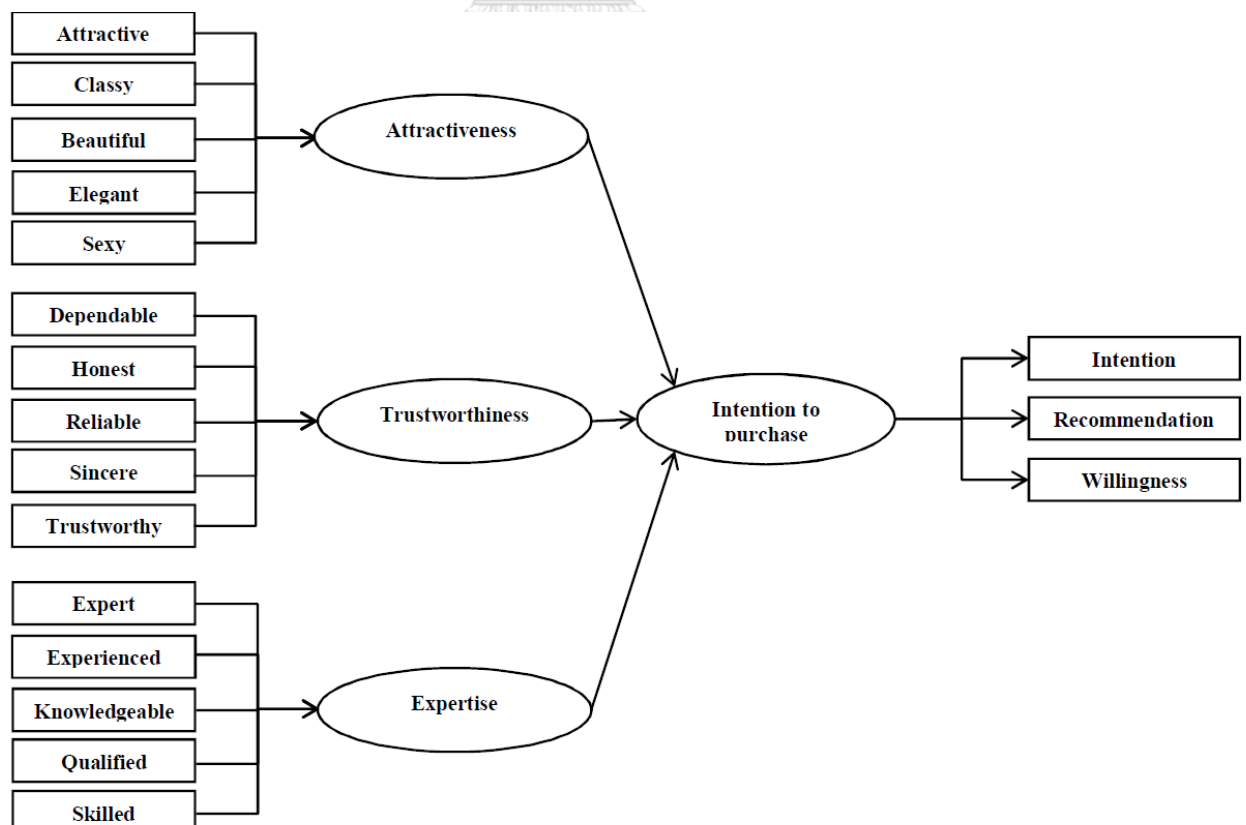
An Empirical Study in Turkey. *International Review of Management and*

Marketing.

2.5 Relationship of Source credibility and Purchase intention

According to Van der Waldt et al., (2009) “who are perceived to be attractive are more likely to lead the purchase intent”. This expresses that dimensions of Source credibility will likely have a positive correlation with purchase intention. Harmon and Coney (1982) also claimed that the high credibility of the source will increase the probability of purchase intention by the receiver. Figure 2.6 shows the relation of each source’s credibility’s dimensions and how it connects to purchase intention. Hovland and Weiss (1951) stated that positive reinforcement by the sources will have a positive impact on attitude towards brands and advertisements, which will eventually drive purchase intention.

Figure 6.6 Credibility and Purchase Intention model



Source: Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*.

2.6 Influencer Marketing

According to [Influencermarketinghub.com](https://influencermarketinghub.com) (2020), influencer marketing is a hybrid of celebrity endorsements and the integration of online marketing platforms. It is where brands and influencers collaborate to promote products. An influencer is someone who is able to affect the purchase decision of others ([Influencermarketinghub.com](https://influencermarketinghub.com), 2020). Influencers often have ongoing relationships with their sponsors, resulting in long-term partnerships.

There are many online platforms that cater to and focus on hosting content for influencers such as YouTube, Instagram, Twitter, or, Twitch. By definition, influencers can be anybody as long as they are active on social media platforms with a sizable audience that the influencers are able to generate positive relation to purchasing intention. According to [Influencermarketinghub.com](https://influencermarketinghub.com) (2020), the influencer industry is set to reach \$10 billion in worth by 2020. Influencers with high viewership are often sought out by brands for collaboration as they are likely to have a noticeable impact on the likelihood of purchase decisions for consumers. There are many types of deals, sponsorships, and advertisements for influencer marketing, and it's often based on the influencer's reach and viewership.

2.7 Video game online influencer

A video game online influencer is a type of influencer that specializes in covering video game content. They often use video platforms such as YouTube and Twitch. To be qualified as video game influencers they must have followers or subscribers that regularly watch their video game content and gain income from creating content (Forbes.com, 2017). In other words, they are able to make a living by doing online content. There are many types of content for video game influencers, the most popular types are reviews, live streaming, news updates. Reviews are product impressions, where influencers give their thoughts on certain products and this could be before or after the product launch. Another type of content is streaming or live broadcasting where influencers play games live. This is where they can interact with their viewers in real-time with chats and comments. Comments in this kind of platform can be a combination of text or emoticon, these comments will appear on the chat box in which the streamer can see and react. Video game influencers are often given early access by video game publishers ahead of the release date to generate interest in the game. News updates are where online video game influencers cover industry news such as video game announcements, new details of products, or even controversial or scandalous news. This type of content is equivalent to journalism; However, one doesn't need to qualify as a journalist to report on gaming news and still gain decent viewership.

There are multiple ways for video game influencers to monetize their content which is also dependent on their scale and bargaining power to marketers because “The amount of payment is determined by the level of influence. For example, an influencer with a million followers would be paid more than one with one hundred

thousand followers.” Woods (2016). The most common way is ad revenue from their video viewership or sponsorship by certain brands. Additionally, there are ways where the viewer can directly give money to their favorite video game content creator, which are donations and paid subscriptions. Donation often occurs during live-stream. Users that donate will have their names and amount of donation highlighted in the stream chat box in which influencers will respond to the donator’s appearance. A paid subscription is where viewers can directly give monthly support to their creators via websites such as Patreon and IndieGoGo. Paid subscribers will gain certain privileges or access such as early video previews or callouts of their names in influencer videos.

2.8 Online video sharing platform

An online video sharing platform is a social platform that mostly features online video sharing and live casting options. These types of platforms allow anyone to post on their channels. Unlike the usual social platforms such as Twitter or Facebook, online video sharing platforms’ main attractions are video content and other types of content such as text posts or status updates are limited and not the main focus. Online video sharing platforms are the primary platforms for online video game influencers. One of the biggest examples of video-sharing platforms is YouTube and Twitch.

YouTube is one of the biggest video-sharing platforms with over 2 billion active users and 5 billion videos watched per day (blog. youtube ,2018). YouTube has a rich variety of content ranging from entertainment focus such as music, films, video games to educational focused such as tutorials, online class, or documentaries. The 4th most-watched genre on YouTube is gaming video. Twitch is another live

streaming platform for lifestyle entertainment, which also includes gaming. Twitch specializes in gaming content more than any other form of entertainment. Unlike YouTube where the main content area completes videos that have been posted after production, Twitch has a bigger focus on live streaming.

2.9 Pewdiepie the YouTuber

Pewdiepie or Felix Kjellberg is one of the most well-known YouTubers with currently over 100 million subscribers and 24 billion views on his YouTube channel, according to Youtube.com (2020). Pewdiepie started uploading gaming commentary videos on YouTube in 2010. During that time gaming content on YouTube wasn't popular as it is now. Pewdiepie is the one trendsetter that popularized gaming content on YouTube. Early in his career Pewdiepie mainly focused on uploading let's play of horror video games such as *Slender man* or *Amnesia* which were popular at the time, often making wacky and over-the-top reactions to each scary moment during his session. Youtuber playing horror video games and making over the top reactions was its own genre during that time. Over the past few years, Pewdiepie was able to break out of his niche and started creating a variety of content from non-gaming topics and music videos. One of the noticeable achievements is that Pewdiepie was able to find success in selling his merchandise and clothing line. Currently, Pewdiepie's content is often driven by his own interest rather than going along with the trends which has helped to expand his reach and grown his channel to 100 million subscribers. This study selects Pewdiepie's audience as the target population due to Pewdiepie's long-term success as an influencer and not only that his content has found success beyond the gaming niche but also his popularity fits all three dimensions of source credibility.

Pewdiepie is a successful and wealthy online influencer. As of 2020, his net worth is estimated to be \$30-\$50 million (influcnermarketinghub.com, 2020). His charisma and humor are his key appeals that contribute to his “attractiveness” and his fashion style’s found success in selling merchandise. Pewdiepie is also known for being quite honest, relatable, and at times abrasive, which gets him into some controversies but also leads to higher support from his audience. Since Pewdiepie has been on YouTube for ten years, he is often perceived as an expert in doing business in the YouTube landscape as well as being experienced in video games (Influencermarketinghub.com, 2016).



Chapter 3

Methodology

This study used an online quantitative format to collect data samples. This chapter consists of population, sampling size and method, research instrument, validity, reliability, measurement variable, data collection, data analysis, and data presentation.

3.1 Population

The total population is based on the number of viewers of Pewdiepie's channels. There are currently 108 million subscribers on Pewdiepie's YouTube channel (Youtube.com, 2020). They also had to play games, spend money on video game products, and be at least 18 years old.

3.2 Sampling size and method

This study used convenient sampling since this method is the most convenient and accessible to conduct at a limited time frame. Convenient sampling is a method where a sample is taken from easily reachable respondents and picked from the first available data sources. Screening questions were used in order to ensure that respondents are viewers of Pewdiepie and qualified samples. Overall, the data was collected successfully with most of the samples qualifying for data analysis.

According to Yamane formula (1967), at the acceptance sampling error 7%,
The population size of 108 million,

$$n = \frac{N}{1 + Ne^2}$$

n= Sample Size

N= Population Size

e= the Acceptable Sampling Error

The calculated result is n = 204

(The study decided to adjust to 200 to fit convenient sampling method)

3.3 Research Instrument

This study used an online questionnaire in English. The survey used Survey Monkey.com due to its many features available to customize and distribute easily. The survey questions were based on reviewed literature and previous studies from (Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer, 2014) and Chen Lou & Shupe Yuan, 2019) that separate the questions into parts based on each credibility dimension. The question is segmented into 6 sections (see appendix A).

1. Screening question: 3 questions that evaluate respondents' qualifications
2. Respondent's Profile: 8 questions categorizing basic information of respondents based on their age, gender, preferences on a video game and social media, and viewership of Pewdiepie content.

3. Trustworthiness variable: 4 questions
4. Attractiveness variable: 4 questions
5. Expertise variable: 4 questions
6. Purchase intention variable 3 questions

3.3.1 Validity

To confirm the validity of the research instrument, the study ensured the accuracy of online questions based on the research instrument on source credibility concept and purchase intention. The research instruments covered all the necessary areas of evaluation to fulfill the research objective. Therefore, the questions were properly segmented based on the Ohanian model (1990) and its relationship with purchase intention (Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer, 2014).

3.3.2 Reliability

In order to ensure that the result of the survey was internally consistent, the study conducted a pilot test that consisted of 30 correspondents as a means to test the effectiveness of the questionnaire and reverence to the research objective.

Additionally, Cronbach Alpha was used to evaluate the internal consistency of the result.

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

N = the number of items.

\bar{c} = average covariance between item-pairs.

\bar{v} = average variance.

Table 3.1 Cronbach's Alpha of Measurement Scales

Variables	Number of items	Cronbach's Alpha
Attractiveness	4	0.86
Trustworthiness	4	0.86
Expertise	4	0.86
Purchase intention	3	0.92

3.4 Variable Measurement

The questionnaire includes screening questions, respondent profiles, and 4 major variables parts which are attractiveness, trustworthiness, expertise, and purchase intention.

The first 3 screening questions were used to filter the ineffective samples by asking if they know and watch Pewdiepie or not. The questions were multiple choice with only yes and no as an answer, the survey will end immediately if the respondent answers no. After the screening questions, Responders' Profiles categorizing the type of respondents in a digestible manner by asking about their usage of social media and how much they watch Pewdiepie.

The 5 major variables include sources credibility, attractiveness, trustworthiness, expertise, and purchase intention; this part of the questionnaire will use a five-point Likert scale with a range from (1) strongly disagree to (5) strongly agree. The higher score will indicate a positive coloration towards the research hypothesis.

The scale ranges are shown as follows:

- 1 = Strongly disagree
- 2 = Disagree
- 3 = Neither agree nor disagree
- 4 = Agree
- 5 = Strongly agree

The interpretation of the mean score of Pewdiepie's attractiveness, Pewdiepie's trustworthiness, Pewdiepie's expertise, and Pewdiepie's likelihood to drive to purchase intention. These score ranges were used to interpret the overall mean scores of each major variable as follows.

The attractiveness mean score range:

1.00 -1.80 = Very unattractive

1.81- 2.60 = Unattractive

2.61- 3.40 = Neutral

3.41- 4.20 = Attractive

4.21- 5.00 = Very Attractive

The trustworthiness mean score range:

1.00 -1.80 = Very untrustworthy

1.81- 2.60 = Untrustworthy

2.61- 3.40 = Neutral

3.41- 4.20 = Trustworthy

4.21- 5.00 = Very Trustworthy

The expertise mean score range:

1.00 -1.80 = Very Inexpert

1.81- 2.60 = Inexpert

2.61- 3.40 = Neutral

3.41- 4.20 = Expert

4.21- 5.00 = Very Expert

The source credibility mean score range:

1.00 -1.80 = Very Incredible

1.81- 2.60 = Incredible

2.61- 3.40 = Neutral

3.41- 4.20 = Credible

4.21- 5.00 = Very Credible

The purchase intention mean score range:

1.00 -1.80 = Very unlikely to Purchase

1.81- 2.60 = Unlikely to Purchase

2.61- 3.40 = Neutral

3.41- 4.20 = Likely to Purchase

4.21- 5.00 = Very likely to Purchase

Additionally, the descriptive statistic showed the interpretation of the association score of the relationship between purchase intention and attractiveness, trustworthiness, expertise.

The Association score range (r) as follows:

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

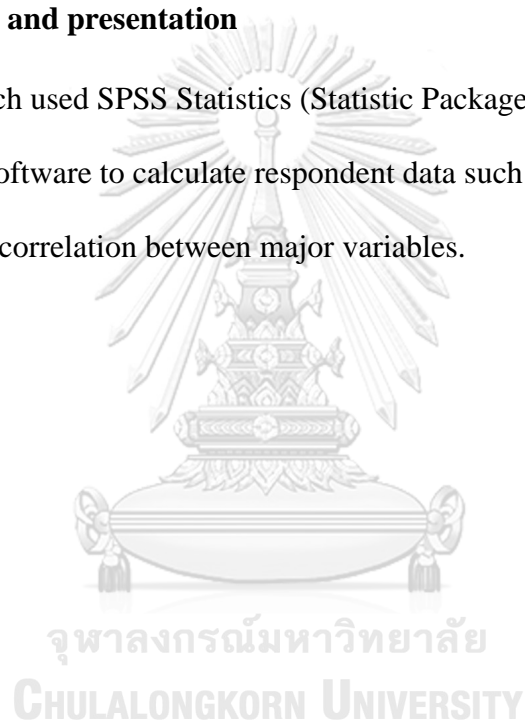
0.19 - 0.00 = Very low association

3.5 Data collection

The questionnaire was distributed in dedicated gaming forums and social media groups such as Reddit.com, Discord, and Quora.com with the permission of the administrators or moderators of their respective platforms. The research distributed the survey to 10 different sources (See Appendix B).

3.6 Data Analysis and presentation

The research used SPSS Statistics (Statistic Package for Social Sciences) as the data analysis software to calculate respondent data such as means, standard deviation, and the correlation between major variables.

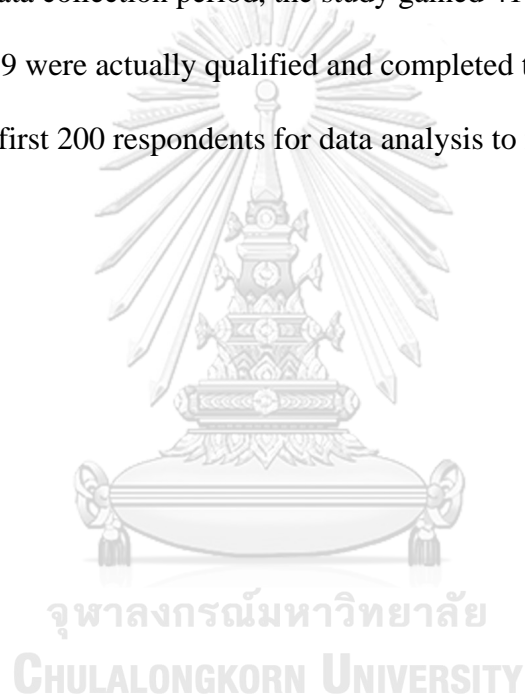


Chapter 4

Findings

This chapter can be divided into six parts, which are respondent's profiles, Pewdiepie's attractiveness, Pewdiepie's expertise, Pewdiepie's trustworthiness, Pewdiepie's purchase intention question, and Bivariate Correlations.

After the data collection period, the study gained 414 respondents from the survey but only 239 were actually qualified and completed the survey, from which the study selected the first 200 respondents for data analysis to fit the convenient sampling method.



4.1 Respondent's profile

This part is to show the respondent's profile, including age, gender, and gaming related activities of 200 accepted respondents.

Table 2.1 Age range of Respondent

Age	n	%
18 – 22	96	48.0
23 – 27	54	27.0
28 – 32	35	17.5
33 – 37	5	2.5
38 – 42	10	5.0
Total	200	100

This table shows a total of 200 respondents, the result shows the majority of the ages of respondents are between 18 and 22 years old (96 respondents) with most of the respondents being 20 years old (35 respondents).

Table 3.2 Respondent's Gender

Gender	n	%
Male	152	76
Female	48	24
Total	200	100

This table illustrates the gender of the respondents. The majority of them are male, 152 (76%), and only 48 (24 %) of the respondents are female.

Table 4.3 Respondent's time spent on playing video games?

Hour per weeks spend playing games	n	%
Less than 1 hour	4	2.0
1-2 hours	12	6.0
2-3 hours	8	4.0
3-4 hours	25	12.5
4-5 hours	35	17.5
5-6 hours	47	23.5
More than 6 hours	69	34.4
Total	200	100

This table illustrates the times spent playing video games per week of the respondents. Based on population from highest to lowest, the finding shows that the majority played more than 6 hours per week which is 69 (34.5%) of the respondents. The second is from 5-6 hours which is 47 (23.4%) of the respondents. The third is from 4-5 hours which is 35 (17.5%) of the respondents. The fourth is from 3-4 hours which are 25 (12.5%) of the respondents. The fifth is from 1-2 hours which is 12 (6%) of the respondents. The sixth is from 2-3 hours which is 8 (4%) of the respondents. The seventh is from less than one hour which is 4 (2%) of the respondents.

Table 5.4 Respondent's time spent on watching influencer

Frequencies watching video game content	n	%
Daily	110	55
Weekly	69	34.5
Monthly	15	7.5
Rarely	6	3
Total	200	100

This table illustrates the frequencies of time spent watching online influencers. Based on population from highest to lowest, the finding shows that the majority watched daily which is 110(55%) of the respondents. The second is watched weekly which is 69 (34.5%) of the respondents. The third watched monthly which is 15

(7.5%) of the respondents. The fourth that rarely watched which is 6 (3%) of the respondents.

Table 6.5 Respondent's time spent watching Pewdiepie's video content

Frequencies watching Pewdiepie	n	%
Daily	61	30.5
Weekly	99	49.5
Monthly	27	13.5
Rarely	13	6.5
Total	200	100

This table illustrates the frequencies of time spent watching Pewdiepie. 1 of the respondents didn't answer this question and skipped the rest of the survey. For the remaining 200 respondents, based on population from highest to lowest, the finding shows that the majority watched weekly which is 99 (49.5%) of the respondents. The second is watched daily which is 61 (30.5%) of the respondents. The third watched monthly which is 27 (13.5%) of the respondents. The fourth watched rarely is 13 (6.5%) of the respondents.

Table 7.6 Respondent's time following Pewdiepie's video content

Years spent watching Pewdiepie	n	%
Less than 1 year	4	2
1 year	6	3
2-3 years	39	19.5
3-4 years	45	27
4-5 years	37	18.5
More than 5 years	60	30
Total	200	100

This table illustrates how long the respondent has been watching the Pewdiepie video. Based on population from highest to lowest, the finding shows the majority have been watching Pewdiepie for more than 5 years with 60 (30%) respondents. The second which are 3-4 years with 45 (27%) respondents and 2-3 years with 39 (19.5%) respondents subsequently. The fourth is 1 year which is 6 (3%) of the respondents. The fifth is from less than one year with 4 (2%) of the respondents.

4.2 Attractiveness Questions

This part asked respondents to evaluate Pewdiepie's attractiveness as an online influencer and whether those qualities affect his credibility.

Table 8.7 Pewdiepie's Attractiveness

Attractive Questions	Mean	S.D.
Q10 Do you find Pewdiepie physically attractive?	3.86	0.85
Q11 Do you find Pewdiepie funny to watch?	4.21	0.70
Q12 Do you find Pewdiepie entertaining to watch?	4.27	0.77
Q13 Do you think Pewdiepie's attractiveness helps validate his opinions?	3.01	1.20
Total	3.84	0.92

The result shows the attractiveness of Pewdiepie. The means score ranking from highest are questions 12 ($M = 4.27$, $SD = 0.77$), question 11 ($M = 4.21$, $SD = 0.70$), question 10 ($M = 3.76$, $SD = 0.85$) and question 13 ($M = 3.01$, $SD = 1.20$).

The result can be interpreted as Pewdiepie is attractive ($M = 3.84$, $SD = 0.92$).

4.3 Trustworthiness Questions

This part asked respondents to evaluate Pewdiepie's trustworthiness as an online influencer and whether those qualities affect his credibility.

Table 9.8 Pewdiepie's Trustworthiness

Trustworthiness Questions	Mean	S.D.
Q14 Do you find Pewdiepie honest towards viewers?	4.14	0.77
Q15 Do you find Pewdiepie trustworthy when it comes to his opinion on video games?	4.07	0.76
Q16 Do you find Pewdiepie relatable?	3.70	0.93
Q17 Do you find Pewdiepie's opinion of video games to be similar to yours?	3.48	0.97
Total	3.73	0.62

The result shows the Trustworthiness of Pewdiepie. The means score ranking from highest are questions 14 ($M = 4.14$, $SD = 0.77$), question 15 ($M = 4.07$, $SD = 0.76$), question 16 ($M = 3.70$, $SD = 0.93$) and question 17 ($M = 3.48$, $SD = 0.97$). The result can be interpreted as Pewdiepie is Trustworthy ($M = 3.73$, $SD = 0.62$).

4.4 Expertise Questions

This part asked respondents to evaluate Pewdiepie's expertness as an online influencer and whether those qualities affect his credibility.

Table 10.9 Pewdiepie's Expertise

Expertise Questions	Mean	S.D.
Q18 Do you think that Pewdiepie is good at video games generally?	3.64	0.89
Q19 Do you think Pewdiepie has a lot of experience in video games?	4.21	0.64
Q20 Do Pewdiepie's skill in video games matter to your enjoyment of his content?	2.67	1.24
Q21 Do Pewdiepie's skill in video games affect your intent to purchase that specific games?	2.72	1.19
Total	3.31	0.727

The result shows expertise of Pewdiepie. The means score ranking from highest are questions 19 ($M = 4.21$, $SD = 0.64$), question 18 ($M = 3.64$, $SD = 0.89$), question 21 ($M = 2.72$, $SD = 1.19$) and question 20 ($M = 2.67$, $SD = 1.19$.) The result can be interpreted as Pewdiepie are perceived as neutral in expertise ($M = 3.31$, $SD = 0.727$).

4.5 Purchase Intention

This part asked respondents to evaluate Pewdiepie's likelihood to generate positive purchase intention. This part is used to find the correlation between credibility.

Table 11.10 Pewdiepie's Purchase intention

Purchase Intention Questions	Mean	S.D.
Q22 I am likely to purchase video game product based on Pewdiepie opinions	3.34	1.07
Q23 I am likely to be interested to buy certain video games if Pewdiepie play or talk about it	3.59	0.98
Q24 I am likely to be interested in video games products that sponsor by Pewdiepie	3.30	1.05
Total	3.40	0.923

The result shows Pewdiepie's likelihood to drive purchase intention. Overall, three questions are quite familiar with all of the questions have close mean scores compare to each other. The means score ranking from highest are question 22 ($M = 3.34$, $SD = 1.07$), question 23 ($M = 3.59$, $SD = 0.98$), question 24 ($M = 3.30$, $SD = 1.05$). The result can be interpreted as Pewdiepie as an influencer likely leads to purchase intention. ($M = 3.40$, $SD = 0.92$)

4.6 Bivariate Correlations Analysis

This part illustrates the statistical results of overall mean and standard deviation of all variables, the Bivariate Correlations and Multiple regression analysis between attractiveness, trustworthiness, and expertise and correlation with purchase intention variables.

Table 12.11 Means and Standard Deviation of Purchase intention, Attractiveness, Trustworthiness, and Expertise.

Major variable	Mean	S.D.	Interpretation of Mean Score
Attractiveness	3.84	0.62	Attractive
Trustworthiness	3.73	0.62	Trustworthy
Expertise	3.31	0.73	Neutral
Source Credibility	3.63	0.68	Credible
Purchase Intention	3.40	0.92	Likely to purchase

The table shows the means and standard deviation of Attractiveness ($M= 3.84$, $SD= 0.62$), Trustworthiness ($M= 3.73$, $SD= 0.62$) and Expertise ($M= 3.31$, $SD= 0.73$) and Source credibility ($M = 3.63$, $SD = 0.68$) and Purchase intention ($M = 3.40$, $SD = 0.92$)

Table 13.12 Bivariate Correlations Between Source Credibility, Attractiveness, Trustworthiness, Expertise and Purchase intention

Variables	r
Purchase Intention	1.00
Source Credibility	0.506
Attractiveness	0.503
Trustworthiness	0.502
Expertise	0.515

*Adjusted R Square is 0.538, p-value > .001

Table 4.12 shows Bivariate Correlations between Source Credibility, Attractiveness, Trustworthiness, Expertise and Purchase intention. The result illustrates that the highest correlations belong to expertise ($r = 0.515$), followed by attractiveness ($r = 0.503$) and the lowest trustworthiness ($r = 0.502$) while overall Source Credibility ($r = 0.516$) have moderate association. This can be interpreted as Attractiveness, Trustworthiness, and Expertise all have a moderate association to Purchase intention.

Chapter 5

Summary and Discussion

This chapter contains a summary, discussion of the survey results, limitations of this study, recommendations for future studies, and implications of the study.

5.1 Summary

This part illustrates the summarized result of data collection and the finding. The data collection started in early October and finished in late November 2020. During that time, the data was collected from 10 sources with 414 total respondents. (See appendix B). Of 414 respondents, only 239 were qualified as a sample and most of the respondents were R/pewdiepie and R/twitch subreddit from Reddit.com. The study has analyzed the questionnaire results from the first 200 qualified respondents.

Respondent's profile data illustrated age, gender, frequencies of playing video games, watching online content, and watching Pewdiepie content. After filtering unfinished, underage, and unqualified respondents, the study selected the first 200 respondents. Most of the samples were male (76%), spent more 6 than hours on video games per week (34.5%), watched video game content from influencer daily (55%), watched Pewdiepie's video weekly (49.5%), and have been watching Pewdiepie's video for more than 5 years (30%).

The results can be Pewdiepie are perceived credible ($M= 3.63, SD= 0.68$), attractive ($M= 3.84, SD= 0.61$), trustworthy($M= 3.73, SD= 0.62$), neutral as expert ($M= 3.31, SD= 0.73$) and overall pros source credibility characteristics ($M = 3.63, SD = 0.68$). Pewdiepie also likely to increase consumer purchase intention ($M= 3.40, SD= 0.93$). However, Expertise questions score the lowest indicating that respondents believed Pewdiepie lacks expertise the most. For relation of sources credibility and purchase intention. The result shown that Attractiveness ($r=.503$), Trustworthiness ($r= 0.502$) and Expertise($r=0.515$) as part of source credibility ($r=.5.16$) have moderate association with purchase intention.

5.2 Discussion

This part interprets the result of the collected data on how Pewdiepie is perceived by his viewers. Overall, the respondents perceived Pewdiepie in a mostly positive manner. The result expresses that some of his characteristics are very well recognized by his viewers with an exception of one characteristic that received mixed reactions.

5.2.1 Sources credibility and Pewdiepie

The attractiveness question section has high mean scores. The results seem to indicate that Pewdiepie is considered attractive. One of Pewdiepie's charms is his physical attractiveness, his looks and fashion are often complimented by his viewers. His channel's logo also has a distinct color palette of red and black that is also easily identifiable by its viewers. Pewdiepie also stands out in the fashion sense as there were multiple instances where Pewdiepie's merchandise sold well. In 2018 Pewdiepie

and his wife started their own brand of a clothing line called Tsuki. His brand and merchandise clearly found success with \$6.8 million earned from selling merchandise (prweek.com, 2019). In a sense, he has become a fashion leader as his clothing line and related merchandise found success. This is supported by Waldt et al., (2009) “attractiveness that is able to lead to purchase intent reflects an influencer's strong credibility”. Further inspection besides physical attractiveness, the ability to entertain is also a very important trait for online influencers (Ermeç, Ayşegül & Catli, Ozlem & Korkmaz, Sezer, 2014). Pewdiepie’s content often focuses on the entertainment aspect, his content is mostly edited in an energetic and funny manner. This aspect helped drive the success of his career as a Youtuber decades ago resulting in Pewdiepie becoming one of the popular channels for the video game commentary format. According to Youtubestatistic.com in his channel, funny videos are the most viewed.

The trustworthiness questions result illustrates that Pewdiepie is considered trustworthy. With further interpretation, the result shows that honesty and reliability are quite important for the viewer’s trust (Giffin, 1967). Pewdiepie is able to reach this level of trust to the viewers because he is often honest in his opinions even if his actions get him into trouble, but the amount of support from his fans are often positive. One of the examples is when Pewdiepie expressed to his viewers that he shifted his content style to focus more on his interests rather than play video games that people request. His honest statements are well-received by fans and his new format found success and greatly benefited his channel’s growth. This success shows that his honesty and approachable personality benefits his perceived trustworthiness.

There are some elements that help explain his success. First is that influencers that are perceived as approachable and relatable (Djafarova and Rushworth 2017) may form more personal connections to viewers. Second, when consumers are looking to make informed opinions, they often listen to someone whom they perceive as honest and relatable, unlike individuals that are more glamorous and out of reach like celebrities. According to Chapple and Cownie (2017), Influencers are more ordinary and approachable to the viewers since influencers' opinions feel more realistic to viewers. This is supported by Djafarova and Rushworth (2017) that "consumers are most likely to trust an influencer more and are therefore more persuaded by influencer advertisements because an influencer is more like them and hence trustworthy".

The expertise questions results illustrate that Pewdiepie is considered natural in the expertise area. Pewdiepie's expertise was perceived as the lowest by his viewers. These results indicated that Pewdiepie might not be well known for his expertise in video games. This is evident by the fact that most of his content over the past decades mostly focuses on entertainment rather than the insightful impression of video game products. During his early years and many of his fans are likely to associate him with being funny the most resulting in less opportunity to show his expertise. Further interpretation expresses that occasionally Pewdiepie may be perceived as experienced and skilled with video games. Additionally, Pewdiepie also makes review content that focuses more on insightful impressions rather than entertainment. However, those kinds of content are few and far between and not enough to change his perceived image.

Overall, the result of the source's credibility shows that Pewdiepie is perceived as credible ($M = 3.63$, $SD = 0.68$), possesses all credibility dimensions. This finding supported the Research and Hypothesis of the studies. Upon further inspection, attractiveness and trustworthiness are the leading factors for Pewdiepie's credibility since both were perceived as high by his viewers while expertise has mixed reactions. This can be interpreted as Pewdiepie having a bigger emphasis on being entertaining and believable rather than providing a valid assessment of video game products. The evidence is that most of his watched videos are funny and honest ones that often include over-the-top reactions, swearing, or casual remarks in his videos. This means that Pewdiepie is not given many opportunities to focus on his expertise because the humor and honesty aspect overshadows his expertise type. This can also be interpreted as Pewdiepie's attractiveness and trustworthiness are the main pillars of his success as an influencer. This is supported by (Fägersten,2017) that expresses that the use of swear words by Pewdiepie on this video game commentary video helps bridge the gap of social distance and create causal entertainment feels to his content.

5.2.2 Relationship of Purchase intention and sources credibility

The results illustrate that all sources' credibility dimensions have a moderate association with Purchase intention. This can be interpreted as Attractiveness, Trustworthiness, and Expertise will have a noticeable influence on purchase intention. This can be interpreted further that there may be additional factors that have an influence on the purchase intention which are unobserved by this study. This

unobserved factor may be a concept or theory that described consumer journeys such as perceived value, behavioral intention, attitude towards social media, and more.

5.3 Limitations

The video game market and influencers are a vast landscape and this study only focuses on one popular influencer which may not represent the behavior of overall video game content watchers. The selected influencer has an international appeal which means that the result generalizes a very large demographic. Many studies expressed that western and eastern markets might respond differently to each kind of marketing stimuli (Zhouxiang L, 2016; Anderson, Shibuya, et al, 2010) and there are likely to be different attitudes and behaviors based on the scale of an influencer from macro or micro-influencers. Therefore, the result of this study will be beneficial to a population sample of influencers that have a similar appeal like Pewdiepie.

5.4 Practical Implications

5.4.1 Recommendation for future studies

The limitation of this study can provide insight into what future researchers should do. The researcher recommends future studies to pick multiple that they should focus on a specific type of video game influencer, nowadays there are many types of video game influencers with each having a main focus on certain types of content, therefore, a future researcher can potentially pick a more specific type of influencer with a less universal appeal like Pewdiepie in order to have more accurate studies

with more focus population. The recommendations are such as online streaming because for the past few years' streamers are gaining rapid popularity (Wagner, 2014) resulted in many sponsors and marketers refocusing their resources on streaming influencers. (Johnson, Mark R and Woodcock, Jamie, 2019).

Another suggestion is that future research can focus their studies on other concepts that have a relation with purchase intention such as EWOM, customer journey, or consumer perception. The future researcher also can focus their study on specific sources credibility dimension as well, Schouten, Jassen & Verpaget, (2020), focus their efforts only on Trustworthiness and Expertise which result in the clear and specific insight that influencer endorsement is more effective because of “enhanced feelings of similarity and wishful identification”.

5.5.2 Implications for video game online influencer

The implication for video games influencer according to the result of the study is that attractiveness and trustworthiness are important traits to possess, however, it is also important not to overlook expertise since its expresses the level of knowledge and experiences showing sources' capabilities to make valid assertions (Erdogan,1999). All of these traits can be developed and improved and influencers must analyze how each can help them achieved growth and attract potential sponsorship and marketers.

5.5.3 Implication of marketer

Marketers should not overlook influencers' expertise because these traits are likely to be the most important factors in driving purchase intention of video game products. Because influencers that are only entertaining and honest lack the skill to properly express why products are worth purchasing to potential consumers, it is also important that marketers should provide assistance or guidelines to help influencers express their ability to show expertise in a manner that is beneficial for marketers and influencers. However, marketers need to rely on more expertise in order to drive purchase intention in which he lacks. This is supported by Erdogan (1999), who explained how expertise can express deeper insight into a product, therefore, providing insightful information to a potential customer.

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APPENDIX A

SURVEY QUESTION

Pewdiepie's Credibility

The purpose of the survey is to examine association between online influencer's credibility and purchase intention by using a case of Pewdiepie the Youtuber. The participants' identity will be confidential and the data will be used for educational purposes only.

Part 1: Screening question

1. Do you watch Pewdiepie on Youtube, Twitch and other platform?

- Yes
- No

2. Do you play video games?

- Yes
- No

3. Have you ever spent money on video games?

- Yes
- No

Part 2: Respondent's Profile

4. Year of Birth (Please specify)
5. Gender
 - Male
 - Female
6. How many hours do you spend time on gaming content on social media?
 - Less than 1 hour
 - 1-2 hours
 - 2-3 hours
 - 3-4 hours
 - 4-5 hours
 - 5.6 hours
7. How often do you watch video game content online from influencers?
 - Daily
 - Weekly
 - Monthly
 - Rarely
8. How often do you watch Pewdiepie content?
 - Daily
 - Weekly
 - Monthly
 - Rarely

9. How long have you been watching Pewdiepie's videos?

- Less than 1 year
- 1 year
- 2-3 years
- 3-4 years
- 4-5 years
- More than 5 years

Part3: Sources credibility dimension

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral , 4 = Agree, 5 = Strongly agree)

Attractiveness question

Items	5	4	3	2	1
10.Do you find Pewdiepie physically attractive?					
11.Do you find Pewdiepie funny to watch?					
12.Do you find Pewdiepie entertaining to watch?					
13.Do you think Pewdiepie's attractiveness helps validate his opinions?					

Trustworthiness questions

Items	5	4	3	2	1
14.Do you find Pewdiepie honest towards viewers?					
15.Do you find Pewdiepie trustworthy went it come to his opinion on video games?					
16.Do you find Pewdiepie relatable?					
17.Do you find Pewdiepie's opinion of video games to be similar to yours?					

Expertise questions

Items	5	4	3	2	1
18.Do you think that Pewdiepie is good at video games generally?					
19.Do you think Pewdiepie has a lot of experience in video games?					
20.Do Pewdiepie's skill in video game matter to your enjoyment of his content?					
21.Do Pewdiepie's skill on video games affect you intent to purchase that specific games?					

Part4: Purchase intention questions

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral , 4 = Agree, 5 = Strongly agree)

Items	5	4	3	2	1
22.I am likely to purchase video game product based on Pewdiepie opinions					
23.I am likely to be interested to buy certain video games if Pewdiepie play or talk about it					
24.I am likely to be interested in video games products that sponsor by Pewdiepie					

APPDENDIX B

The researcher selected sources for data collection

1. :R/Pewdiepie: Unofficial fan page of Pewdiepie in Reddit.com
2. R/SampleSize Page focusing in helping researcher access sample data in Reddit.com
3. R/Pewdiepiesummison official fan page of Pewdiepie in Reddit.com
4. : R/Twitch Official page of Twitch streaming platform in Reddit.com
5. Quora.com, website where the posts are in question to answer format, the website focus on varieties of topics including video games
6. Pewdiepie Nation Discord, official discord server of Pewdiepie fans group
7. R/indiangamer, official page of English speaking Indian gamer in Reddit.com
8. R/youtubegaming page devoted to promoting discussions based on youtube community in Reddit.com
9. R/gamingquestion page devoted to news and discussion of YouTube Gaming as a platform in Reddit.com
10. Personal handouts

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