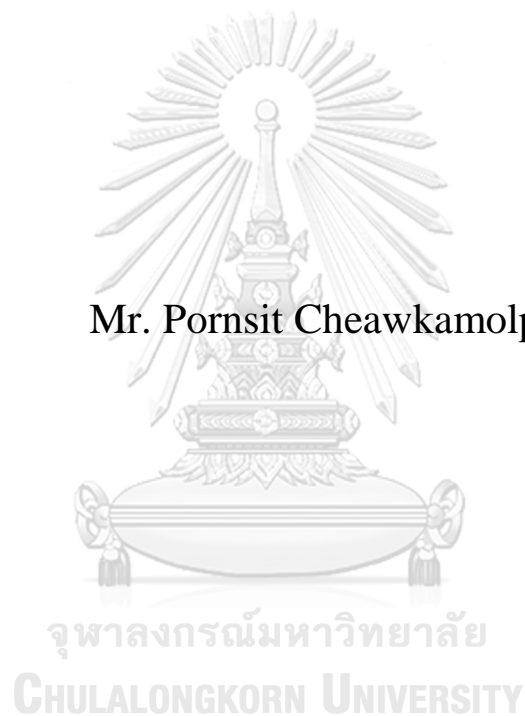


**THE RELATIONSHIP BETWEEN SOURCE CREDIBILITY,  
ADVERTISING RECOGNITION, AND PURCHASE  
INTENTION ON SNACK PRODUCTS**

**Mr. Pornsit Cheawkamolpat**



**An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic  
Communication Management  
FACULTY OF COMMUNICATION ARTS  
Chulalongkorn University  
Academic Year 2022  
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ความสัมพันธ์ระหว่างความน่าเชื่อถือของแหล่งสาร การจำแนกโฆษณาได้ และความตั้งใจซื้อ  
สินค้าขนมขบเคี้ยว



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศาสตรมหาบัณฑิต  
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า  
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
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Independent Study Title      THE RELATIONSHIP BETWEEN  
SOURCE CREDIBILITY,  
ADVERTISING RECOGNITION, AND  
PURCHASE INTENTION ON SNACK  
PRODUCTS

By      Mr. Pornsit Cheawkamolpat

Field of Study      Strategic Communication Management

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ARTS, Chulalongkorn University in Partial Fulfillment of the  
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พรสิทธิ์ เชี่ยวกลมพัชร : ความสัมพันธ์ระหว่างความน่าเชื่อถือของแหล่งสาร การจำแนกโฆษณา  
ได้ และความตั้งใจซื้อสินค้าขนมขบเคี้ยว. ( THE RELATIONSHIP  
BETWEEN SOURCE CREDIBILITY, ADVERTISING  
RECOGNITION, AND PURCHASE INTENTION ON  
SNACK PRODUCTS) อ.ที่ปรึกษาหลัก : ผศ. ดร.ปภาภรณ์ ไชยหาญชาญชัย

การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างความน่าเชื่อถือของแหล่งสาร การจำแนกโฆษณาได้ และความตั้งใจซื้อสินค้าขนมขบเคี้ยว รวมไปถึงการศึกษาความสัมพันธ์ระหว่างทั้งสามตัวแปรดังกล่าว โดยใช้วิธีการวิจัยเชิงสำรวจแบบออนไลน์และใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูล จากกลุ่มตัวอย่างที่มีอายุระหว่าง 18 ถึง 38 ปี และติดตามเฟซบุ๊กเพจกินหนม อย่างน้อย 3 เดือนขึ้นไป จำนวน 208 คน จากผลการศึกษาแสดงให้เห็นว่า กลุ่มตัวอย่างมีรับรู้ว่าการกินหนมมีความน่าเชื่อถือสูง ( $M = 4.32$ ) นอกจากนี้ กลุ่มตัวอย่างยังสามารถจำแนกโฆษณาบนเพจกินหนมได้ ( $M = 4.24$ ) และมีแนวโน้มสูงที่จะซื้อสินค้าขนมขบเคี้ยวที่แนะนำโดยเพจกินหนม ( $M = 4.33$ ) ในส่วนของความสัมพันธ์ระหว่างตัวแปรทั้งสามดังกล่าว จากผลการวิจัยแสดงให้เห็นว่า ความน่าเชื่อถือของแหล่งสารมีความสัมพันธ์เชิงบวกกับการจำแนกโฆษณาได้ ( $r = 0.41$ ) นอกจากนี้ ความน่าเชื่อถือของแหล่งสารยังมีความสัมพันธ์เชิงบวกกับความตั้งใจซื้อสินค้าขนมขบเคี้ยว ( $r = 0.68$ ) และการจำแนกโฆษณาได้ยังมีความสัมพันธ์เชิงบวกกับความตั้งใจซื้อสินค้าขนมขบเคี้ยวอีกด้วย ( $r = 0.39$ )

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

สาขาวิชา	การจัดการการสื่อสารเชิงกลยุทธ์	ลายมือชื่อ นิติติ .....
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# # 6488034428 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD Source credibility, Advertising recognition, Purchase intention,

D: Influencer, Snack products

Pornsit Cheawkamolpat : THE RELATIONSHIP BETWEEN SOURCE CREDIBILITY, ADVERTISING RECOGNITION, AND PURCHASE INTENTION ON SNACK PRODUCTS. Advisor: Asst. Prof. Papaporn Chaihanchai, Ph.D.

The objectives of this research were to study source credibility, advertising recognition, and purchase intention on snack products and was explore the relationship between source credibility, advertising recognition, and purchase intention on snack products. This research employed online survey and used online questionnaire to collect data through 208 respondents, who were Thai, aged between 18-38 years old, and must follow *Kin Nhom* page for the past three months. The results depicted that the respondents highly perceived that *Kin Nhom* page was credible ( $M = 4.14$ ). Moreover, the respondents acknowledged that contents from *Kin Nhom* page were commercial ( $M = 4.24$ ). Additionally, they were more likely to purchase snack products recommended by *Kin Nhom* page ( $M = 4.33$ ). In regard to the relationship among the variables, the research result demonstrated that *source credibility* and *advertising recognition* had a positive relationship ( $r = 0.41$ ). Furthermore, *source credibility* and *purchase intention* had a high positive relationship ( $r = 0.68$ ), and *advertising recognition* also had positive relationship with *purchase intention* ( $r = 0.39$ ).



Field of Study:	Strategic Communication Management	Student's Signature .....
Academic Year:	2022	Advisor's Signature .....

## ACKNOWLEDGEMENTS

I would like to extend my immeasurable appreciation and sincere gratefulness to all the people who have helped me make this research possible.

First and foremost, I would like to express my deepest gratitude towards my family. Thank you for cheering me up and constantly encouraging me. Without your support, I would not have been this successful in completing this research.

I would like to take this moment to deeply express appreciation to my advisor Assistant Professor Dr. Papaporn Chaihanchai, who has valuable advices, time, encouragement and assistance spending on this study on this study. She provided thoughtful recommendation and shared various experiences which are helpful for skill improvement. Regardless of the hour or the place, she has been there to lift me up and encourage me to do better. Her patience, hard work, support, and advice has made this entire journey of conducting this research truly an educative and memorable experience. Additionally, I would like to thank Associate Professor Dr. Saravudh Anantachart for always being so kind, considerate and helpful. Your valuable feedback and input has always guided me in the right direction and made me do better. Lastly, I would also like to extend my thanks to Assistant Professor Dr. Suthiluck Vungsuntitum for her precious time in reading this research and for providing insightful comments.

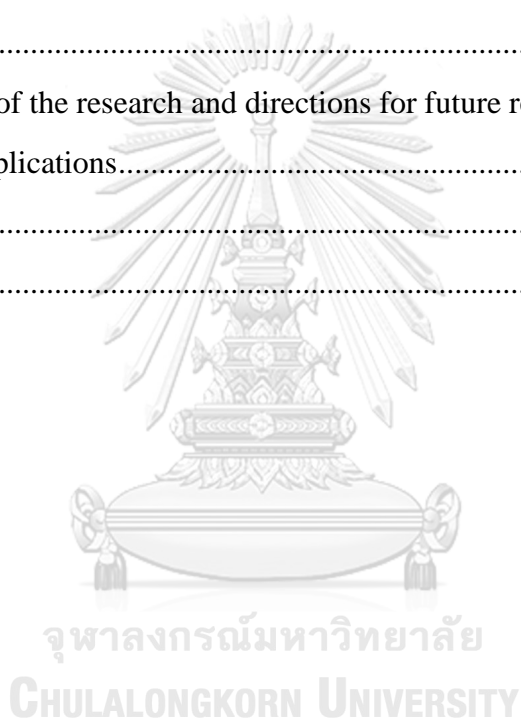
Furthermore, I would like to thank my MA friends for staying with me throughout this journey. Your friendships and support have made me enjoy this experience and I am grateful to have met you all through this program.

Pornsit Cheawkamolpat

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# CHAPTER 1

## Introduction

### 1.1 Significances of the study

The popularity of social media has been increasing due to their unlimited access to information and ubiquity (Pentina et al., 2018). More importantly, social media allow their users to connect and interact with one another. Social media has become popular not only among users, but also among advertisers and marketers. Social media can provide opportunities to build brand awareness, promote products or services, engage with consumers, and reinforce product purchase. (Muller et al., 2018) One such strategy that is widely implemented is the use of influencers, or influencer marketing.

According to Hariyanti and Wirapraja (2018), a person or a public personality on social media is an influencer that has a significant count of followers. Their objectives are to enlighten, amuse, and possibly influence their followers' opinions, attitudes, and purchasing decisions (Dhanesh & Duthler, 2019). There are four different categories of influencers: mega influencers (followers of one million or more), macro influencers (followers of 100,000 to one million), micro influencers (followers of 10,000 to 100,000), and nano influencers (1,000 to 10,000 followers). In general, a lot of brands cooperate with macro influencers in order to reach bigger group of target consumers (Puji et al., 2020).

Influencers on social media are acknowledged as a crucial component of the information network. In contrast to conventional advertising, an influencer can communicate with their followers in a two-way communication to let them know

about new goods or services (Li & Bernoff, 2009). According to Dhanesh and Duthler (2019), influencers and famous people have different personalities. Traditional celebrities are originally recognized for their non-social media related activities like music, cinema, and sport whereas influencers are acknowledged for their social media activities such as product or service reviews, tie-in material, and live-streaming content. (Hu et al., 2020; Schouten et al., 2020; Tafesse & Wood, 2021). They also act as a catalyst to encourage product purchase, for example, Priska et al. (2019) shown that using influencers had a big impact on people's intention to buy. Youssef et al. (2020) revealed that social media influencers might affect people's decision to buy fashion merchandise. Moreover, Lou and Yuan (2019) highlighted the fact that marketers spend money choosing social media influencers to interact with consumers and influence their purchasing intentions. The continuous growth of social media influencers has attracted attention from both marketers and scholars.

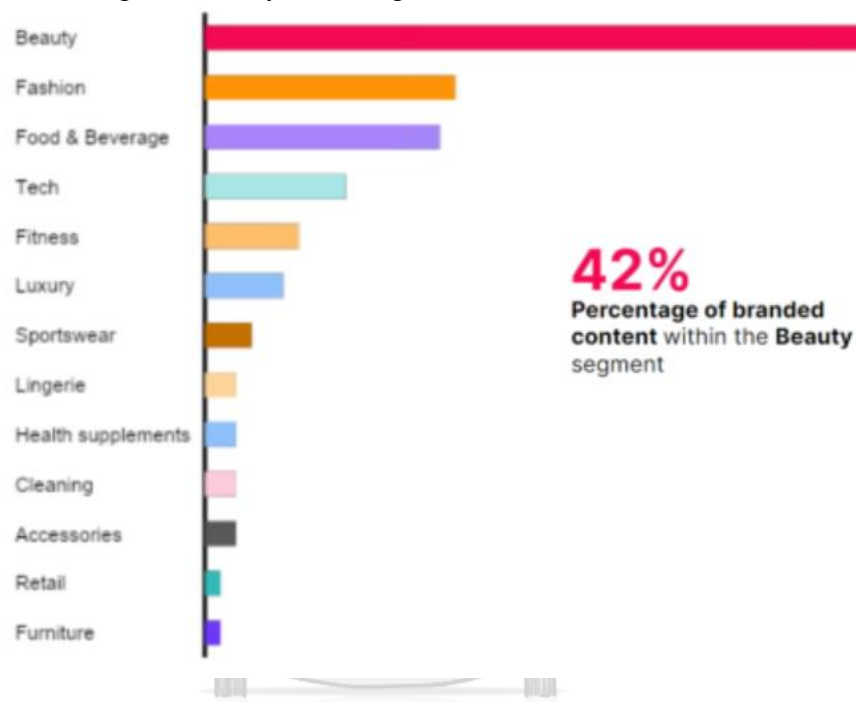
Facebook has emerged as the most popular social media platform among Thais, who have one of the highest rates of social media usage. The number of Facebook users in Thailand are approximately around 50.7 million, or around 73% of Thai population (69.8 million people) (Hootsuite, 2020). KEPIOS analysis (2022) has showed that the main group of Facebook users are aged between 18-38 years old. They are accounted for 71.7% of Facebook users in Thailand.

Thailand also ranked second for having highest active number of influencers (2,000,000 influencers) in ASEAN Economic Community (AEC). Nielsen (2022) has reported that advertisement spending on television for the first quarter in Thailand was 15 billion baht with 4.2% dropped, while internet advertising including social

media influencer spending was 6.7 billion baht with 9.1% growth from 2021.

Interestingly, food and beverage industry are amongst the top three industry using influencers in Thailand, as shown in Figure 1.1. They are also the industry that spent the most on advertisement with 4.4 billion baht (Marketeer, 2022).

Figure 1. 1 Ranking of industry investing in influencers on social media in Thailand



Source: Marketeer (2022). *The Power of Influencer Marketing in Thailand*.

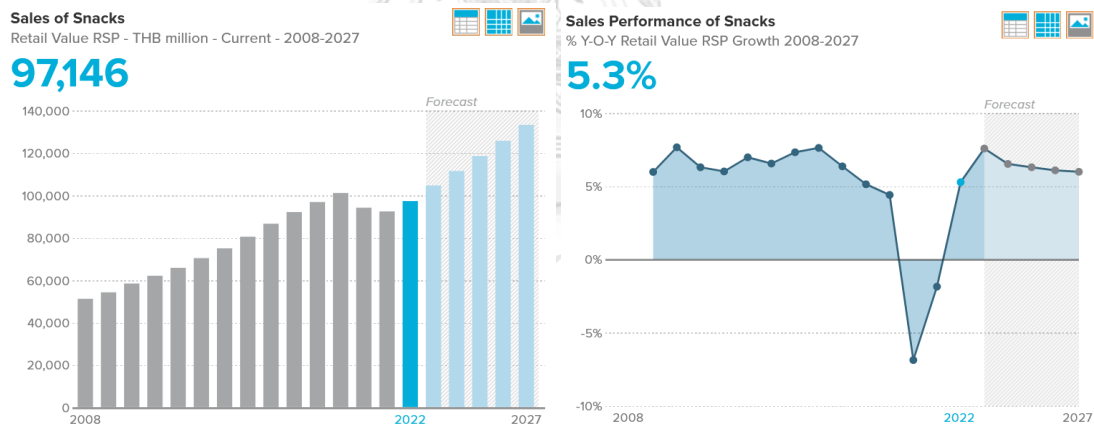
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Food-related content has constantly attracted a large group of audience. The total engagement of food and dining influencers ranked second for fastest growing cluster in 2019 (Marketingoops, 2019). For example, Anga (2022) has showed that *Peach Eat Laek* was the top food influencer with 7,200,000 subscribers (as of July, 2022). With regard to food and beverage, or packaged food market (Mayur, 2022), the snacks sector is highly competitive. According to Euromonitor Thailand's (2022) report, the snacks sector has high potential with 97,146 million baht, as shown in

Figure 1.2. Moreover, after the pandemic crisis in 2019, the snacks market has gradually recovered and continued to grow throughout 2022.

Like any other brands, many snacks' brands have used social media influencers to create brand awareness, to maintain relationship with customers, and to drive purchasing decisions (Brown & Hayes, 2008). According to Chollakorn (2022), marketing director of Suntory PepsiCo, the leading snack brand such as Lay's often promotes their marketing communications campaign through social media influencers and attract their consumers' interests with distinct offers. Similarly, Halls, the leading confectionary brand, launched a new product campaign through social media influencers to capture the new generation target (The Standard, 2020).

Figure 1. 2 The Market size of snacks in Thailand



Source: Euromonitor (2022). *Snacks in Thailand Country Report July 2022*.

<https://www.portal.euromonitor.com/>

Despite its popularity, using an influencer is a double-edged sword. That is, it depends on their credibility and whether consumers acknowledge that the influencer or the source of information is paid to review products. In other words, although the relationship with influencers may trigger consumer's purchase intention (Muda &

Hamzah, 2021). The influencer's credibility plays an important role. Prior studies have examined the variables that can affect consumers' decision-making, such as perceived influencer credibility (Abdullah, et al., 2020; Djafarova & Rushworth, 2017; Weismueller et al., 2020). Furthermore, branded content created by social media influencers is crucial for consumer brand relationships and purchase intent. (Li & Peng, 2021). Thus, it is interesting to find out if there is any link between source credibility, advertising recognition, and purchase intention. Especially, the use of an influencer in relation to snack products has not been examined closely.

This study proved useful in expanding the understanding of how credibility of an influencer relates to consumers' advertising recognition and their purchase intention. This study can also be a guideline for marketers and advertisers to utilize social media influencers, especially for snack and food-related products.

### **1.2 Objectives of the study**

1. To study source credibility, advertising recognition, and purchase intention on snack products
2. To explore the relationship between source credibility, advertising recognition, and purchase intention on snack products

### **1.3 Research questions**

1. What are the source credibility, advertising recognition and purchase intention on snack products?
2. What is the relationship between source credibility, advertising recognition, and purchase intention on snack products?



#### 1.4 Scope of the study

This research was based on a quantitative approach using online survey method. A well-structured online questionnaire was designed as the research instrument. The research sample was Thai consumers who are between 18-38 years old, and have followed *Kin Nhom* page during the past three months (July – September, 2022). The sample size was 208, calculated from G\*Power software version 3.1. The questionnaire was distributed through online platform during October to November, 2022.

#### 1.5 Operational definitions

*Source credibility* is the degree to which a consumer believes a source is reliable or not (Chaiken, 1980). A source, in this study, is *Kin Nhom page*. It is a review page with 935,572 followers (as of September, 2022) and reviews about snacks on Facebook. *Source credibility* looks at three dimensions: *trustworthiness*, *expertise*, and *attractiveness* (Ohanian, 1980).

*Trustworthiness* is the perception of the source as being dependable, sincere, honest, trustworthy, and dependable.

*Expertise* relates to the amount to which the source is perceived to be a valid source of information, competent, and informed and has a lot of experience.

*Attractiveness* is the degree to which a source is deemed to have an appealing psychical appearance.

*Advertising recognition* means whether individuals recognize or realize that content from the influencer they are following is paid by brands, or is commercial (Wan, 2019). In this study, advertising recognition refers to the extent to which a

consumer recognize or acknowledge that the reviews from *Kin Nhom* page are paid by brands or are commercial.

***Purchase intention*** is the customer's eagerness to purchase a specific good or service (Dadwal et al., 2020). In this study, buying intention is shown by the respondent's conviction to purchase snack products recommended by *Kin Nhom* page.

### **1.6 Expected benefits from the study**

Academically, this study's findings can be applied to existing body of information about source credibility, advertising recognition, purchase intention and influencer marketing. Furthermore, it can support preexisting hypotheses and show how advertisement recognition, source credibility, and purchase intention are related.

Practically, this study can assist marketing communication professionals, particularly in the food-related area, to comprehend how social media influencers contribute to companies. Moreover, this study might also serve as a reference for advertisers and marketers looking to use social media influencers to get customers to buy their products.

## CHAPTER 2

### Literature review

The objective of this study was to explore the *source credibility*, *advertising recognition*, and *purchase intention* on snack products. Additionally, this study also examined the relationship between these variables. Thus, this chapter covers explanations about the related concepts, which are *source credibility*, *advertising recognition* and *purchase intention*. This chapter also includes hypotheses and the conceptual framework.

#### 2.1 Source credibility

Since the source is a major player in communication, a brief explanation about the classic communication processes is first introduced before delivering into the concert of source credibility. The typical understanding of communication is as social interaction. There is often a sender (source) and a receiver in communication. It involves the interlocutors exchanging signals. These cues may be gestural, verbal, graphic, or visual (Daniel, 2016). Giffin and Patten (1976) also mentioned that communication is the process of giving and receiving meaning; it is the interaction and sharing of ideas among group members.

Academically, a subject area that deals with information transmission and dissemination is known as communication. Any of the many occupations that deal with the dissemination of information, such as journalism, public relations, radio, and advertising, may be engaged. Depending on the medium utilized or how information

is transmitted, there are several sorts and variations of communication. (Foluke, 2018).

Two types of communication may generally be recognized. First, verbal communication, which is defined as speaking while using words; examples are speaking, speaking, sounds, and words. Speaking is a potent method of communication that may be separated into two types: interpersonal communication and public speaking (Aarti, 2011).

Second, non-verbal communication, it is the act of transmitting meaning in the form of non-word messaging that covers all information, thoughts, and ideas that convey without using words; for example, body language, touch, fragrance, and voice inflection. In addition to music and dance, non-verbal communication also encompasses painting, acting, and sculpting. Additionally, signs and symbols are used. (Daniel, 2016). Based on the basic communication model, the communication process comprises sender, message, channel and receiver, known as the S-M-C-R model.

Moreover, by combining two sources and types of data, a higher level of credibility might be achieved (Tracy, 2010). Credibility, which is typically used to define the positive effect of the transmitted message on the receiver or broadcaster, is therefore based on a reputable source (Ohanian, 1990). Therefore, credible sources should have a favorable effect on customer attitudes and behavior, making them appealing sources for brand communicators (Erdogan, 1999; Mishra et al., 2015).

*Sender*

Berlo (1960) explained that the source who produces and transmits the message to the recipient is known as the sender, as shown in Figure 2.1. Contact is started by the source, who also encrypts the communication. The speaker is the source while speaking in front of an audience. By providing the audience with fresh information, the source communicates the message. The source or speaker might also make a point by using their tone of voice, body language, and attire. According to Daniel (2016), the communication process is complete when feedback has been delivered back to the sender (source), which entails the receiver reacting to the signal by starting a new cycle of meaning exchange.

According to Engel et al., (1995), there are two categories of sources: impersonal and personal. Personal sources are persons who an individual is close to, such as family, friends, parents, or a salesman with whom they would interact in person. Impersonal sources are mass media, sales promotions, point-of-purchase advertising, television advertising, radio, and print advertising.

### *Message*

According to Berlo (1960), a message is a collection of data or meaning that is delivered from the sender to the recipient. Different formats, including audio, voice, text, video, and other media, can be used to send the message.

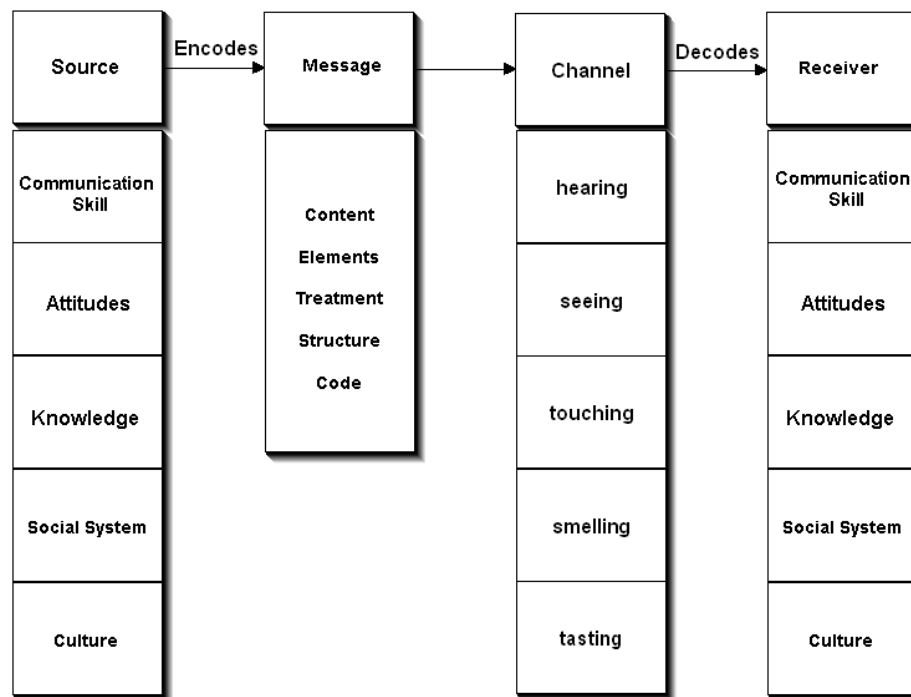
### *Channel*

The message is transmitted over a channel. The medium must be detectable by the receiver's sensory system, which means it might be in the form of sight, sound, smell, taste, or touch. For instance, technical instruments like phones, the internet, and television are always used in mass communication.

### *Receiver*

The individual who gets the coded communication and then decodes it is known as the receiver. The recipient is always at the conclusion of a communication process. Berlo's model of communication makes the assumption that the receiver's thought process will be similar to the sender's in order to make communication as efficient and effortless as feasible. They should both be able to communicate and share similar attitudes, knowledge, social structures, and cultural practices.

Figure 2. 1 Berlo's model of communication



Source: Berlo (1960) *The Process of Communication: An Introduction to Theory and Practice*. New York: Holt, Rinehart and Winston, p.71.

### *Types of influencer and evaluation*

Traditional influencer or celebrity is any public figures such as musicians, actors, and actresses who have persuasive power from their popularity, fame,

recognition, admiration, trend, and fashion (Magnini et al., 2010). According to Utami et al. (2020), celebrity endorsement can be more effective than non-celebrity endorsement at grabbing consumers' attention, evoking positive sentiments, and increasing their intentions.

However, a brand-new category of fame has emerged in this digital age. Online DIY celebrities, online influencers, social media influencers, and micro-celebrities are all terms used to describe them. In particular, social media has changed the marketing landscape by enabling a third party to serve as a temporary mediator between a business and customers. This person is known as an influencer (Dodosh, et al., 2020). Influencers on social media are thought of as thought leaders having the ability to shape customers' beliefs, choices, and actions in their online communities (Godey et al., 2016).

In order to study online influencers' popularity and personal branding, Khamis (2016) employed a number of case studies to show how personal branding methods have evolved among them. Online influencers make use of social media sites like Facebook, Instagram, and Youtube to strategically create their own brands, establish a name for themselves, and acquire charisma based on their perceived knowledge or attractiveness (Khamis et al., 2016).

More significantly, established celebrities and businesses are increasingly shifting their attention to the digital realm as a result of social media's success (Marwick, 2015). In Marwick's (2015) study, Instagram public profiles were subjected to textual and visual analysis. According to the survey, conventional celebrities (such singers Justin Bieber) were the most popular among the top 100

Instagram profiles, followed by companies (like Nike) and online influencers. As a result, there are four different categories of influencers: mega influencers (followers over 1,000,000), macro influencers (followers between 100,000 and 1,000,000), micro influencers (followers between 10,000 and 100,000), and nano influencers (1,000 to 10,000 followers). By posting content from their everyday lives on social media sites like Facebook, Instagram, and YouTube and focusing on a single niche, influencers amass millions of fans.

Additionally, companies are very interested in influencer marketing and product endorsements since consumers trust their opinions on items. Together, a company and an influencer may generate engaging content for an endorsement. In certain cases, a brand can provide a YouTube influencer with free items or services in return for a review (Nazerali, 2017).

Although the relationship with influencers may trigger a consumer's purchase intention (Muda & Hamzah, 2021), the influencer's credibility plays an important role. Source credibility has been shown to play a key role in influencer endorsement (Chapple & Cownie, 2017).

### ***Source credibility***

When mentioned about the source, it is all about people that have a lot of expertise in their field and are skilled and knowledgeable. The component is described by the adjectives, such as truthful, impartial, dependable, and precise information in terms of trustworthiness (Ohanian, 1990).

Source credibility is the extent to which a consumer perceives that a source is credible (Chaiken, 1980). While Meenaghan (1997) defined source credibility as



those who possessing significant knowledge or enough experience to offer unbiased decisions.

According to Flanagin and Metzger (2008), source credibility is the trust that comes from a source's authority and dependability. According to Solomon (2020), the implications of source credibility include the consumer's trust in a knowledgeable reviewer who may offer insightful commentary on a product's worth. Thus, it may be deduced that a source's credibility refers to the confidence, acceptance, and trust that the source has about knowledge, competency, and skill regarding the subject matter being discussed.

In 1951, Hovland and Weiss analyzed celebrity advertising and celebrity endorsement. Credibility was found to have a positive effect on the persuasiveness of a message. Furthermore, the match between the source and receiver of a message plays a role in persuasion of the message (Harmon and Kenneth, 1982).

Ohanian (1990) developed a source creditability model to describe the features of endorsers' creditability, which includes three features: 1) expertise, 2) trustworthiness, and 3) attractiveness, and each feature has its own items as shown in Table 2.1.

Table 2.1 Source credibility model

<b>Trustworthiness</b>	<b>Expertise</b>	<b>Attractiveness</b>
Trustworthy-Untrustworthy	Expert-Not expert	Attractive- Unattractive
Dependable-Undependable	Experience-Inexperience	Classy-Not classy
Honest-Dishonest	Knowledgeable-Unknowledgeable	Beautiful-Ugly
Reliable-Unreliable	Qualified-Unqualified	Elegant-Plain
Sincere-Insincere	Skilled-Unskilled	Sexy-Not sexy

Source: Ohanian (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19, p.39.

According to Ohanian (1990), source credibility refers to a communicator's favorable traits that influence the receiver's belief message. Similarly, Daneshvay and Schwer (2000) stated that information from credible sources can affect consumers' attitudes, values, opinions, and behaviors through internalization, which occurs when consumers trust that source.

In the context of social media, sources will be considered reliable if they are knowledgeable, a part of the community, and have similar opinions to the community (Moran & Muzellec, 2017). The acceptability of influencers' statements and subsequent persuasion are influenced by elements of source credibility including dependability, attractiveness, and informational value (Lou & Yuan, 2019). Influencers garnered higher trust and wishful identification than celebrities in an experiment using Instagram-style product endorsements for fitness and beauty,

although both endorser groups had comparable degrees of skill (Schouten et al., 2020). Furthermore, trust has a knock-on effect on consumer attitudes and intentions. According to Chapple and Cownie's (2017) research, YouTube lifestyle influencers' honesty and desire to be transparent helped to establish their credibility and authenticity.

### *Trustworthiness*

Ohanian (1990) defined source trustworthiness as receiver's confidence or belief on source. Furthermore, trustworthiness is honesty, integrity, and believability a source possesses. Not only trustworthiness of a communicator can persuade the audiences to purchase products, but it can also change their opinions (McGinnies & Ward, 1980). Furthermore, trustworthiness is one of the characteristics that influencers should have because they need to be credible in order to make others trust and follow them (Kim et al., 2017). Another key aspect for influencer marketing is that the influencer who is promoting the products or services must be trustworthy (Schiffman & Kanuk, 2004).

Furthermore, Pornpitakpan (2004) supported the idea that competence and trustworthiness are the two elements that make up source credibility. Expertise, or the knowledge and capacity to make good decisions, is what determines competence. The perceived self-interest of the source influences how trustworthy a source is. Credibility is low when the source is seen as having a strong self-interest in promoting a given item or service. For example, a study from Gupta et al. (2015) suggested that consumer's perception on source's trustworthiness influences the effectiveness of advertising.

### *Expertise*

The component of expertise relates to how people see a source of information as knowledgeable and having a lot of experiences. In the context of endorsers and influencers, expertise refers to the level of proficiency, skill, and knowledge of the sender of the message in a particular area (Ohanian, 1990). In addition, McCracken (1989) described expertise as a crucial dimension of source credibility. A high degree of knowledge, capability, competency, or skill also means being an expert (Van der Waldt et al., 2009). Furthermore, a source that is perceived as having high capability and proficiency is also perceived as more credible (Abdulmajid & Wahid, 2012).

Social media remarks from other users can serve as cues and sometimes take precedence over simple self-descriptions (Walther et al., 2009). Although there hasn't been any concrete evidence that it has an impact on credibility, it has been asserted that permitting comments on blogs improves the perception of the blogger's knowledge (Hayes & Carr, 2015). This meant, however, that feedback from other audiences may provide verification of the biographical information and recommendations provided by social media influencers. However, because there is no direct correlation between comments and credibility, additional factors must also be present.

### *Attractiveness*

Physical appearance matters and is frequently noted. In school, beauty influences grades since more attractive pupils frequently receive higher grades (Clifford & Walster, 1973; Bull & Stevens, 1979). When referring to celebrities and influencers, beauty is the certifier's outer appearance (Bardia et al., 2011). This

comprises an individual's charm or seductive qualities including posture, attitude, looks, and body type (Erdogan, 1999).

Table 2.2 The dimension of source credibility model

<b>Author</b>	<b>Dimension</b>
Hovland et al. (1953)	Trustworthiness and expertise
McCroskey et al. (1974)	Competence, character, sociability, extroversion, and composure
McGuire (1985)	Familiarity, likeability, similarity, and attractiveness
Ohanion (1990)	Trustworthiness, expertise, and attractiveness

The desire of social media users to buy suggested items is strongly influenced by the attractiveness of social media influencers, according to prior research (Guo et al., 2018). For instance, influencers' attractiveness affected consumers' desire to buy cosmetic goods (Hassan et al., 2021). Moreover, Kahle and Homer (1985) indicated that beauty of celebrity inspired higher buy intents than an ugly celebrity. Similar to this, Joseph (1982) proposed that media coverage of attractive influencers or celebrities had a beneficial impact on consumers' purchasing intentions. According to Bryne et al. (2003), appealing influencers will improve consumers' attitudes through branding and advertising. Influencers are perceived as attractive because they are emotionally available and seen as experts. Consequently, those who are knowledgeable and have a high number of follower also contribute meaningfully to attractiveness (Walther & Parks, 2002).

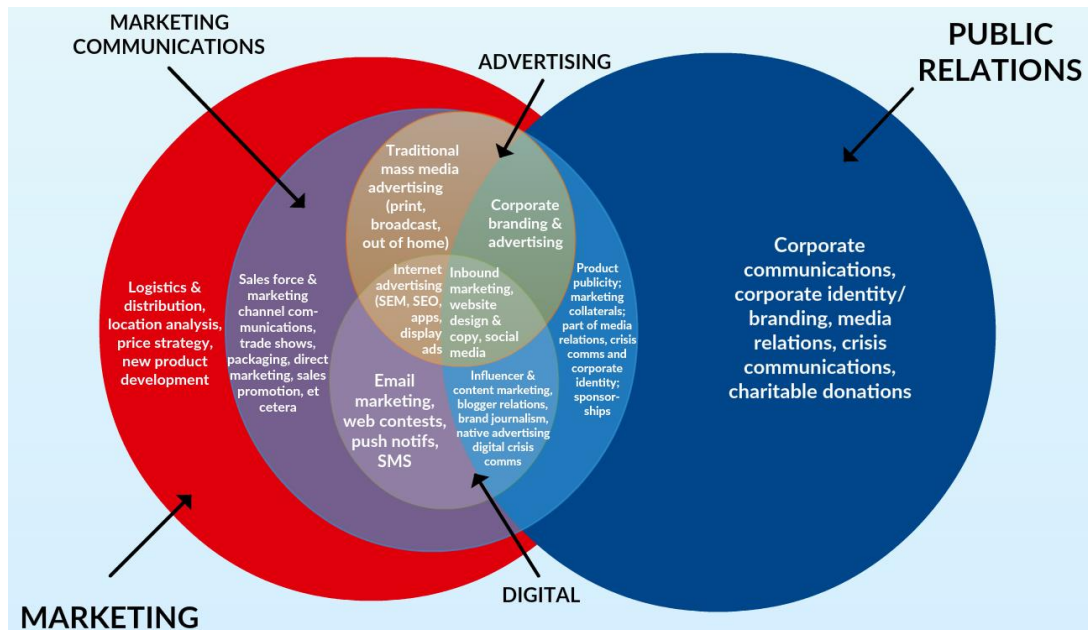
## 2.2 Marketing communications

A company's marketing communications strategy is a key component of its overall marketing purpose and a key factor in determining how successful it will be (Kaur & Ruby, 2014). To reach target audiences, marketers have sought to employ a variety of communication channels. Additionally, corporations employ a variety of marketing communications methods to advertise their goods or services and accomplish other organizational objectives, whether they are involved in business-to-business (B2B), business-to-consumer (B2C), or non-profit enterprises like charities. 2014 (Kaur & Ruby). Utilizing a variety of marketing communication techniques to deliver a distinct message with target audiences is necessary for effective marketing communications (Markwick & Fill, 1997).

Duncan (2002) defined integrated marketing communication (IMC) as a concept of combining aspects or elements of marketing and communications as a whole as one whole strategy. Furthermore, a study conducted by Low (2000) showed that implementing IMC significantly related to the purchase intention of certain products.

Moreover, Kaur and Ruby (2014) explained that IMC is essential that all elements of the marketing communication mix are integrated to achieve an organization's marketing communication objectives. Figure 2.2 demonstrates how marketing, marketing communications, advertising, and public relations can be integrated with each other.

Figure 2. 2 Marketing, advertising, and public relations



Source: Khillar (2022). *Difference Between Public Relations and Integrated Marketing Communication*. <http://www.differencebetween.net/business/marketing-business/difference-between-public-relations-and-integrated-marketing-communication/>

The industry of marketing communications has seen a merging of approaches as a result of the expansion of emergent media. Media placements purchased or acquired on behalf of client accounts have long served as the benchmark for advertising and public relations organizations. In contrast to earned media coverage, which has traditionally been the purview of public relations, advertising, for instance, has generally focused on the paid placement of creative material such as television commercials, radio ads, and billboard advertisements. Public relations firms today, however, provide compensated tactics for their customers by employing social media sites like Facebook and LinkedIn (Bruell, 2013; Wilcox et al., 2015).

Similarly, Marvin (2013) noted that native advertising was supplied by 73% of web publishers and that both public relations and advertising firms provide it as a service. Additionally, Neill and Schauster (2015) noted that while advertising agencies provide services in the areas of analytics, online community management, and social listening, public relations firms provide their clients with advertising services like sponsorship, paid posts on social media, content amplification, native advertising, and influencer marketing. Additionally, customers frequently match advertising and public relations firms together or want to work on initiatives that play to each company's strengths (Neill & Schauster, 2015).

Additionally, the rise of social and digital media has dramatically altered IMC planning, forcing businesses to think about new media as a hybrid element of the promotional mix (Hanna et al., 2011; Mangold & Faulds, 2009). With the rapid growth of digital media, consumers shift their media consumption, companies or marketers need to exploit and optimize diversity of touchpoints to create positive experiences and establish relationship with customers (Keller, 2016). There are marketing communication tools including, mass media advertising, digital marketing communication, sales promotion, point-of-purchase advertising, outdoor advertising, public relations, sponsorship, and event (Kaur & Ruby, 2014). However, since this research studied about advertising recognition, the focus is on advertising.

### ***Advertising***

Advertising has always been a powerful force that influences consumers' purchasing decisions. Advertising is defined as a method of mass promotion that different firms typically use to reach large groups of potential consumers through oral



or visual messages by an identified sponsor. The main purpose of advertising is either inform about the product or persuade people to buy it (Joshi & Burt, 2020).

Advertising involves at least one of the following: 1) *mass marketing* or *communication* via print media and broadcast media, 2) *digital marketing* or *communication* via the internet and social media, 3) *direct marketing* or *communication* targeted at business-to-business customer or end-consumer (Kaur & Ruby, 2014). This explanation shows that advertising is placed either on traditional or digital media.

Traditional form of media is one-way communication. Traditional paid media are television advertisements, radio spot, billboards, cards, and notices (Lieb & Owyang, 2012). While digital or online media is more interactive. Digital paid media is for example, pay per click advertising, search engine marketing (SEM), video advertising, pop up advertising, social media sponsored or promoted advertising, and display advertising (Xie & Lee, 2015).

Nowadays promotion and marketing communications are no longer just focused on one media form per platform thanks to the improvements in digital media technology, which have also brought about another important trend in brand communications and media convergence. The distinctions between paid advertising and other types of media start to blur, suggesting a blending of conventional and online media as well as a mixture of all media forms (Hanna et al., 2011). As such, besides the classification between traditional and online, media are divided into three type: paid, own, and earned media (Corcoran, 2009).

### ***Paid, owned, and earned media (POEM)***

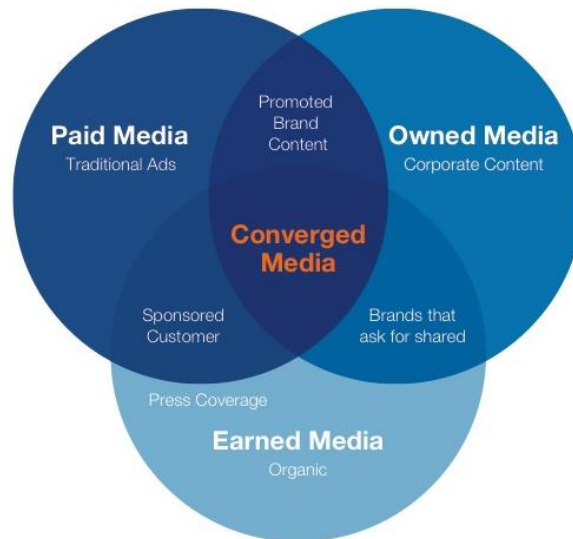
Any paid channel that a brand uses to advertise itself through a third party in return for payment is known as paid media. For instance, pre-roll video ads, pay-per-click ads, and television advertising. According to Lieb and Owyang (2012), owned media is any platform where a brand directly creates and controls all content and operations. Own media was described by Macnamara et al. (2016) as the firm-initiated communication that a business or brand may manage. The opinions of the public regarding a brand or company shape earned media. Earned media includes what consumers have to say about a firm or brand, such as word-of-mouth (WOM), natural reviews, and exposure. It may be characterized as communication started by the client that the brand cannot control. The most effective medium is this one.

According to Rebecca and Jeremiah (2012), convergent media uses two or more paid, earned, and owned media channels, as seen in Figure 2.3. It is distinguished by a recurrent plot, aesthetics, and tone. Regardless of channel, medium, or device, online or offline, all channels work together to enable marketers to reach customers precisely where, how, and when they want.

The social media ecosystem's users were categorized by Li and Bernoff (2009) into five groups: makers (publish, upload), critics (comment, rate), collectors (share, save), joiners (connect, unify), and viewers (read, watch). Thus, creators are another name for social media influencers. The ability to post either favorable or bad material about a business, product, or service on social media has increased thanks to social media advertising, which denotes a noteworthy change in the balance of power and

control (Gangadharbatla, 2012). Regarding this shift in digital, audiences might be able to distinguish advertising content, or advertising recognition.

Figure 2. 3 The convergence of POEM



Source: Rebecca & Jeremiah (2012). The Converged Media Imperative: How Brands Must Combine Paid, Owned, and Earned Media. *Business Studies Journal*, 13(3), p.3.

### **Advertising recognition**

Advertising recognition refers to the extent to which a consumers realize or admit that the material contains advertising (Li & Bernoff, 2009). People can distinguish advertising by its placement on media, which may include logos, slogans, packaging, colors, or jingles (Boerman et al., 2015).

Advertising recognition is paid by advertisers from organic editorial content on news media. They can recognize if the reviews or contents created by influencers are paid by advertisers or by brands or not (Wojdyski & Evans, 2016). While credibility is also important in the social media ecosystem, credibility can be

decreased if consumers perceive that certain content is risky or unreliable (Erdem et al., 2006). For example, Daniel et al. (2021) indicated that consumers who perceived the post as a paid communication significantly damaged the influencer's perceived credibility.

Additionally, previous studies have shown that the presence of influencer disclosure can enhance advertising recognition, such as conceptual persuasion knowledge, across a range of advertising formats, including advertising games (Evans & Hoy, 2016), product placement in television (Boerman, Reijmersdal, & Neijens 2015), sponsored radio programs (Wei, Fischer, & Main 2008), online sponsored news stories (Wojdyski & Evans 2016), and sponsored blogs (Carr & Hayes, 2014).

On the other hand, Wojdyski and Evans (2016) provided an explanation of how advertising disclosure displayed by Instagram influencers transmitted sponsored communication and distinguished the material as advertising. The results on attitudes and behaviors were adversely impacted by this. Additionally, the inclusion of some disclosures that blatantly label the post as advertising, such as "Paid Ad" and "Sponsored," will have a greater detrimental effect on attitudes and behavior than using no disclosure, such as the control condition (Daniel et al., 2021).

According to Nathaniel et al. (2017), when Instagram users saw sponsored advertising from a certain endorser on the platform, they viewed it as a threat to their freedom of choice, which might lead to reactance coping for consuming the unfavorable persuasion effort. Due to the fact that Instagram advertising with disclosure is still a recent phenomena, consumers might not be completely aware of its existence. Consumers may notice disclosures when they are unfamiliar with how

disclosures are used on Instagram since they may stand out and catch their attention (Rebecca & Jeremiah, 2012).

Customers are more likely to engage persuasive knowledge structures that cause defensive coping strategies like skepticism and resistance when they are cued that the Instagram post is an advertisement, which might negatively impact their intention to make a purchase (Shrum et al., 2012). Recognizing that an influencer's social media posts are actually advertisements might cause reactions and have a negative impact on consumers' intentions to make a purchase. Consumers examine reviews on forums or social media before making a purchase, according to Pentina et al (2018)'s research. As a result, the next part provides an explanation of the buy notion.

### **2.3 Purchase intention**

Purchase intention was described by Bagozzi et al. (1979) as individual propensities to behave in favor of a brand. An indicator of a consumer's propensity to buy a good or service soon is their purchase intention. The phrase "buy intention" describes a person's overall cognitive, practical, and behavioral attitudes toward embracing, acquiring, and engaging in the use of a certain good or service, concept, or activity (Dadwal et al., 2020).

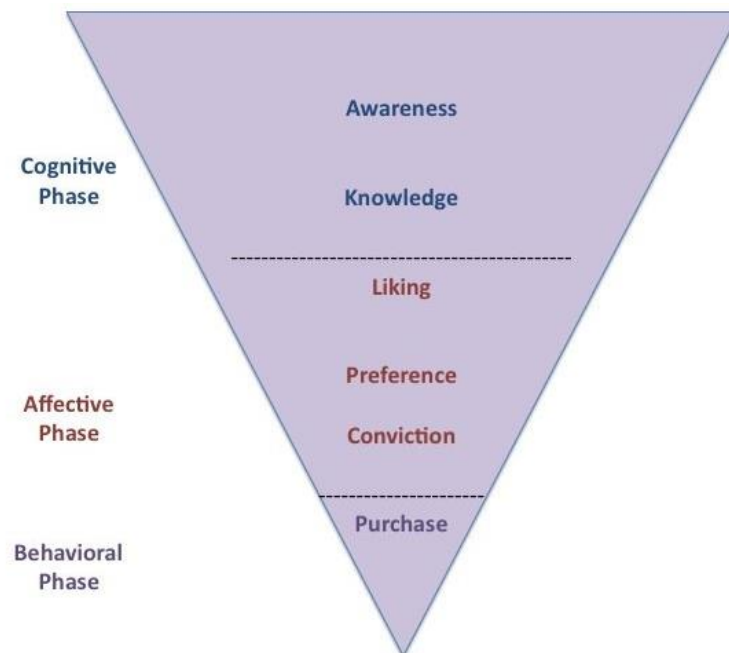
Furthermore, purchase intention is the result of perception and attitude. That is, when consumers believe about and develop their attitude toward a brand or product, their attitude then affects their purchase intention (Youssef et al., 2020). As

such, the concept of hierarchy of effect which involves cognitive, affective, and behavioral or conative component is reviewed in the following section.

### *Hierarchy of effect model*

Hierarchy of effect model is known as consumer's responses to advertising effect. Thus, the hierarchy of effect model has been developed and used by researchers and marketing communication practitioners to measure the communication effect of an advertising on consumers. In other words, these consumer's responses to advertising are the basis of marketing communications' objectives (Lavidge & Steiner, 1961). The model is also used as a preparation basis of marketing communication strategy including paid media. In general, the model suggests that consumers respond to advertising messages in an order, starting from cognitive (learn), affective (feel), and conative (do) as shown in Figure 2.4.

Figure 2. 4 Hierarchy of effect model



Source: Angela (2011). Hierarchy of Effects: Monitoring and Maximizing Your Marketing Efforts. <https://www.hausmanmarketingletter.com/hierarchy-of-effects-monitoring-and-maximizing-your-marketing-efforts/>

The cognition-affection-conation model has been used widely in studies pertaining to consumers, as was previously indicated (Lavidge & Steiner, 1961). The paradigm consists of three fundamental dimensions: cognitive (learn), affective (feel), and conative (do). It offers a solid framework for comprehending the three stages of the consumer purchasing process: cognitive (thinking), affective (feeling), and conative (doing).

Consumers learn about a brand and become aware of it at the cognitive stage. After learning about a brand, customers go on to the emotional stage, when they form links to and preferences for the brand based on their feelings about it. Then, they are certain or intend to purchase a good or service. Consumers' affection is transformed

into behavior, which is a real purchase, at the conative stage. Understanding the part that marketing communications play at various stages of customer behavior, as indicated in Figure 2.5, can be helped by the recommended order.

Consumers' cognitive, emotional, and conative reactions after learning about a fashion brand through social media influencers were examined by Jung and Seock in 2016. They verified the causal connection between cognition, such as product perception quality and brand awareness, affection, such as attitude, and conation, such as intention to buy.





Figure 2. 5 Stages in the consumer's actual purchase decision

Related behavioural dimensions	Movement towards purchase	Examples of types of promotion or advertising relevant to various steps
<b>CONATIVE</b> The realm of motives	<pre>           graph BT             A[AWARENESS] --&gt; B[KNOWLEDGE]             B --&gt; C[LIKING]             C --&gt; D[PREFERENCE]             D --&gt; E[CONVITION]             E --&gt; F[PURCHASE]           </pre>	<ul style="list-style-type: none"> <li>• Point of purchase</li> <li>• Retail store ads</li> <li>• Last chance offers</li> <li>• Price appeals</li> <li>• Testimonials</li> </ul>
<b>AFFECTIVE</b> The realm of emotions		<ul style="list-style-type: none"> <li>• Competitive ads</li> <li>• Argumentative copy</li> <li>• Image ads</li> <li>• Status, glamour appeals</li> </ul>
<b>COGNITIVE</b> The realm of thoughts		<ul style="list-style-type: none"> <li>• Announcements</li> <li>• Descriptive copy</li> <li>• Classified ads</li> <li>• Slogans</li> <li>• Jingles</li> <li>• Sky writing</li> <li>• Teaser campaigns</li> </ul>

Source: Chakravarty and Sarma (2018). Hierarchy of effects and consumer buying a findings from literature review. *Journal of Open Learning and Research Communication*, 4, p.36.

Based on needs, beliefs, and interests, a person's degree of engagement reveals how relevant they believe a consuming object to be. The extent of a consumer's involvement is also based on how relevant the purchase is to them (Lavidge & Steiner, 1961). Different levels of engagement exist. When it comes to purchasing,

consumers' decision-making participation might range from minimal to high. High-risk transactions are extremely essential to the customer, which prompts considerable information processing and problem solution. While low-involvement purchases are those that the customer does not consider to be particularly essential, have a lower perceived risk, and only need a minimal amount of information processing (Putrevu, 1994).

Based on the involvement concept, a traditional model of consumer buying behavior that consumers learn about a product or service before testing it known as high involvement. It starts with cognitive, conative, and ends with affective process. However, learn-do-feel occurs when consumers have less involvement with a product or service. After consumers learn about the product or brand, they make a purchase and then develop their overall evaluation toward the product or brand. (Solomon, 2020). Several studies have supported the distinction of the involvement process. The hierarchy models of communication effect in the pre-connectivity period could be broken down into traditional and modern phases (Chakravarty & Sarma, 2018).

### ***The hierarchy model of communication effect in traditional phase***

Since the creation of the original and most popular AIDA model, the hierarchy models of communication effects have experienced several advancements. It is a useful paradigm for analyzing the relationship between the efficacy of advertising and customer journey (Wijaya, 2011).

Without paying much attention to consumer needs, the AIDA model was primarily concerned with increasing sales. However, Lewis (1900) later modified the concept and added action as a crucial stage along the attention, interest, desire, and

action (AIDA) pathway (Barry, 1987; Barry & Howard, 1990). According to Li and Yu's (2013) explanation, marketing communications strive to grab the attention of potential consumers and pique their interest before they make a purchase. However, as each phase is completed, fewer prospective clients will remain.

AIDA is an abbreviation used in marketing and advertising that, according to Elmo (1898), represents a frequent sequence of events that may take place when a customer interacts with an advertisement. Ideally, the message should gain attention, hold interest, arouse desire, and elicit action, a model known as AIDA (Kotler 2002).

#### *Attention*

The beginning process of AIDA model grab the attention of the customer (Strong, 1925). Advertising can capture and engage the audience's attention (Rebecca & Jeremiah, 2012). Customers will decide whether they are inspired to learn more about the website or just quit it since they don't find it appealing. According to Chaffey's 2009 investigation, an attraction only happens when a website is appealing to its target audience. Additionally, the website's colors, brightness, and intricacy were all tied to the initial impression that visitors had when they arrived (Tuch, 2009). It is much simpler to sustain a customer's attention and induce a purchase intention once they get engaged (Wakefield, 2004).

#### *Interest*

The definition of interest is the desire to know or learn about something or someone. Particularly in conventional advertising, interest may be raised by emphasizing and showcasing advantages and benefits rather than characteristics. (Li

& Yu 2013). According to Jin et al. (2018), influencers have a part in both influencing and retaining the engagement of their audiences.

### *Desire*

Desire is characterized as a strong desire for something. It has to do with how to persuade clients that they need and want the products or services, as well as how to meet their wants (Li & Yu 2013).

### *Action*

Customers take action when they decide to buy something and really do it (Strong, 1925). Kotler (2004) proposed that purchase intention is stimulated by internal factors such as attitude and needs.

Numerous researchers have created, updated, and proven the AIDA model over time in their own unique ways. However, the majority of the models that have been redefined—attention, interest, and desire—are taken into account since the main goal of communication through advertising was to grab consumers' attention and pique their interest in the offered goods (Barry, 1987; Barry & Howard, 1990).

Although all the traditional hierarchical models focused on strengthening sales, scholars recognized that consumer satisfaction is a significant element in the path. Moreover, in 1911, Sheldon consolidated satisfaction as the last element in his model which known as Attention > Interest > Desire > Action > Satisfaction, or AIDAS (Barry, 1987; Barry & Howard, 1990; Chakravarty & Sarma, 2018).

According to Hall (1915)'s observations, customers would only buy a product if they were confident and persuaded by the advertising message. As a result, a framework

with the addition of conviction was created. As a result, a new framework known as AICCA, or Attention > Interest > Confidence > Conviction > Action, was created (Barry, 1987; Barry & Howard, 1990; Chakravarty & Sarma, 2018). AICCA is a necessary model in writing a good, persuasive advertising copy (Samuel, 1915), while AIDAS focuses on the post-purchase effect (Chakravarty & Sarma, 2018).

As shown in Table 2.3, different hierarchy of effect models have been used by researchers and marketers. However, the widely used, and classic model is AIDA (Wei & Lu, 2013).

Table 2.3 The summary of hierarchy of effects

Author	Model	Criticism
Samuel (1915)	AICCA (Attention, Interest, Confidence, Conviction, Action)	Focus on persuasive advertisement
Barry (1987)	AIDA (Attention, Interest, Desire, Action)	Classic model, Absence of post-purchase effects
Chakravarty and Sarma (2018)	AIDAS (Attention, Interest, Desire, Action, Satisfaction)	Focus on post-purchase effect

### *The Hierarchy model of communication in digital phase*

The shift in the customer route brought about by the digital era, according to Kotler et al. (2016), is reflected by the Five A's concept. It is the five stages to map the customer's journey through the sales process as shown in Figure 2.6. The five stages are aware, appeal, ask, act, and advocate.

*Aware*

It is a prospect's first encounter with brands. Brands may be discovered by prospects through advertising or recommendations.

*Appeal*

Prospect continues on to the second level, which is Appeal, when customer is aware of the first stage. The prospect enjoys how the brand's product or service makes them feel.

*Ask*

If the brand or product can maintain the buzz, it will pique prospects' attention and encourage buyers to enquire and learn more about the offering.

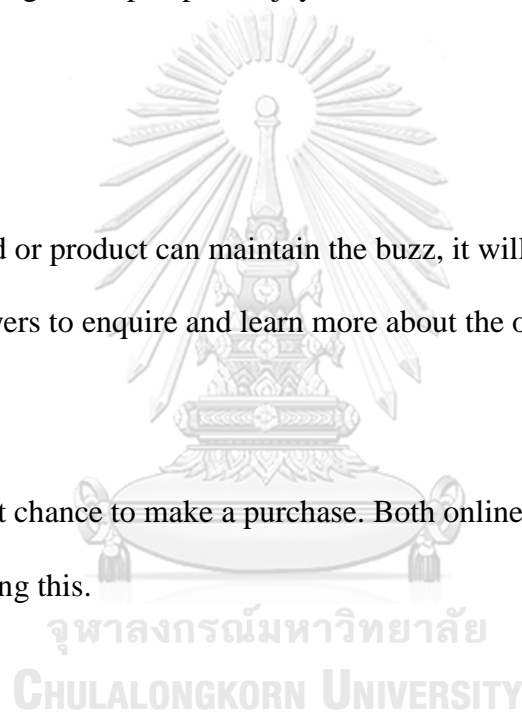
*Act*

It is the last chance to make a purchase. Both online and physical purchases are options for doing this.

*Advocate*

The final step is this. After purchasing a good or service, customers will confirm that it meets their standards. Customers will become a brand's advocator if they are satisfied with the purchase.

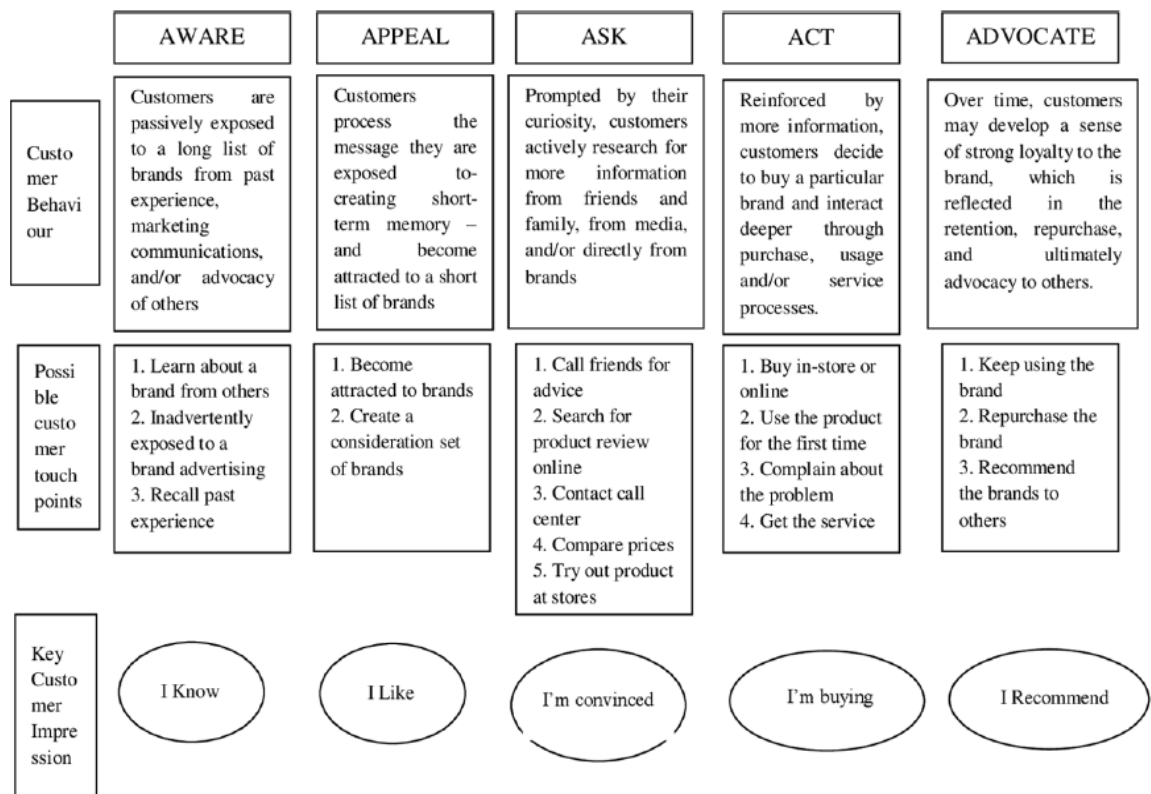
The road from lobbying to awareness does not have to follow the order depicted in the above picture in this age of connectedness. Additionally, if a buyer's perception of the promoted goods is positively influenced by an advertising, the consumer may decide to buy the advertised product right away, skipping the appeal



stage. Consumer loyalty in the age of connection is defined as the likelihood of the customer to make persuasive recommendations in favor of the marketed brand or product (Kotler et al., 2016).

The job of advertising has expanded beyond the realm of buy intent when individuals are socially linked, but it should instead be more focused on consumer preferences and brand advancements (Wijaya, 2011). Furthermore, it is suggested that companies should provide reliable information to reinforce product purchase and engage in social media communities (Kotler et al., 2016).

Figure 2. 6 5As framework



Source: Kotler, P., Kartajaya, H. & Setiawan, I. (2016). Marketing 4.0: Moving from traditional to digital. *Wiley India Pvt. Ltd., New Delhi*, 1(1), p.74.

## 2.4 Conceptual framework and hypotheses

Based on the previous literature review, source credibility have been examined in relation to advertising recognition, and purchase intention. Although the relationship with influencers may trigger consumer's purchase intention (Muda & Hamzah, 2021), the influencer's credibility plays an important role. Therefore, this research primarily aimed to explore the relationship between source credibility, advertising recognition, and purchase intention on snack products. The conceptual framework of this research is shown in Figure 2.7.

Based on the previous literature, the following hypotheses are presented below:

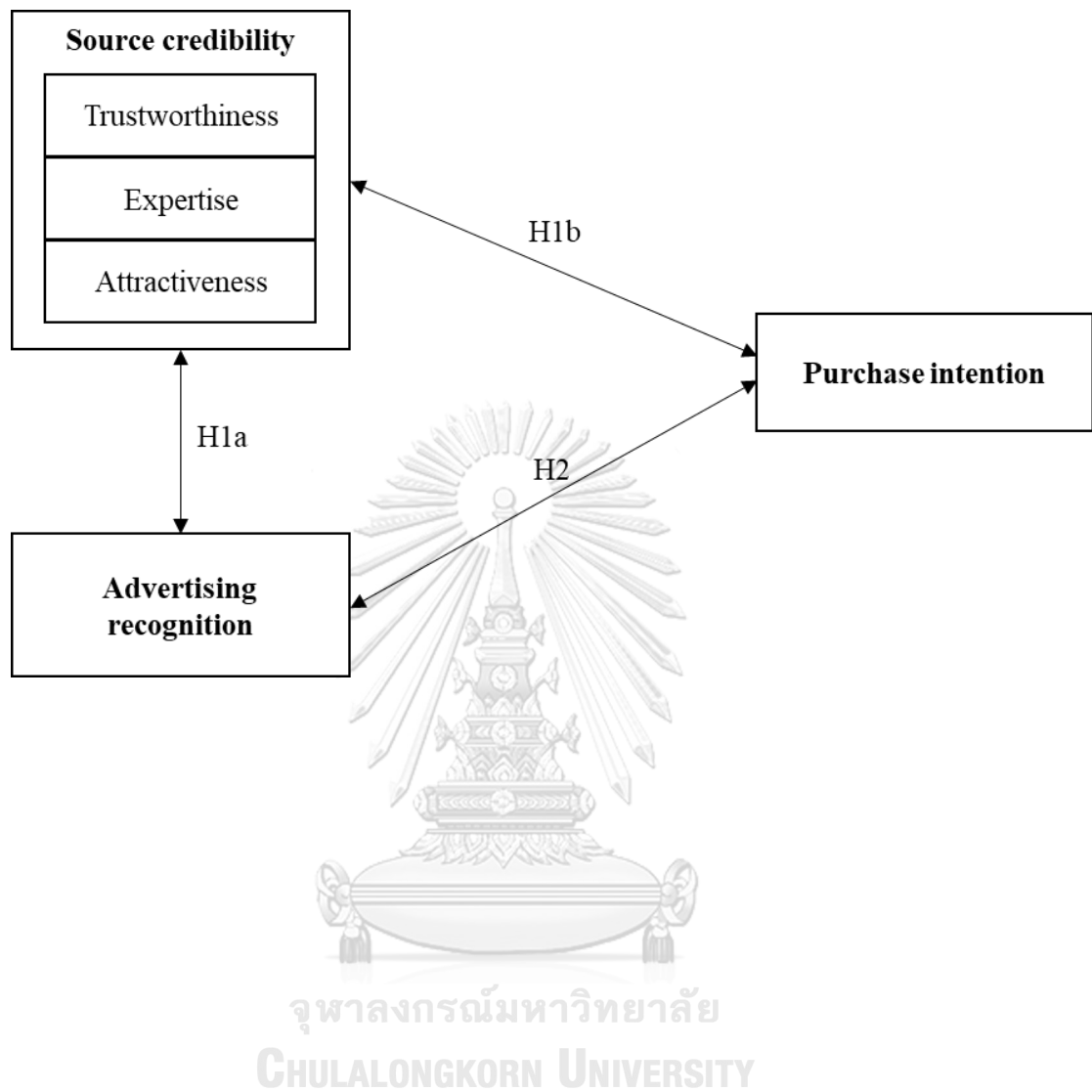
H1a: Source credibility has a relationship with advertising recognition.

H1b: Source credibility has a relationship with purchase intention.

H2: Advertising recognition has a relationship with purchase intention.



Figure 2. 7 Conceptual framework



## CHAPTER 3

### Methodology

This research primarily focused on examining the relationship between source credibility, advertising recognition, and consumer's purchase intention on snack products. This chapter consists of the details pertaining to research design, including research sample and sampling method, research tool, variables measurement, and data collection and data analysis.

Overall, this research was based on a quantitative approach. It was a cross-sectional design, employing an online survey method. More details about how this research was designed are explained below.

#### 3.1 Research sample and sampling method

Since this study particularly examined a social media influencer, the target population of this research was Thai social media users. However, Facebook is the main social media platform among Thais and the main group of Facebook users are aged between 18-38 years old, accounted for 71.7% of Facebook users (Hootsuite, 2020; KEPIOS analysis, 2022). Thus, they were the sample of this research.

*Kin Nhom* page is purposively selected for this study because it is a well-known macro influencer, with 935,572 followers (as of September, 2022). The page mainly reviews snacks, including confectionaries, beverages, and frozen snacks on Facebook (see Figure 3.1).

Thus, a purposive sampling technique was employed to recruit eligible respondents. The selection criteria were that 1) the respondents must be aged between

18 to 38 years old, and 2) the respondents must have followed *Kin Nhom* page at least in the past three months (July to September 2022). The sample size was calculated through the G\*Power software version 3.1, determining a sample size of 208 participants.

Figure 3.1 Reviews of *Kin Nhom* page



Source: Kin Nhom (2022). *Lae-Ni-Gor-Kue Lay's Max Xtra*.

<https://www.facebook.com/KinNhom>

Kin Nhom (2022). *Lae-Ni-Gor-Kue Halls Colors*.

<https://www.facebook.com/KinNhom>

### 3.2 Research instrument

The questionnaire was developed as a research instrument to collect data from the respondents. The online questionnaire was created through Google forms and launched through hyperlink. It was distributed through the researcher's network and food and beverage products-related Facebook group page such as *Khong Dee Gin Pai Her* group.

For the questionnaire format, the questionnaire consisted of five sections, including screening questions, general information, source credibility, advertising recognition, and purchase intention. The questionnaire was formulated in English (see Appendix A), and translated into Thai (see Appendix B).

The first section of the questionnaire was the screening process. There were two questions to recruit the eligible respondents. The questions asked about the respondent's age and how long they have followed *Kin Nhom* page.

The second section of the questionnaire was general information with seven questions asking about respondent's gender, age, marital status, education, occupation, favorite type of review, and source of information about snack products.

The third section contained 15 question items, asking the respondents about whether they perceive *Kim Nhom* page as credible.

The fourth section asked the respondents through three statements whether they recognize that *Kim Nhom* page's reviews are paid.

The last section involves 3 statements asking the respondents' level of agreement in terms of their purchase intention.

### **3.3 Measurement of the variables**

This research aimed to study three variables: source credibility, advertising recognition, and purchase intention. The measurement scales applied to measure the variables are explained as below.

The first variable was *source credibility*. The scale measured the respondent's perception on the credibility of *Kin Nhom* page. It was adopted from Priska et al.

(2019), which was developed from Ohanian's source credibility model (1990). The scale looked at three dimensions: trustworthiness, expertise, and attractiveness. It was a six-point Likert scale with 0.93 reliability value. In this study, the scale was slightly adjusted into a five-point Likert type, ranging from strongly disagree (1), disagree (2), somewhat agree (3), somewhat agree (4), and strongly agree (5). Some examples of statements are shown below:

*Trustworthiness:*

1. *Kin Nhom* page is reliable.
2. *Kin Nhom* page is sincere.

*Expertise:*

1. *Kin Nhom* page is experienced.
2. *Kin Nhom* page is knowledgeable.

*Attractiveness:*

1. *Kin Nhom* page's design is classy.
2. *Kin Nhom* page's design is attractive.

The second variable was *advertising recognition*. The scale measured whether the respondent recognized or acknowledged that the reviews from *Kin Nhom* are paid by brands. The scale was adopted from De Veirman and Hudders (2020). The original scale was a seven-point Likert type, with 0.91 reliability value, but was slightly adjusted into a five-point Likert scale in this research. All three statements are shown below:

1. The review of *Kin Nhom* page is commercial.
2. The review of *Kin Nhom* page contains advertising.
3. The review of *Kin Nhom* page is advertising.

The third variable was *purchase intention*. The scale measured whether the respondent had an intent to purchase intention based on the review from *Kin Nhom* page. The scale was adopted from Lee and Watkins (2016), which was a seven-point Likert type with 0.85 reliability value, but was slightly adjusted into a five-point Likert scale in this research. All three statements are shown below:

1. My willingness to buy the snack products recommended by *Kin Nhom* page would be high if I were shopping for the same snack products.
2. If I were going to purchase snack products, I would consider buying the snack products recommended by *Kin Nhom* page.
3. If I were shopping for snack products, the likelihood I would purchase snack products recommended by *Kin Nhom* page is high.

### **3.4 Reliability and validity**

To ensure reliability and validity, each variable in this study was examined and assessed using scales developed from earlier research. The researcher's advisor also looked at the content validity of the scales. It was also pre-tested with 10 respondents to ensure they understand the questions. After data was collected, an additional reliability test was conducted and was further presented in Chapter 4.

### 3.5 Data collection and data analysis

Data was collected online during October to November 2022. The Statistical Package for the Social Science (SPSS) program version 23 was used to compute and analyze the data gathered. The descriptive statistics were used to explore data, including mean and standard deviation. Furthermore, the inferential statistics, Pearson's product-moment correlation coefficient was applied to further explore the relationships between source credibility, advertising recognition, and purchase intention. The acceptance of significant level was determined at 95%.



## CHAPTER 4

### Research findings

The research results from the online survey are reported in this chapter. The findings are described being in line with the research objectives. Three parts are included. The first part is demographic profile of the respondents. The second part is the descriptive analysis of the source credibility of *Kin Nhom* page, the respondents' advertising recognition, and their purchase intention. The third part is correlation analysis to show the relationship between the three variables.

#### 4.1 Demographic profile of the sample

This part of the research represents the demographic information of the respondents, including gender, age, marital status, education level, occupation, preference toward review on social media, and preferred source of information about snack products. In general, the sample were Thai aged between 18-38 years old and must follow *Kin Nhom* page during the past three months. Initially, 248 responses were collected, but of which 40 were invalid because they did not pass the screening questions. Thus, a total of 208 were included in this study.

#### Gender

Table 4.1 demonstrates that the majority of respondents were female, accounting for 65.9% of the total, which was 137 individuals. Male respondents made up the second largest group of the respondents, accounting for 30.8% or 64 of the total respondents. Only seven people or 3.4% of the total were non-binary.



Table 4.1 Gender of the respondents

<b>Gender</b>	<i>f</i>	<b>%</b>
Male	64	30.8
Female	137	65.9
Non-binary	7	3.4
<b>Total</b>	<b>208</b>	<b>100.0</b>

**Age**

As shown in Table 4.2, the majority of respondents were in the age range between 23 to 27 years old. This age group accounted for 57.7% or 120 respondents. The respondents who were between 28 to 32 years old and those who were between 33 to 38 years old were the second largest group of the respondents, equal to 15.4% of the total number of the respondents. On the other hand, the respondents between the ages of 18 to 22 years old was the minority, accounting for 11.5% or 24 respondents.

Table 4.2 Age of the respondents

<b>Age</b>	<i>f</i>	<b>%</b>
18-22 years old	24	11.5
23-27 years old	120	57.7
28-32 years old	32	15.4
33-38 years old	32	15.4
<b>Total</b>	<b>208</b>	<b>100.0</b>

### Marital status

As shown in Table 4.3, the majority of respondents were single, accounting for 61.5% or 128 respondents. While 27.9% of the respondents or 58 respondents were in a relationship. Only 10.6% or 22 respondents were married.

Table 4.3 Marital status of the respondents

<b>Marital status</b>	<i>f</i>	<b>%</b>
Single	128	61.5
In a relationship	58	27.9
Married	22	10.6
<b>Total</b>	<b>208</b>	<b>100.0</b>

### Education level

From the data presented in Table 4.4, the majority of respondents held bachelor's degree, which accounts for 69.2% or 144 respondents. It shows that 25.5% of the respondents or 53 people held a qualification that was higher than a bachelor's degree. Only 5.3% of the respondents or 11 people had an educational background that was lower than a bachelor's degree.

Table 4.4 Education level of the respondents

<b>Education level</b>	<i>f</i>	<b>%</b>
Lower than bachelor's degree	11	5.3
Bachelor's degree	144	69.2
Higher than bachelor's degree	53	25.5
<b>Total</b>	<b>208</b>	<b>100.0</b>

## Occupation

The results in Table 4.5 shows that the main group of respondents were employee which accounted for 138 respondents or 66.3% of the total. This is followed by a group of the respondents who were student which accounted for 33 respondents (15.9%), a freelancer, which accounted for 17 respondents (8.2%), an employee of the government or a statement enterprise, accounting for 14 respondents (6.7%), and unemployed respondents which accounted for 6 respondents (2.9%).

Table 4.5 Occupation of the respondents

<b>Occupation</b>	<i>f</i>	<b>%</b>
Student	33	15.9
Employee	138	66.3
Government or statement enterprise employee	14	6.7
Freelancer	17	8.2
Unemployed	6	2.9
<b>Total</b>	<b>208</b>	<b>100.0</b>

## Preference toward reviews on social media

Table 4.6 reveals that restaurant and café reviews were the types of content that the respondents enjoy consuming the most on social media, making up 56.3% of the total or 117 respondents. This was followed by food-related content which accounted for 47 respondents (22.6%), travel content which accounted for 25 respondents (12%), invention, technology, and innovation content accounting for 11 respondents (5.3%), beverage related content (1.9%), and health and wellness content which accounted for 4 respondents (1.9%).

Table 4.6 Preference toward reviews on social media of the respondents

<b>Preference toward reviews on social media</b>	<i>f</i>	%
Food	47	22.6
Beverage	4	1.9
Restaurant and café	117	56.3
Travel	25	12.0
Invention, technology and innovation	11	5.3
Health and wellness	4	1.9
<b>Total</b>	<b>208</b>	<b>100.0</b>

### Source of information

Table 4.7 reveals that the primary source of information for the respondents in this study was social media such as Facebook, Instagram, and YouTube which accounts for 177 respondents or 85.1% of the total respondents. In addition, 10.6% of the respondents or 22 people, obtained information from friends and family members. It was found that just 2.4% of the respondents or 5 people, got their information from an article or website. Only 1.9% or 4 people, got their information through traditional media such as television media, radio media, and newspaper.

Table 4.7 Source of information of the respondents

<b>Source of information</b>	<i>f</i>	%
Social media (e.g. Facebook, Instagram, YouTube, etc.)	177	85.1
Article/Website (e.g. Pantip, Wongnai, etc.)	5	2.4
From friends or family member	22	10.6
Traditional media (e.g. television media, radio media, newspaper, etc.)	4	1.9
<b>Total</b>	<b>208</b>	<b>100.0</b>

## 4.2 Source credibility

This chapter's portion deals with a component of the first research goal, which was to examine *source credibility* of *Kin Nhom* page. It is a review page about snack products on Facebook and considered as macro influencer with 941,294 followers (as of November, 2022).

*Source credibility* of *Kin Nhom* page was measured from the data received from part two of the survey questionnaire. There were three dimensions of *source credibility*, including *trustworthiness*, *expertise*, and *attractiveness*.

In order to conduct an analysis of the data, a combination of 15 question items were assessed to explore the respondents' level of the agreement on the aforementioned three dimensions with a five-point Likert scale.

According to the result shown in Table 4.8, the overall average score for the *source credibility* was 4.14 ( $SD = 0.42$ ) showing that the respondents positively perceived that *Kin Nhom* page is credible. Additionally, the result revealed that the respondent evaluated *Kin Nhom* page as having high *expertise* ( $M = 4.32$ ,  $SD = 0.51$ ), followed by *trustworthiness* ( $M = 4.08$ ,  $SD = 0.46$ ), and *attractiveness* ( $M = 4.01$ ,  $SD = 0.51$ ).

For *trustworthiness*, the highest mean score was the statement '*Kin Nhom page is reliable*' ( $M = 4.17$ ,  $SD = 0.60$ ). This was followed by the statements '*Kin Nhom page is trustworthy*' ( $M = 4.16$ ,  $SD = 0.54$ ), '*Kin Nhom page is dependable*' ( $M = 4.03$ ,  $SD = 0.62$ ), '*Kin Nhom page is sincere*' ( $M = 4.02$ ,  $SD = 0.57$ ), and '*Kin Nhom page is honest*' ( $M = 4.01$ ,  $SD = 0.63$ ).

For *expertise*, the highest mean score was the statement ‘*Kin Nhom page is qualified*’ ( $M = 4.50, SD = 0.64$ ). This was followed by the statements ‘*Kin Nhom page is experienced*’ ( $M = 4.42, SD = 0.66$ ), ‘*Kin Nhom page is skilled*’ ( $M = 4.33, SD = 0.63$ ), ‘*Kin Nhom page is expert*’ ( $M = 4.27, SD = 0.67$ ), and ‘*Kin Nhom page is knowledgeable*’ ( $M = 4.10, SD = 0.57$ ).

In terms of *attractiveness*, the result showed that the highest mean score was the statement ‘*Kin Nhom page’s design is attractive*’ ( $M = 4.23, SD = 0.58$ ). This was followed by the statements ‘*Kin Nhom page’s design is elegant*’ ( $M = 4.13, SD = 0.54$ ), ‘*Kin Nhom page’s design is classy*’ ( $M = 3.96, SD = 0.59$ ), ‘*Kin Nhom page’s design is beautiful*’ ( $M = 3.87, SD = 0.70$ ), and ‘*Kin Nhom page’s design is sexy*’ ( $M = 3.85, SD = 0.70$ ).

The Cronbach’s alpha reliability for *source credibility* scale was 0.92, depicting a high reliability of the scale. Furthermore, this value corresponded to the original, Priska et al.’s (2019) scale, recorded a reliability of 0.93.

Table 4.8 Mean and standard deviation of source credibility of *Kin Nhom* page

Source credibility of <i>Kin Nhom</i> page	<i>M</i>	<i>SD</i>
<b>Trustworthiness</b>	<b>4.08</b>	<b>0.46</b>
<i>Kin Nhom</i> page is reliable.	4.17	0.60
<i>Kin Nhom</i> page is sincere.	4.02	0.57
<i>Kin Nhom</i> page is honest.	4.01	0.63
<i>Kin Nhom</i> page is trustworthy.	4.16	0.54
<i>Kin Nhom</i> page is dependable.	4.03	0.62
<b>Expertise</b>	<b>4.32</b>	<b>0.51</b>
<i>Kin Nhom</i> page is experienced.	4.42	0.66
<i>Kin Nhom</i> page is knowledgeable.	4.10	0.57
<i>Kin Nhom</i> page is qualified.	4.50	0.64
<i>Kin Nhom</i> page is skilled.	4.33	0.63
<i>Kin Nhom</i> page is expert.	4.27	0.67
<b>Attractiveness</b>	<b>4.01</b>	<b>0.51</b>
<i>Kin Nhom</i> page's design is classy.	3.96	0.59
<i>Kin Nhom</i> page's design is attractive.	4.23	0.58
<i>Kin Nhom</i> page's design is elegant.	4.13	0.54
<i>Kin Nhom</i> page's design is beautiful.	3.87	0.70
<i>Kin Nhom</i> page's design is sexy.	3.85	0.70
<b>Total</b>	<b>4.14</b>	<b>0.42</b>

### 4.3 Advertising recognition

The original research goal, which was to examine *advertising recognition* of *Kin Nhom* page, is still covered in this chapter's section. *Advertising recognition* of *Kin Nhom* page was measured from the data received from part two of the survey questionnaire.

*Advertising recognition* referred to the extent to which a consumers recognize or acknowledge that the reviews from *Kin Nhom* page are paid by brands or are

commercial. In order to conduct an analysis of the data, a combination of three question items were assessed to explore the level agreement of the respondents with a five-point Likert scale.

As depicted in Table 4.9, the overall mean score of *advertising recognition* was 4.24 ( $SD = 0.55$ ), describing that the respondents had a positive agreement on *advertising recognition of Kin Nhom page*. The highest mean score was the statement ‘*The review of Kin Nhom page contains advertising*’ for ( $M = 4.40, SD = 0.60$ ). This was followed by ‘*The review of Kin Nhom page is advertising*’ ( $M = 4.18, SD = 0.68$ ), and ‘*The review of Kin Nhom page is commercial*’ ( $M = 4.13, SD = 0.69$ ).

The Cronbach’s alpha reliability for *advertising recognition* scale was 0.78, confirming its reliability. Furthermore, this value corresponds to the original, De Veirman and Hudders’s (2020) scale, recorded a reliability of 0.91.

Table 4.9 Mean and standard deviation of advertising recognition of *Kin Nhom* page

<b>Advertising recognition of <i>Kin Nhom</i> page</b>	<b><i>M</i></b>	<b><i>SD</i></b>
The review of <i>Kin Nhom</i> page is commercial.	4.13	0.69
The review of <i>Kin Nhom</i> page contains advertising.	4.40	0.60
The review of <i>Kin Nhom</i> page is advertising.	4.18	0.68
<b>Total</b>	<b>4.24</b>	<b>0.55</b>



#### 4.4 Purchase intention

Nevertheless, this chapter's portion deals with a component of the first research goal, which was to examine *purchase intention* based on the review from *Kin Nhom* page. *Purchase intention* was measured from the data received from part two of the survey questionnaire as well. It referred to the respondents' willingness to purchase snack products recommended by *Kin Nhom* page.

In order to conduct an analysis of the data, a combination of three question items were assessed to explore the level of agreement of the respondents with a five-point Likert scale.

The result in Table 4.10 shows that total mean score of *purchase intention* toward snack products was 4.33 ( $SD = 0.63$ ), showing that the respondents had a high intention to purchase snack products recommended by *Kin Nhom* page. Furthermore, the statement with the highest mean score was '*If I were shopping for the snack products, the likelihood I would purchase the snack products recommended by Kin Nhom page is high*' ( $M = 4.36, SD = 0.79$ ). This was followed by the statements '*If I were going to purchase the snack products, I would consider buying the snack products recommended by Kin Nhom page*' ( $M = 4.33, SD = 0.66$ ) and '*My willingness to buy the snack products recommended by Kin Nhom page would be high if I were shopping for the same snack products*'. ( $M = 4.31, SD = 0.65$ ).

The Cronbach's alpha reliability for *source credibility* scale was 0.87, depicting a high reliability of the scale. Furthermore, this value corresponded to the original, Lee and Watkins's (2016) scale, recorded a reliability of 0.85.

Table 4.10 Mean and standard deviation of purchase intention toward snack products

<b>Purchase intention toward snack products</b>	<b><i>M</i></b>	<b><i>SD</i></b>
My willingness to buy the snack products recommended by <i>Kin Nhom</i> page would be high if I were shopping for the same snack products.	4.31	0.65
If I were going to purchase the snack products, I would consider buying the snack products recommended by <i>Kin Nhom</i> page.	4.33	0.66
If I were shopping for the snack products, the likelihood I would purchase the snack products recommended by <i>Kin Nhom</i> page is high.	4.36	0.79
<b>Total</b>	<b>4.33</b>	<b>0.63</b>

#### **4.5 The relationship between source credibility, advertising recognition, and purchase intention**

This section of the findings examines the relationship between *source credibility*, *advertising recognition*, and *purchase intention* on snack products, which was the second research goal. These variables were paired with each other to examine the relationships: 1) *source credibility* and *advertising recognition*, 2) *source credibility* and *purchase intention*, and 3) *advertising recognition* and *purchase intention*.

A Pearson's Product Moment Correlation test was run to explore the relationship among the three variables.

##### **1) The correlation between source credibility and advertising recognition**

Based on the results depicted in Table 4.12, *source credibility* and *advertising recognition* had a significantly positive relationship ( $r = 0.41, p = 0.00$ ). This finding implied that a change in the respondent's perception of *source credibility*, whether it

is an increase, is likely to relate to a change in the respondent's *advertising recognition*. Consequently, H1a was supported. That is source credibility had a positive relationship with advertising recognition.

Furthermore, the result showed that *expertise* had the highest correlation with *advertising recognition* ( $r = 0.43, p = 0.00$ ), followed by *attractiveness* ( $r = 0.334, p = 0.000$ ), and *trustworthiness* ( $r = 0.28, p = 0.00$ ).

## 2) The correlation between source credibility and purchase intention

The results demonstrated that *source credibility* and *purchase intention* had a high positive relationship ( $r = 0.68, p = 0.00$ ). This finding implied that a change in respondent's perception of *source credibility*, whether it is an increase is likely to relate to a change in the respondent's *purchase intention* on snack products recommended by *Kin Nhom* page.

Moreover, the result demonstrated that *attractiveness* had the highest correlation with *purchase intention* on snack products ( $r = 0.64, p = 0.00$ ), followed by *trustworthiness* ( $r = 0.59, p = 0.00$ ), and *expertise* ( $r = 0.52, p = 0.00$ ).

In summary, the higher score of *source credibility*, the greater the respondents' *purchase intention* on snack products recommended by *Kin Nhom* page. Therefore, H1b was supported. That is source credibility had a positive relationship with purchase intention.

### 3) The correlation between and advertising recognition and purchase intention

For *advertising recognition* and *purchase intention*, the results demonstrated that these two variables had a slight moderate, positive relationship ( $r = 0.39$ ,  $p = 0.00$ ). This finding implied that a change in the respondent's *advertising recognition*, whether it is an increase, is likely to relate to a change in the respondent's *purchase intention* on snack products. Hence, H2 was supported; that is advertising recognition had a positive relationship with purchase intention.

Table 4.12 Correlation between source credibility, advertising recognition and purchase intention

Relationship between	<i>r</i>	<i>p</i>
<b>Source credibility and advertising recognition</b>	<b>0.41</b>	<b>0.00</b>
Trustworthiness and advertising recognition	0.28	0.00
Expertise and advertising recognition	0.43	0.00
Attractiveness and advertising recognition	0.33	0.00
<b>Source credibility and purchase intention</b>	<b>0.68</b>	<b>0.00</b>
Trustworthiness and purchase intention	0.59	0.00
Expertise and purchase intention	0.52	0.00
Attractiveness and purchase intention	0.64	0.00
<b>Advertising recognition and purchase intention</b>	<b>0.39</b>	<b>0.00</b>

In conclusion, referred to the first hypothesis (H1a), it was anticipated that there would be a favorable correlation between *source credibility* and *advertising recognition*. The results validated the association and supported this theory. Likewise, the second hypothesis (H1b), this implied that there was a relationship between *source credibility* and *purchase intention*, was supported. The third hypothesis (H2),

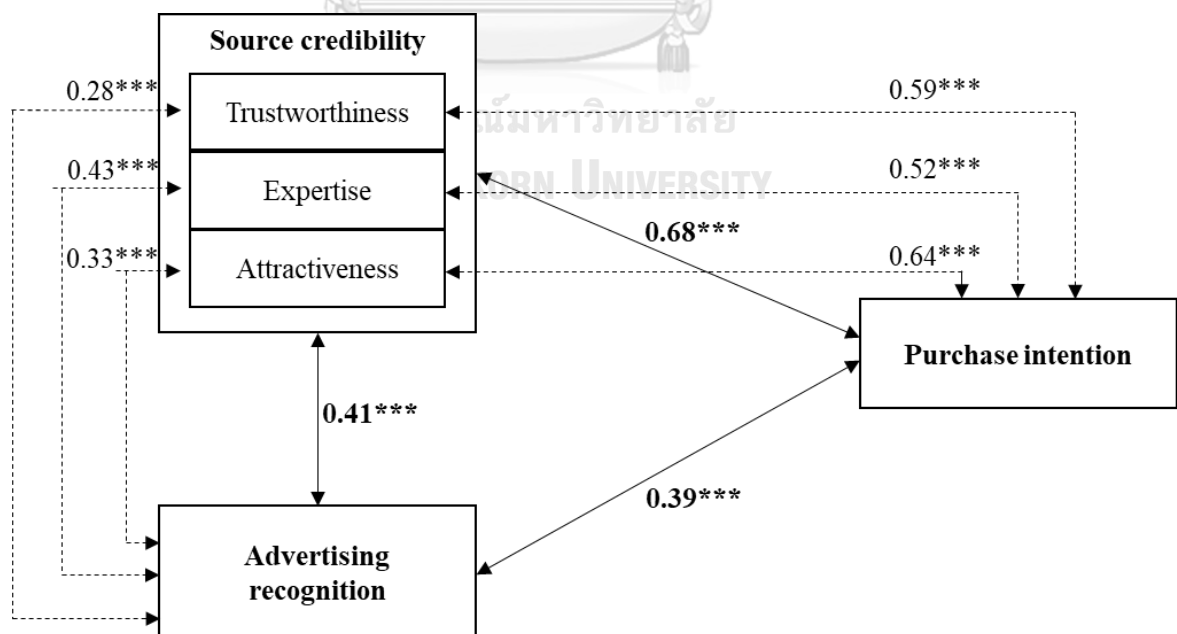
this implied that there was a relationship between *advertising recognition* and *purchase intention*, was supported.

Table 4.13 provides specifics on each hypothesis and result. The correlation values between source credibility, advertisement recognition, and buy intention are also shown in Figure 4.1.

Table 4.13 Hypotheses testing

Hypotheses	Result
H1a: Source credibility and advertising recognition	Supported
H1b: Source credibility and purchase intention	Supported
H2: Advertising recognition and purchase intention	Supported

Figure 4.1 The correlations between source credibility, advertising recognition, and purchase intention



## CHAPTER 5

### Summary and discussion

This chapter provides a comprehensive review of the data analysis and discussion, using the findings of this research as a reference point. In addition, this chapter includes limitations of this research, the possible opportunities for future study, as well as the implications for practical applications.

#### 5.1 Summary

The quantitative data from 208 online surveyed respondents, collected between October and early November 2022 is discussed in this section of the report. The findings include the demographic profile of the people who participated in the survey as well as their perceived credibility toward *Kin Nhom* page, their level of advertising recognition, and their intention to purchase snack products. In addition, a summary from the correlation analysis is provided.

As shown in Table 5.1, the majority of respondents were female, accounting for 65.9% of the total, which was 137 individuals. Furthermore, the majority of respondents were between the ages of 23 and 27, accounting for 57.7% or 120 respondents. The vast majority of respondents, 61.5% or 128 respondents, were single. Moreover, the largest group of respondents held at least a bachelor's degree, which accounts for 69.2% or 144 respondents. The main group of respondents were an employee (66.3%), and 56.3% or 117 respondents preferred reading restaurant and café review on social media. The primary source of information for the respondents in this study was social media, which accounted for 85.1% of the total respondents.

Table 5.1 Summary of demographic profile of the sample

<b>Demographic profile</b>	
<b>Gender</b>	<b>Occupation</b>
Male (30.8%)	Student (15.9%)
Female (65.9%)	Employee (66.3%)
Non-binary (3.4%)	Government/State enterprise employee (6.7%)
<b>Age</b>	Freelancer (8.2%)
18-22 years old (11.5%)	Unemployed (2.9%)
23-27 years old (57.7%)	<b>Preference toward reviews on social media</b>
28-32 years old (15.4%)	Food (22.6%)
33-38 years old (15.4%)	Beverage (1.9%)
<b>Marital status</b>	Restaurant and café (56.3%)
Single (61.5%)	Travel (12.0%)
In a relationship (27.9%)	Invention, technology, and innovation (5.3%)
Married (10.6%)	Health and wellness (1.9%)
<b>Education level</b>	<b>Source of information</b>
Below bachelor's degree (5.3%)	Social media 85.1%
Bachelor's degree (69.2%)	Article/Website 2.4%
Above bachelor's degree (25.5%)	From friends or family member (10.6%)
	Traditional media (1.9%)

One aspect of the first research goal was to study the source credibility of the social media influencer, which in this study was *Kin Nhom* page. As shown in Table 5.2, the overall average score for the source credibility was 4.14 ( $SD = 0.42$ ) which described that the respondents highly perceived that *Kin Nhom* page is credible. In terms of its dimension, *expertise* was rated the highest ( $M = 4.32$ ,  $SD = 0.51$ ),

followed by trustworthiness ( $M = 4.08$ ,  $SD = 0.46$ ), and attractiveness ( $M = 4.01$ ,  $SD = 0.51$ ).

Table 5.2 Summary of source credibility of *Kin Nhom* page

Source credibility of <i>Kin Nhom</i> page	<i>M</i>	<i>SD</i>
Trustworthiness	4.08	0.46
Expertise	4.32	0.51
Attractiveness	4.01	0.51
<b>Total</b>	<b>4.14</b>	<b>0.42</b>

For trustworthiness, the highest score was '*Kin Nhom page is reliable*' ( $M = 4.17$ ,  $SD = 0.60$ ), while the lowest score was '*Kin Nhom page is honest*' ( $M = 4.01$ ,  $SD = 0.63$ ). In the case of *expertise*, the highest score was '*Kin Nhom page is qualified*' ( $M = 4.50$ ,  $SD = 0.64$ ), while the lowest score was '*Kin Nhom page is knowledgeable*' ( $M = 4.10$ ,  $SD = 0.57$ ). In the case of *attractiveness*, the highest score was '*Kin Nhom page is attractive*' ( $M = 4.23$ ,  $SD = 0.58$ ), while the lowest score was '*Kin Nhom page is sexy*' ( $M = 3.85$ ,  $SD = 0.70$ ).

For advertising recognition, the total mean score was 4.24 ( $SD = 0.55$ ), which described that the respondents recognized or acknowledged that the review of *Kin Nhom* age is commercial as shown in Table 5.3. Furthermore, the highest score was the statement '*The review of Kin Nhom page contains advertising*' ( $M = 4.40$ ,  $SD = 0.60$ ), while the lowest score was '*The review of Kin Nhom page is commercial*' ( $M = 4.13$ ,  $SD = 0.69$ ).

In the case of *purchase intention*, the total mean score of purchase intention toward snack products was 4.33 ( $SD = 0.63$ ) as shown in Table 5.3, which was



considered that the respondents had a high intention to purchase snack products. Furthermore, the highest score was the statement ‘*If I were shopping for the snack products, the likelihood I would purchase the snack products recommended by Kin Nhom page is high*’ ( $M = 4.36, SD = 0.79$ ), while the lowest score was ‘*My willingness to buy the snack products recommended by Kin Nhom page would be high if I were shopping for the same snack products*’ ( $M = 4.31, SD = 0.65$ ).

Table 5.3 Summary of advertising recognition and purchase intention toward snack products

<b>Advertising recognition and purchase intention</b>	<b><i>M</i></b>	<b><i>SD</i></b>
Advertising recognition of <i>Kin Nhom</i> page	4.24	0.55
Purchase intention toward snack products	4.33	0.63

For the relationship among the three variables, *source credibility* and *advertising recognition* had a significantly positive relationship ( $r = 0.41, p = 0.00$ ) as shown in Table 5.4. In detail, it showed that *expertise* was the most positively correlated with *advertising recognition* ( $r = 0.43, p = 0.00$ ), followed by *attractiveness* ( $r = 0.33, p = 0.00$ ), and *trustworthiness* ( $r = 0.28, p = 0.00$ ). It implied that if the respondents score for credibility of *Kin Nhom* page increased, their score given to advertising recognition on *Kin Nhom* page’ review would be more.

To determine whether there is a connection between *source credibility* and *purchase intention*, a second correlation study was conducted. It was depicted that *source credibility* and *purchase intention* had a significantly positive relationship ( $r = 0.68, p = 0.00$ ) as shown in Table 5.4. It implied that when respondents' perceptions of the credibility of the source were higher, they indicated a greater likelihood that

they would purchase snack products recommended by *Kin Nhom* page. In details, the result demonstrated that *attractiveness* is the most positively correlated with *purchase intention* on snack products ( $r = 0.64, p = 0.00$ ), followed by *trustworthiness* ( $r = 0.59, p = 0.00$ ), and *expertise* ( $r = 0.52, p = 0.00$ ).

Thirdly, the last correlation analysis was conducted to find out if there is a relationship between *advertising recognition* and *purchase intention*. It was depicted that *advertising recognition* and *purchase intention* had a significantly positive relationship ( $r = 0.68, p = 0.00$ ) as shown in Table 5.4. It implied that the better the score of advertising recognition, the higher the respondents' intention to purchase snack products that were recommended by *Kin Nhom* page.

Table 5.4 Correlation between source credibility and advertising recognition

Relationship between	<i>r</i>
Source credibility and advertising recognition	0.41***
Source credibility and purchase intention	0.68***
Advertising recognition and purchase intention	0.39***

\*\*\*  $p = 0.00$

## 5.2 Discussion

The results of the data collection and the study provided the basis for the four main issues that were discussed in the following section. Firstly, the respondents' perceived credibility of *Kin Nhom* page is discussed, then the respondents' recognition of advertising on *Kin Nhom* page and purchase intention on snack products recommended by *Kin Nhom* page. The final section also discussed the relationships between source credibility, advertising recognition, and purchase intention.

### Source credibility

This particular study focused on the credibility of *Kin Nhom* page, which is a Facebook page that reviews about snack products based in Thailand with 941,294 followers (as of November, 2022). This study's goal was to investigate how consumers in Thailand view the credibility of this Facebook page. The findings of this study showed that overall, the respondents perceived *Kin Nhom* page as having a high level of credibility as the overall mean score was 4.14. This could be because the page has been a review page since 2013 so it is well-known for a long time as a food influencer in Thailand. Furthermore, Ad Addict (2018) showed that *Kin Nhom* page ranked as 28<sup>th</sup> among 100 food-related influencers in Thailand. Also, *Kin Nhom* page has a high number of followers with 941,294 followers which might make people perceive this page is credible. In other words, having a large following (between 100,000 and 1,000,000) can indicate great credibility (Puji et al., 2020). This is because people make inference about the credibility of social media profiles according to the quantity of followers, and they tend to trust those social media accounts. The results from Amanda and Halima (2018) confirmed that there was a strong relationship between Instagram's influencer's credibility and the number of followers. A low number of followers may have a negative impact on the credibility of influencer, because it might be a sign of a fake account made for advertising objectives or it could give followers the impression that the influencer is primarily interested in business partnerships.

Among the three dimensions of credibility, *Kin Nhom* page was perceived as being expertise the most. They also perceived the most that *Kin Nhom* page is

qualified. This could be because *Kin Nhom* page has high interaction with their audiences. The page posts at least three reviews per day so the regularity and high frequency of posting might show the page's expertise. According to Lou and Yuan (2019), an influencer is a person with experience in a certain subject who builds a sizable following online and gives value to the company by consistently sharing material on social media. Their research revealed that when influencers worked with brands that were relevant to their area of expertise, customers were more likely to accept or trust their ideas. Another reason could be because the fact that *Kin Nhom* page reviews snack products with useful and extensive information such as product name, flavor, taste, price, promotion and where to purchase as shown in Figure 5.1. This result is consistent with Hanna et al.'s (2020) study, which indicated that the audiences tended to accept informative endorsers because they were seen as knowledgeable and expert. In addition, informative posts or reviews were perceived as a showcase for endorser's expertise.

Figure 5.1 Example of review from *Kin Nhom* page

The image shows a Facebook post from the page 'Kin Nhom' (กินนม) featuring a review of M&M's Christmas candies. The review text is in Thai and includes several key details. Annotations on the left side of the image identify specific parts of the review:

- Product Name:** M&M's Christmas (M&M คริสต์มาส)
- Flavor:** Chocolate and mint (ช็อกโกแลตและมินต์)
- Taste:** The reviewer describes the taste as chocolate and mint, noting that the candies are soft and easy to eat, and that the chocolate coating is thin and melts in the mouth.
- Where to purchase:** The reviewer mentions that the candies are available at 7-11.
- Price:** The reviewer states that the price is 35 Baht.

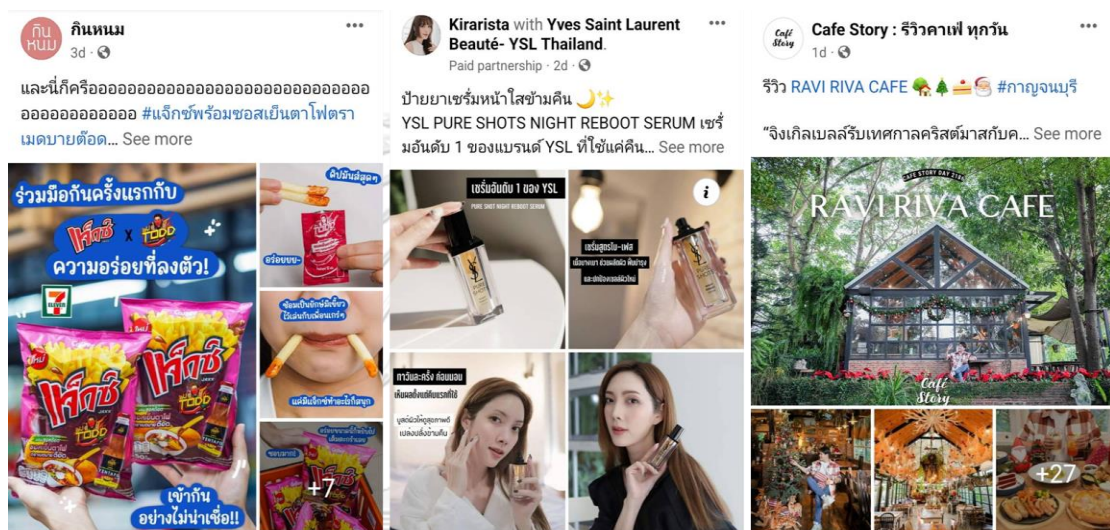
The review also includes several photos: a hand holding a green M&M's candy, a plate of red and green M&M's candies, and a Christmas tree made of M&M's candies.

Source: Kin Nhom (2022). *Lae-Ni-Gor-Kue M & M Christmas*.

<https://www.facebook.com/KinNhom>

On the other hand, the attractiveness dimension and its item ‘*Kin Nhom page’s design is sexy*’ was rated lowest. The possible explanation for this could be because of the nature of the page. That is *Kin Nhom* page is a snacks’ review page so it is less attractive compared to fashion and beauty, café, or travel review page as shown in Figure 5.2.

Figure 5.2 A comparison of review from *Kin Nhom*, *Kirarista*, and *Café Story* page



Source: Kin Nhom (2022). *Lae-Ni-Gor-Kue-Jack-Prom-Sauce-Yen-Ta-Four*.

<https://www.facebook.com/KinNhom>

Kirarista (2022). *Pai-Ya-Se-Rum-Nha-Sai-Kham-Kuen*.

<https://www.facebook.com/Kirarista>

Café Story Thailand (2022). *Review Ravi Riva Cafe*.

<https://www.facebook.com/cafestorythailand>

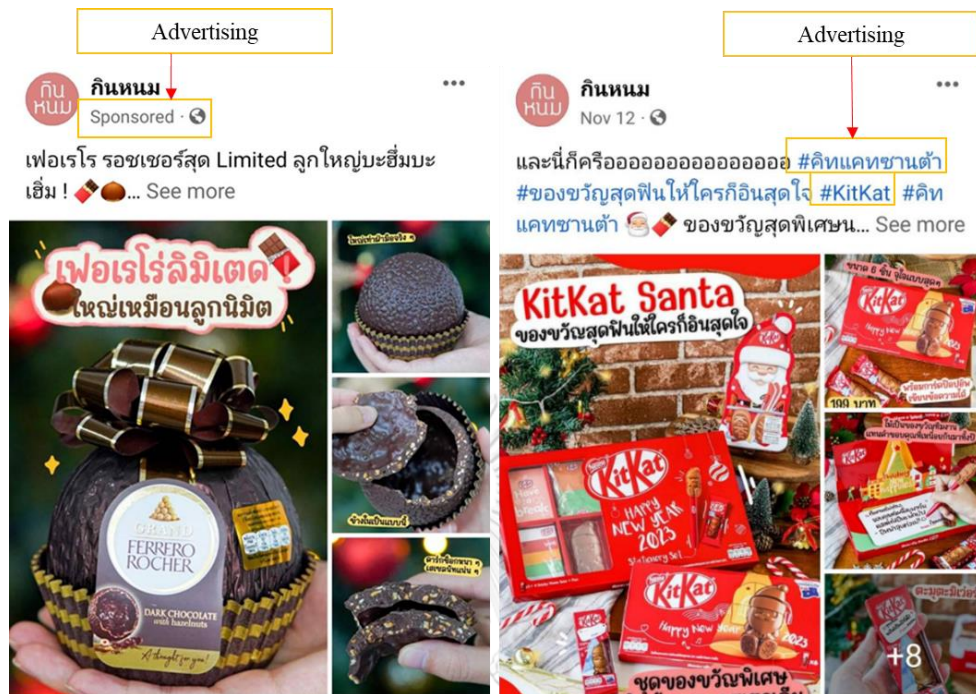
In general, snack’s packaging is colorful with hot color tone such as red, yellow, and orange so that they can attract consumer’s attention and increase their appetite. While beauty brands’ packaging use cold color tone and use colors that

represent elegance and sophistication such as gold and black (Solomon, 2020). Also, several reviews from *Kin Nhom* page contain a lot of text such as headline and short description on images. This can make its overall design looks messy and unattractive as shown in Figure 5.2. In a similar vein, based on Andreas (2007), it was important to have a well-designed website. The design will create the first impression because users make judgments about brand's attractiveness based on visual design alone. Thus, attractiveness in terms of the page's beauty and sexiness might not be a hit among the respondents.

### **Advertising recognition**

The results of this research showed that the respondents recognized that the review on *Kin Nhom* page contained advertising and was commercial as the overall mean score was 4.24. This could be because they were aware of sponsored logo and campaign's hashtag on the posts as shown in Figure 5.3. Thus, the respondents were able to differentiate between paid content and organic content produced by the page. This is suggested by research from According to Tessitore and Geuns (2013), the use of disclosure labels with words like "advertisement" or "sponsored" result in more people knowing about the brand name in the disclosure as well as the advertising. Additionally, customers are fully aware that the content is commercial or advertising when a brand is mentioned in the disclaimer, such as "This activity contains sponsorship by [BRAND]."



Figure 5.3 Example of advertising on *Kin Nhom* page

Source: Kin Nhom (2022). *Ferrero Rocher Sud-Limited*.

<https://www.facebook.com/KinNhom>

Kin Nhom (2022). *Lae-Ni-Gor-Kue Kitkat Santa*.

<https://www.facebook.com/KinNhom>

Another possible explanation could be that the review of *Kin Nhom* page is intentionally designed to show perfect information sponsored by brands such as brand name, brand slogan, key message, and uniform resource locators (URLs). In accordance with Boerman et al. (2015), language that distinguishes advertising content from editorial or entertainment content, such as a brand slogan, improves advertising recognition. In other words, a brand can be identified by visual or auditory signals like logos, slogans, packaging, colors, or jingles used in media that is distributed both online and offline.

### **Purchase intention**

The respondent's conviction to buy snack products was determined by looking at their purchasing intention recommended by *Kin Nhom* page. The results showed that the respondents had high purchase intention as the overall mean score was 4.33, especially with the highest score on '*If I were shopping for the snack products, the likelihood I would purchase the snack products recommended by Kin Nhom page is high*'. The possible explanation for this could be that the participants were regular followers or loyal fans of the page who share the same interest in snack products. So, they are likely to purchase snack products recommended by *Kin Nhom* page. Similar research on influence of fan loyalty supported these findings. When fans loyalty increases, fans' purchase intention of advertised products will increase (Wang, 2020).

Moreover, snack products are low-involvement product so it is less risky and easier to purchase, compared to high-involvement product suggested by an influencer such as condominium. These findings are consistent with a study from Atanu (2019), which indicated that low-involvement products such as snacks, soft drinks, and ice cream are categorized as a product that people commonly buy and for which they spend the least amount of money and effort. Low-involvement items are also simpler than high-involvement ones. This can be explained by the low-involvement hierarchy (Learn-Do-Feel). This hierarchy occurs when consumers have less involvement with a product or service. In other words, the product is cheap and has less perceived risk so consumers do not require much effort and time in thinking about it. As such, after they learn about the product or brand, they make a purchase and then develop their overall evaluation toward the product or brand. That is, consumer have knowledge



about a brand from advertising or any marketing communication activities, then they try or buy a product from that brand. In this case, the respondents learned about the advertised product from *Kin Nhom* page. Because they had low involvement with snack products, they tended to buy the products suggested by the page first before making an evaluation on the product (Solomon, 2020). Besides, they might be familiar with the reviewed snack brands so they were more likely to buy them. Campbell and Keller (2003) suggested that brand familiarity of advertising plays a vital role in stimulating purchase intentions.

### **The relationship between source credibility and advertising recognition**

This section discusses the relationship between credibility of *Kin Nhom* page and advertising recognition.

The findings indicated that there was a moderate connection between the credibility of social media influencers and the recognition of advertising. This reflects that the more the respondents recognized advertising on the page, the more perceived credibility of *Kin Nhom* page is. It could be because the page outwardly informed their followers that some of their content are paid or sponsored by a brand at the beginning. The advertising disclosures stand out and attracted their attention (Lang et al., 1999). This is a trigger warning which induce their coping response to the disclosure of advertising. (Nathaniel et al., 2017). Therefore, the respondents as the page's followers were more fully aware of advertizing warned by the page, which in turn made them perceive the page as having more credibility.

However, this finding is inconsistent with Daniel et al. (2021), which indicated that consumers who perceived that the post was a paid communication significantly damaged the perceived credibility of the influencer. Also, another study from Dhanesh and Duthler (2019) revealed that as followers realized that influencers were being compensated for promoting a product, they became increasingly critical of them and had negative attitude toward the influencers.

### **The relationship between source credibility and purchase intention**

The association between source trustworthiness and purchase intent for snack products suggested by *Kin Nhom* page is discussed in this part. The results from the correlation analysis showed that there was a significantly favorable relationship between the two variables. This reflects that when consumers perceive that review of *Kin Nhom* page is credible, they would intend to buy snack products. This could be because *Kin Nhom* page was created since 2013, and it has reviewed snack products since then. So, it is well-known for a long time as a food influencer in Thailand. This makes *Kin Nhom* page perceived as credible, which consequently raises the followers' intention to buy suggested products. Celebrity's credibility can influence the belief, opinion, attitude or behavior of a consumer toward a specific brand or product. This finding is consistent with the study of Breves et al. (2019), which discovered that the most important indicator of increased purchase intention was a social media influencer's credibility. Additionally, Schouten et al. (2020) found that credibility is essential and strongly affected customers' purchasing intention and behavior. This is due to the fact that source trustworthiness was crucial in deciding the caliber and efficacy of the message (Choi & Rifon, 2002). The findings are in line with those of a

study on celebrity endorsements done by Seiler and Kueza (2017), which revealed that credibility positively increases purchase intention.

Furthermore, the results of this study demonstrated that the attractiveness had the highest correlation with purchase intention. This reflects that when consumers perceive that *Kin Nhom* page's design is attractive, they were more likely to buy snack products recommended by the page. It is possible that the content's attractiveness is usually the first impression and leads consumer to buy a product. In this case, the page's attractiveness in terms of snack products could be their packaging. Most snacks' packaging is colorful with bright color tone that can attract consumer's attention. Such colors are red, oranges, green, dark blue, which can arouse their appetite and perceptions (Solomon, 2020). For example, crisp brands usually use red and orange for spicy flavor, green for seaweed flavor, and dark blue for original flavor. Consumers make a judgment on the product selection during shopping based on its packaging color (Becker et al., 2011). This result is similar with research by Lee and Watkins (2016), which shown that appealing advertising can increase audience interest in making purchases.

### **The relationship between advertising recognition and purchase intention**

This section discusses the relationship between *advertising recognition* and *purchase intention* on snack products recommended by *Kin Nhom* page.

According to the results of the correlation analysis, there was a strong positive association between *advertising recognition* and *purchase intention*. It is possible that a review that contains advertising can be a trigger for consumers' intentions to purchase snack products. This is corroborated by Jamie et al. (2020), who found that

informational designs with brand logos or other types of brand presence in the images were associated with greater purchase intentions (Jamie et al., 2020). Contrarily, compared to overt commercial advertisements that clearly state that they are sponsored by businesses, consumers are less likely to detect advertising that blends in with surrounding content without advertising disclosure. This result is in line with a study by Muller et al. (2018). Their study found that sponsored advertising affected purchase intention.

In addition, according to Lavidge and Steiner (1961), the AIDA model suggests that customers are exposed to a wide variety of information such as advertising. Once consumers are exposed to a product through advertising, develop their interest and desire, they are more likely to buy that product in the future. In this case, the respondents were aware of the advertised product on the page, they became interested, and wanted to buy the product suggested by the page. This reflects how advertising or marketing communication works. That is, the aim of marketing communications is to attract the attention from potential customers, arouse their interest and desire to the final buying action (Li & Yu, 2013). When consumers are aware of and pay attention to advertising, it is easier to maintain their interest and make them want to buy the product (Wakefield, 2004).

### **5.3 Limitations of the research and directions for future research**

In general, this research is beneficial and delivers favorable findings, which can contribute to the existing body of knowledge on related topics, especially source credibility, consumer's recognition of advertising, and intention to make a purchase.

Nevertheless, there are some limitations, which can be pinpointed so that improvements can be made in the future.

This study was only carried out in Thailand. Users of social media in different cultures could react to the same content in a variety of different ways, and the degree of cognitive effort that their responses might also vary (Yuna et al., 2022). Consequently, a future study may choose to perform a cross-cultural study on social media influencers and their credibility across various nations or between cultures that place an emphasis on collectivism and cultures that place a greater emphasis on individualism.

Additionally, this study did not investigate any other Facebook pages in Thailand, particularly *Kin Nhom* page. This study has the potential to be expanded in the future to include an investigation of other Facebook pages such as restaurant, café, and travel. A better understanding of how customers engage with each of these Facebook pages may be gained by comparing the data provided by the respondents across all of these pages. Moreover, this study explored only food-related influencer, while there are many categories of influencer such as travel, fashion, beauty products, and technology products.

Moreover, the age range of the participants were between 18-38 years old. However, Facebook also has secondary target segment who is younger or older. Including this age range as selection criteria can be various research results. Thus, for future study, selected participants should consist of a larger age range to promote a wider spectrum of discoveries and conclusions.

#### 5.4 Practical implications

By relying on the case study of *Kin Nhom* page, this research was able to produce findings that provided useful information on how the credibility of an influencer related to customers' recognition of advertising or reviews and their intention to make a purchase. On the basis of these discoveries, a number of potential practical applications have been suggested.

First, it is clear from this study's findings that source credibility, especially expertise is strongly favorable related to advertising recognition. Therefore, brands should use packaged food-related influencers who are credible to promote their products, especially those who are qualified and experienced to review products. They should provide useful and extensive information, such as product name, flavor, taste, price, promotion and where to purchase.

Secondly, the result shows that source credibility, especially attractiveness is mostly related to purchase intention on snack products. Consequently, the content and reviews on packaged food-related influencer' pages should be attractive which is the main key to motivate the purchase intention. To do so, packaged food-related influencers or snack brands should provide beautiful pictures with attractive decoration, such as nice color tone and appealing font style, with a slight adjustment on color theme. Moreover, keeping other elements like sincerity and trustworthiness are also related to purchase intention toward snack products. Thus, the social media influencers should be reliable, straightforward to inform the audience that their reviews are paid by brands.

Third, the result shows that people preferred reading review of restaurant, café and travel on social media. To do so, social media influencers should provide these related-contents on their platform to engage with their audience. Additionally, brands should make a review that fits naturally into these contents. For example, brand may promote snack products to take along on vacation by using travel' influencer.

Lastly, in terms of advertising recognition, the findings shows that review that contains advertising can be a trigger for consumers' intentions to purchase snack products. As a consequence, social media influencer, regardless of their area of interest, should straightforwardly inform their audiences that the review is advertising or sponsored.

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## APPENDIX A

### Questionnaire

This research project is conducted in partial requirement of a Professional Project, run by a student of the Master of Arts Program in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to examine consumer's behavior in relation to snack products. It will take approximately 10 minutes and is voluntary. Participants are requested to complete all of the following questions on his or her opinions. The questionnaire is anonymous, and the information collected will be confidential. All collected data will only be used for analysis of this study and only for educational purposes.

#### **Part 1: Screening questions**

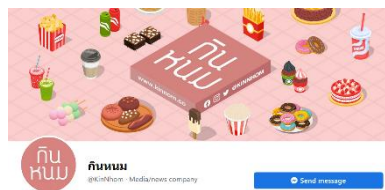
**Instruction:** For each statement below, please put a tick mark (✓) in a box for the most appropriate response. (Please tick one answer only for each statement)

1. What is your age?

- 18-38 years old
- Above 38 years old (End the questionnaire)

2. Have you follow *Kin Nhom* page in the past three months?

- Yes
- No (End the questionnaire)





**Part 2: General information**

**Instruction:** For each statement below, please put a tick mark (✓) in a box for the most appropriate response. (Please tick one answer only for each statement)

1. Please specify your gender.

- Male
- Female
- Non-binary

2. Please specify your age group.

- 18-22 years old
- 23-27 years old
- 28-32 years old
- 33-38 years old

3. Please specify your marital status.

- Single
- In the relationship
- Married

4. Please specify your education level.

- Lower than bachelor's degree
- Bachelor's degree
- Higher than bachelor's degree



5. Please specify your occupation.

- Student
- Employee
- Government or State enterprise employee
- Freelancer
- Unemployed
- Other (Please specify).....

6. What kind of review do you like to consume on social media the most?

- Food
- Beverage
- Restaurant and café
- Place to travel
- Invention, technology and innovation
- Health and wellness

7. What is your main source of information?

- Social media (E.g. Facebook, Instagram, YouTube, and etc.)
- Article/Website (E.g. Pantip, Wongnai, and etc.)
- From friends or family member
- Traditional media (E.g. television media, radio media, newspaper and etc.)
- Out-of-home media (E.g. billboard, bus stop, public transportation and etc.)

### **Part 3: Source of credibility on social media influencer**

**Instruction:** Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Somewhat agree, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following statement?		Strongly Agree ← → Strongly Disagree				
		5	4	3	2	1
<b>Trustworthiness</b>						
1.	<i>Kin Nhom</i> page is reliable.					
2.	<i>Kin Nhom</i> page is sincere.					
3.	<i>Kin Nhom</i> page is honest.					
4.	<i>Kin Nhom</i> page is trustworthy.					
5.	<i>Kin Nhom</i> page is dependable.					
<b>Expertise</b>						
6.	<i>Kin Nhom</i> page is experienced.					
7.	<i>Kin Nhom</i> page is knowledgeable.					
8.	<i>Kin Nhom</i> page is qualified.					
9.	<i>Kin Nhom</i> page is skilled.					
10.	<i>Kin Nhom</i> page is expert.					
<b>Attractiveness</b>						
11.	<i>Kin Nhom</i> page's design is classy.					
12.	<i>Kin Nhom</i> page's design is attractive.					
13.	<i>Kin Nhom</i> page's design is elegant.					
14.	<i>Kin Nhom</i> page' design is beautiful.					
15.	<i>Kin Nhom</i> page' design is sexy.					

#### **Part 4: Advertising recognition on social media influencer**

**Instruction:** Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Somewhat agree, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following statement?		Strongly Agree ← → Strongly Disagree				
		5	4	3	2	1
<b>Advertising recognition</b>						
1.	The review of <i>Kin Nhom</i> page is commercial.					
2.	The review of <i>Kin Nhom</i> page contains advertising.					
3.	The review of <i>Kin Nhom</i> page is advertising.					

#### **Part 5: Purchase intention on snack products**

**Instruction:** Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below: 5 = Strongly Agree, 4 = Agree, 3 = Somewhat agree, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following statement?		Strongly Agree ← → Strongly Disagree				
		5	4	3	2	1
<b>Purchase intention</b>						
1.	My willingness to buy the snack products recommended by <i>Kin Nhom</i> page would be high if I were shopping for the same snack products.					
2.	If I were going to purchase the snack products, I would consider buying the snack products recommended by <i>Kin Nhom</i> page.					
3.	If I were shopping for the snack products, the likelihood I would purchase the snack products recommended by <i>Kin Nhom</i> page is high.					

**“Thank you so much for your participation”**

## APPENDIX B

### Questionnaire (Thai Version)

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ  
มหาบัณฑิตสาขา การจัดการการสื่อสารเชิงกลยุทธ์ (หลักสูตรนานาชาติ) คณะนิเทศศาสตร์  
จุฬาลงกรณ์มหาวิทยาลัย เพื่อศึกษาพฤติกรรมผู้บริโภคเกี่ยวกับการซื้อผลิตภัณฑ์ขนมขบเคี้ยว ซึ่ง  
จะใช้เวลาในการตอบทั้งหมด 10 นาทีโดยประมาณ ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการ  
ตอบแบบสอบถามตามความเป็นจริง หรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบ  
แบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และจะถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้  
ประโยชน์ในเชิงวิชาการเท่านั้น

#### ส่วนที่ 1: คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของคุณ

1. กรุณาระบุช่วงอายุของคุณ

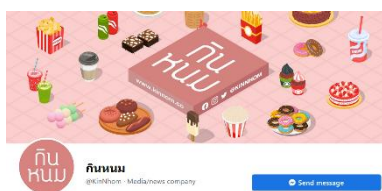
18-38 ปี

มากกว่า 38 ปี (จบการทำแบบสอบถาม)

2. คุณติดตามเพจกินขนมในช่วงระยะเวลาสามเดือนที่ผ่านมาหรือไม่

ใช่

ไม่ใช่ (จบการทำแบบสอบถาม)



#### ส่วนที่ 2: ข้อมูลทั่วไป

คำชี้แจง: กรุณาทำเครื่องหมาย ( ✓ ) ในช่องที่ตรงกับคำตอบของคุณ

## 1. กรุณาระบุเพศของคุณ

- ชาย
- หญิง
- เพศหลากหลาย

## 2. กรุณาระบุช่วงอายุของคุณ

- 18-22 ปี
- 23-27 ปี
- 28-32 ปี
- 33-38 ปี

## 3. กรุณาระบุสถานภาพของคุณ

- โสด
- คบหาดูใจ (มีแฟน)
- แต่งงาน

## 4. กรุณาระบุระดับการศึกษาของคุณ

- ต่ำกว่าปริญญาตรี
- ปริญญาตรี
- สูงกว่าปริญญาตรี

## 5. กรุณาระบุอาชีพของคุณ

- นิสิต/นักศึกษา



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CHULALONGKORN UNIVERSITY

- พนักงานในองค์กร
- ข้าราชการ/พนักงานรัฐวิสาหกิจ
- อาชีพอิสระ
- ว่างาน
- อื่นๆ โปรดระบุ.....

6. คุณชอบการรีวิวเกี่ยวกับอะไรบนโซเชียลมีเดียมากที่สุด

- อาหาร
- เครื่องดื่ม
- ร้านอาหาร หรือ คาเฟ่
- สถานที่ท่องเที่ยว
- เทคโนโลยี สิ่งประดิษฐ์ และนวัตกรรม
- สุขภาพ

7. โดยปกติคุณรับข้อมูลข่าวสารจากช่องทางใด

- ช่องทางสื่อโซเชียลมีเดีย (เช่น เฟซบุ๊ก, อินสตาแกรม, ยูทูป เป็นต้น)
- บทความหรือเว็บไซต์ (เช่น พันทิป, วงไฉ เป็นต้น)
- จากเพื่อนหรือบุคคลในครอบครัว
- โฆษณาทางสื่อดั้งเดิม (เช่น สื่อโทรทัศน์, สื่อวิทยุ, สื่อหนังสือพิมพ์ เป็นต้น)
- สื่อออนไลน์ (เช่น ป้ายบิลบอร์ด, ป้ายรถเมล์, สื่อรถสาธารณะ เป็นต้น)





#### ส่วนที่ 4: การรีวิวของเพลงกินหนม

**คำชี้แจง:** โปรดอ่านข้อความดังต่อไปนี้ แล้วทำ เครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของคุณโดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด		เห็นด้วย ←—————→ ไม่เห็นด้วย				
		5	4	3	2	1
<b>การรีวิวของเพลงกินหนม</b>						
1.	เพลงกินหนมเป็นเพลงเพื่อการค้า/ธุรกิจ					
2.	การรีวิวของเพลงกินหนมมีการโฆษณาอยู่ด้วย					
3.	การรีวิวของเพลงกินหนมคือการโฆษณา					

### ส่วนที่ 5: ความตั้งใจซื้อขนมขบเคี้ยว

**คำชี้แจง:** โปรดอ่านข้อความดังต่อไปนี้ แล้วทำ เครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของคุณโดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด		เห็นด้วย ←—————→ ไม่เห็น				
		5	4	3	2	1
<b>ความตั้งใจซื้อ</b>						
1.	ถ้าฉันกำลังซื้อขนมขบเคี้ยวอยู่ แล้วเป็นขนมขบเคี้ยวแบบเดียวกันกับที่เพจกินหนมแนะนำไว้ ฉันยังมีแนวโน้มที่จะซื้อมากขึ้น					
2.	ถ้าฉันจะซื้อขนมขบเคี้ยว ฉันจะพิจารณาขนมขบเคี้ยวที่เพจกินหนมแนะนำ					
3.	ถ้าฉันจะซื้อขนมขบเคี้ยว โอกาสที่ฉันจะเลือกซื้อขนมขบเคี้ยวที่เพจกินหนมแนะนำจะมีสูงขึ้น					

“ขอขอบคุณอย่างยิ่งที่ท่านให้ความร่วมมือในการตอบแบบสอบถาม”

## VITA

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