



ĐẠI HỌC QUỐC GIA HÀ NỘI
TRƯỜNG QUỐC TẾ
VNU-INTERNATIONAL SCHOOL

HOW GENUINE RELATIONSHIP

Between followers and digital influencers in the globalization context can lead to behavioral loyalty (BL) and buying intention (PI), consequently?

Presented By
Group 8



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INTRODUCTION

Digital influencers wield significant influence in today's global marketplace, leading to inquiries into how these relationships drive tangible marketing outcomes like behavioral loyalty and purchase intention.





INTRODUCTION

Context of the study

The context of this study is the rising influence of digital influencers in a highly interconnected global marketplace

- **Global Influence of Digital Influencers:** Digital influencers shape consumer behavior globally through social media, transcending cultural and geographic boundaries.
- **Rising Impact:** Influencers are becoming pivotal opinion leaders, affecting attitudes, beliefs, and purchasing decisions (Wiedmann & von Mettenheim, 2020).





INTRODUCTION



The Main Topic

Our main topic explores how genuine relationships between influencers and followers impact consumer behavior.

- **Influencer-Follower Dynamics:** Examines how influencers build and maintain genuine relationships with their followers.
- **Impact on Behavior:** Focuses on how these relationships drive behavioral loyalty (BL) and purchase intention (PI) in a globalized market.



Conceptualization

Conceptualization involves defining "genuine relationships" based on reciprocal trust and emotional investment.

- **Genuine Relationships:** Defined by mutual trust, identification, and emotional investment, based on social exchange theory and relational authenticity (Labrecque, 2014; Tran & Strutton, 2014).
- **Global Context:** These authentic bonds can cross cultural and geographical borders, forming global communities.

INTRODUCTION



The Market Gap

Identifying the market gap is necessary to clearly understand these relationships in a globalized context

- **Lack of Depth in Research:** Current studies often overlook the depth of influencer-follower relationships and the impact of globalization.
- **Need for Cross-Cultural Insights:** Essential to understand how these relationships vary across cultures and influence global marketing strategies (De Veirman et al., 2017).



The Purpose of Data Analysis

Examine how genuine relationships contribute to behavioral loyalty and purchase intentions across different global markets.

- **Examining Relationships:** To empirically assess how genuine relationships affect BL and PI across different cultures.
- **Mixed Methods:** Uses both qualitative and quantitative data to uncover patterns and differences in follower engagement and perceptions.



INTRODUCTION



The Report Structure

- **Literature Review:** Discusses key theories on influencer marketing, authenticity, trust, and emotional connection.
- **Methodology:** Details research design, data collection, and analysis techniques.
- **Results:** Present findings on how genuine relationships influence BL and PI in various cultural contexts.
- **Discussion:** Analyzes the implications for brands and marketers in a globalized market.



The Expected Contribution

This research will contribute to and advance our understanding of influencer dynamics and inform more effective marketing strategies

- **Academic Advancement:** Enhances understanding of influencer-follower dynamics in a global context, integrating concepts like authenticity and perceived value.
- **Practical Applications:** Provides insights for brands to develop effective global influencer marketing strategies, fostering deeper consumer connections and loyalty.

HYPOTHESIS DEVELOPMENT



Hypothesis Development

- H1a: Individuals' emotional engagement positively affects behavioral loyalty to digital celebrities (DCs).
- H1b: Individuals' emotional engagement positively affects their purchase intention.

Emotional Engagement



Parasocial Relationships

- H4a: Individuals' parasocial relationships positively affect behavioral loyalty to digital celebrities (DCs).
- H4b: Individuals' parasocial relationships positively affect their purchase intention.

Cosmopolitanism



Wishful Identification

- H2a: Global cosmopolitanism positively affects behavioral loyalty to digital celebrities (DCs).
 - H2b: Global cosmopolitanism positively affects their purchase intention.
- H5a: Individuals' wishful identification positively affects behavioral loyalty to digital celebrities (DCs).
 - H5b: Individuals' wishful identification positively affects their purchase intention.

Social Self-Esteem

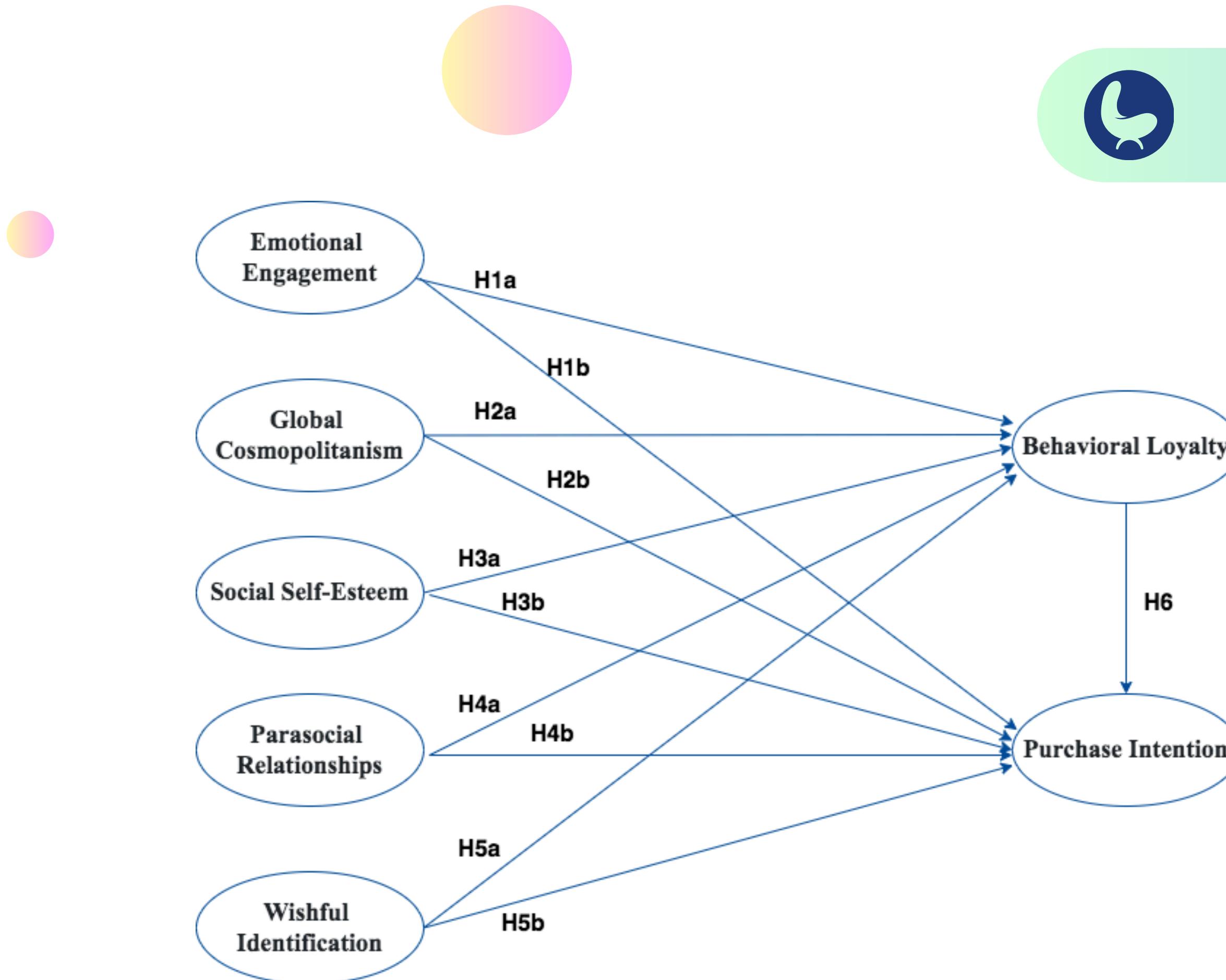


Behavioral Loyalty and Purchase Intention

- H3a: Individuals' social self-esteem positively affects behavioral loyalty to digital celebrities (DCs).
- H3b: Individuals' social self-esteem positively affects their purchase intention.

- H6: Followers' behavioral loyalty to digital celebrities positively impacts their purchase intention.

Research Model

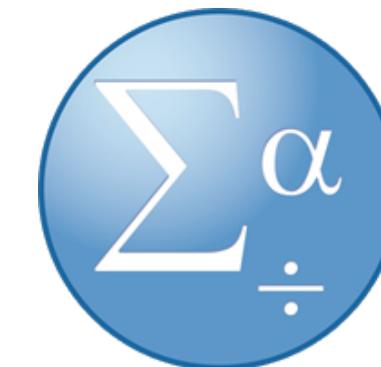




RESEARCH DESIGN AND METHODOLOGY

Measurement

- About 50 questions: demographic data and key variables
- Seven point Likert (1 = strongly disagree to 7 = strongly agree)



Mechanism

- Tool: SPSS
- Conducting complex statistical analyzes
- Understand relationships and identify key predictors

How to collect data



1 Identifying the Target Group

GenZ, including high school students, university students, and graduates in Vietnam. They regularly use social media and interact with digital idols like artists, actors, singers, vloggers, and streamers.



2 Designing the Survey Questionnaire

Questions focus on online content consumption habits, attitudes towards digital idols, and participation in advertising and community activities.
Ensure questions are concise and bilingual (English-Vietnamese)
Use Google Forms to create and format the survey



3 Reaching the Target Audience

Promote the survey through social media posts and announcements. Engage with university channels for internal promotion and email outreach.



Result Responses: The survey received 296 responses



Fig.10

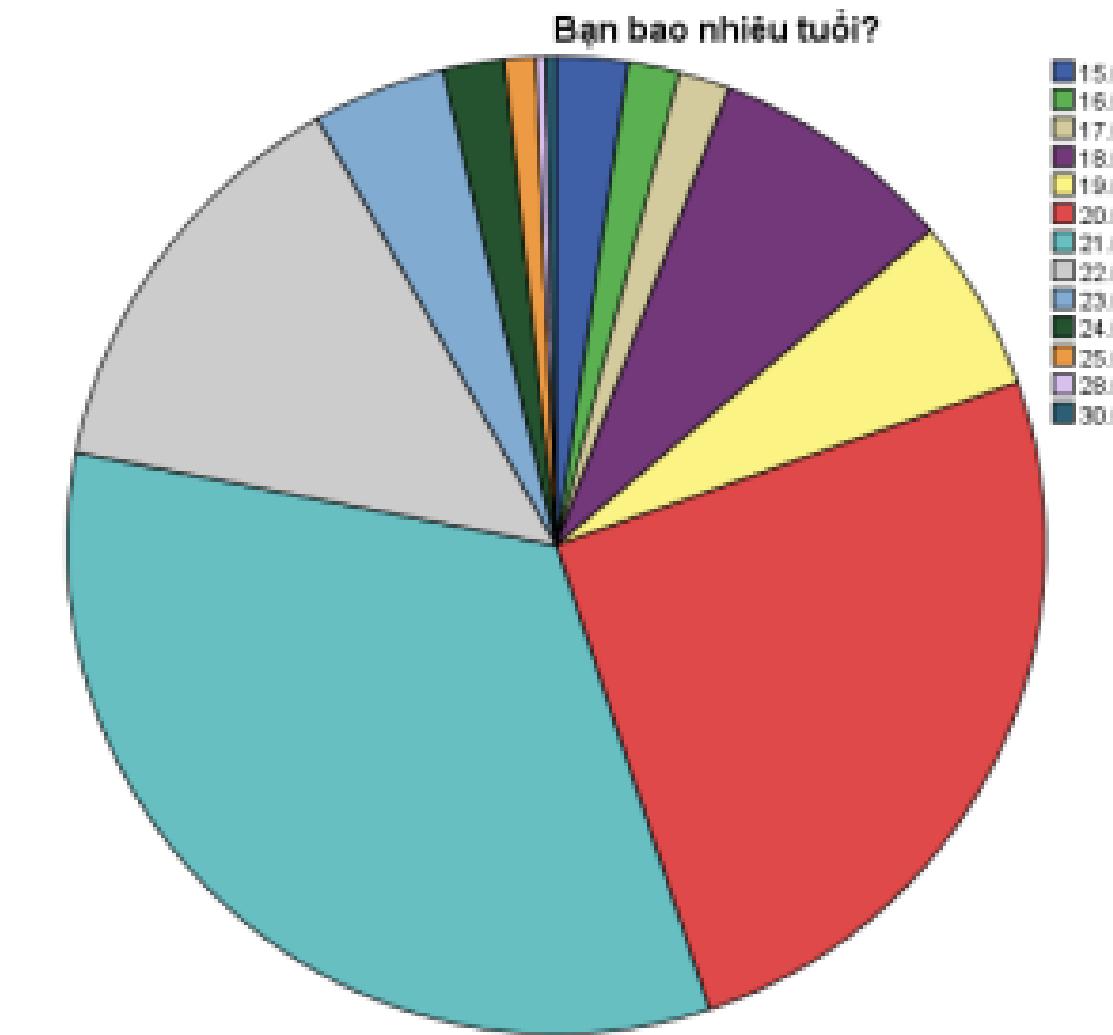
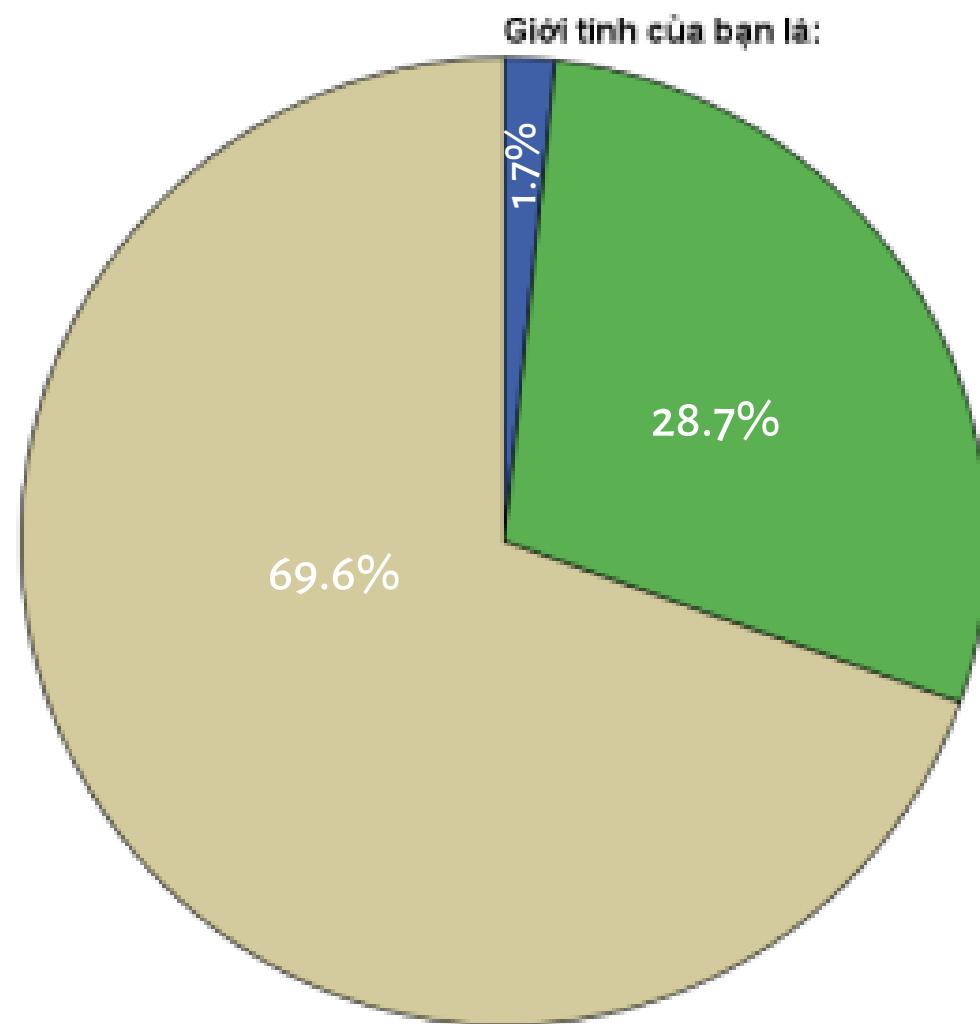


Fig.18



RESEARCH RESULTS AND ANALYSES

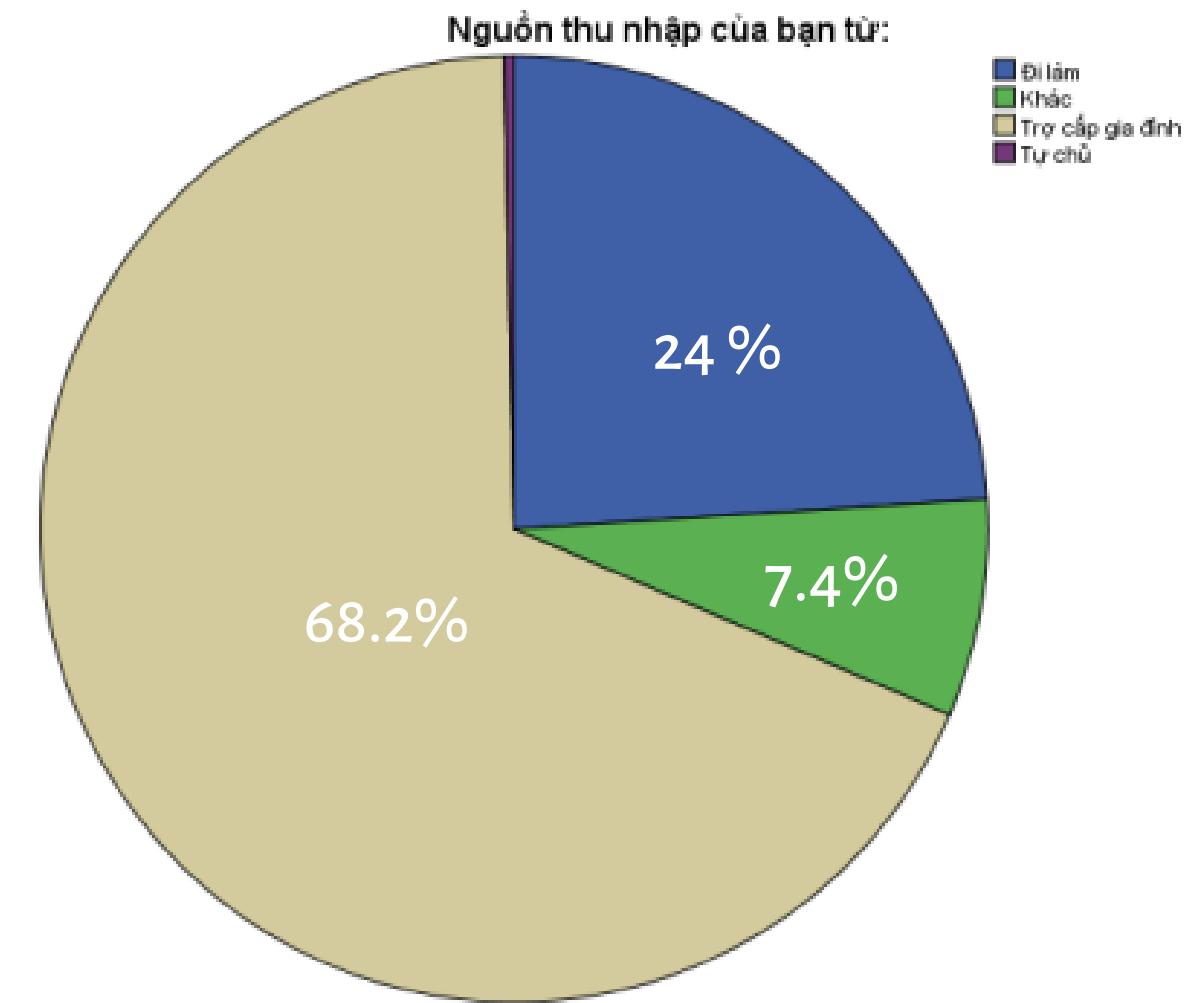
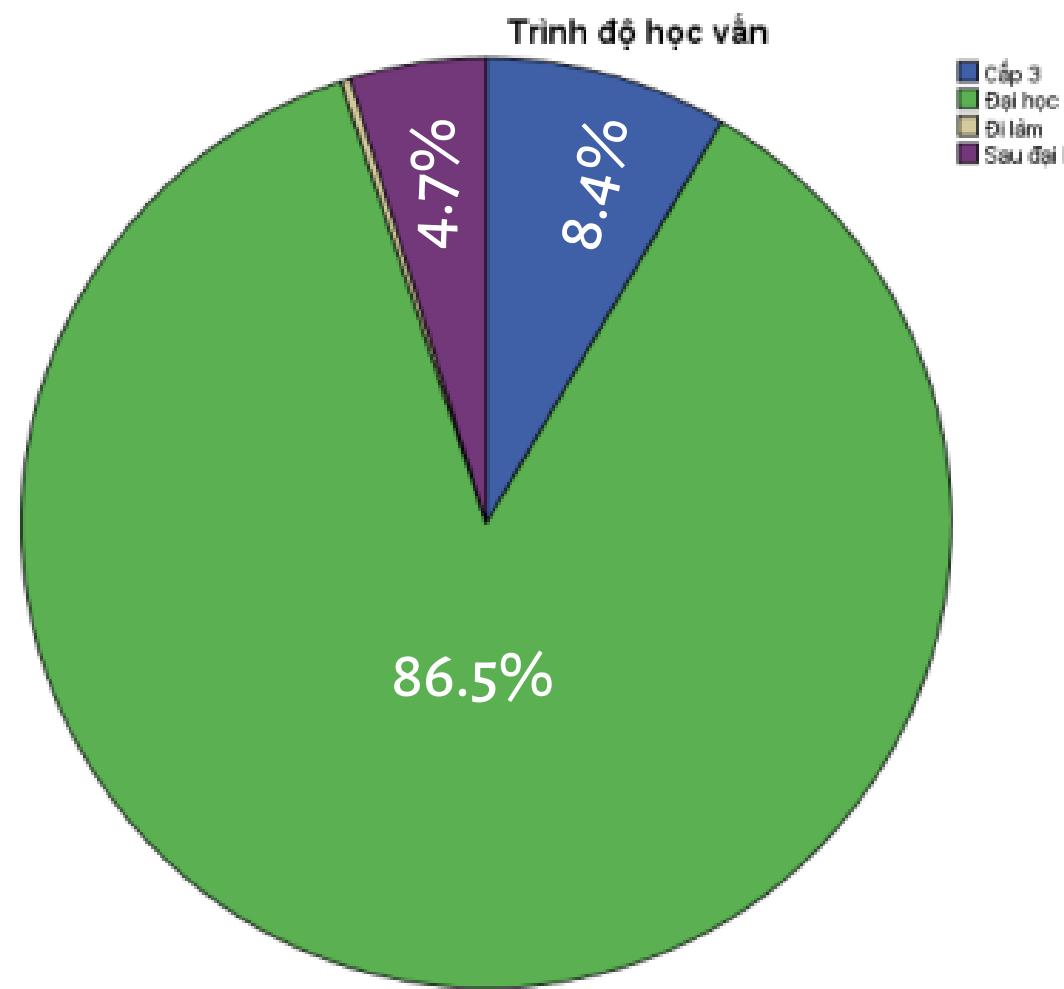
Descriptive Statistics



The study's respondents primarily consist of females (69.6%), with males at 28.7% and others at 1.7%, indicating a strong female presence in engaging with digital influencers. The age group is predominantly young adults, with 93.5% aged between 18-25 years.



Descriptive Statistics



Educationally, 86.5% are undergraduates, while a notable 94.9% possess at least a university degree. Most respondents rely on family support, with 68.2% receiving a family allowance. This demographic data highlights a young, highly educated, and predominantly female audience engaged in the study, which has implications for understanding behavioral loyalty and purchase intention in the context of globalization.



Reliability and validity test, Factor Analysis

<i>Cosmopolitanism (CM)</i>	3.014	75.342	0.889
You are interested in learning about the people and culture of the country (CM1)	0.873		0.703
You like to go to restaurants that serve traditional and famous dishes (CM2)	0.872		0.641
You tend to make friends and communicate with people who come from your idol's country (CM3)	0.857		0.699
If you have a chance to travel, you would probably choose the country (CM4)	0.870		0.707

Note: FL = factor loading > 0.6, eigenvalue > 1, item-to-coeff > 0.5, communality > 0.5, cronbach's alpha > 0.6



Reliability and validity test, Factor Analysis

1

Practical Significance

Factor loadings greater than 0.60 are considered necessary to demonstrate practical significance, indicating the proportion of a variable's variation that a particular factor accounts for.

2

Strong Correlations

High factor loading values, such as 0.911 in the data, indicate strong correlations between the variable and the factor, providing valuable insights into the relationships within the dataset.

3

Eigenvalues: Measuring Factor Importance

Eigenvalues greater than 1 signify the importance of a factor, representing the amount of variance it accounts for. Constructs like Parasocial Relationship, Wishful Identification, and Emotional Engagement exhibit high eigenvalues, highlighting their significance.

Factor & Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total Correlation	Cronbach's α
<i>Parasocial Relationships (PR)</i>		2.420	60.497		0.774
You see the program and the products promoted by your idol as very attractive (PR1)	0.778			0.573	
If your favorite idol shows up live in another video, you will watch that video (PR2)	0.818			0.647	
You feel comfortable and trust your idol's messages on their social media (PR3)	0.797				0.601
You think that your idol influences your taste and personality (PR4)	0.714				0.524

Reliability and validity test, Factor Analysis



Cumulative Explanation

The cumulative explanation, generally expected to exceed 60%, is the sum of the percentage of variance accounted for by different factors.

Cronbach's Alpha: Internal Consistency

Cronbach's Alpha, with values above 0.70 considered acceptable and above 0.80 very good, checks the internal consistency of items within a scale. All constructs in the study demonstrated excellent internal consistency, with values ranging from 0.774 to 0.909.

Corrected Item-Total Correlations

The corrected item-total correlations well above the 0.3 threshold, suggest that each item contributes meaningfully to the overall measurement of its respective construct

					<i>Purchase intention (PI)</i>			
<i>Social Self-esteem (SE)</i>		4.131	68.854	0.909		3.141	78.520	0.904
You have felt a lack of people who can understand your interests (SE1)	0.763		0.667					
You often feel isolated in social situations (SE2)	0.848		0.778					
You worry about whether you are perceived as a success or a failure in society (SE3)	0.859		0.782		You feel interested in the products that idols recommend (PI1)	0.905	0.815	
You are worried about what people think about you as a fan (SE4)	0.869		0.795		You feel confident in the quality of the products that your idol recommends (PI2)	0.886	0.783	
You feel anxious about the impression you are making (SE5)	0.835		0.750		You buy products that your idol recommends (PI3)	0.916	0.846	
You worry about looking like an idle person (SE6)	0.800		0.711		You buy products made specifically for PR (PI4)	0.835	0.718	



Robust Measurement Scales

The high Cronbach's Alpha values and substantial corrected item-total correlations confirm the robustness and reliability of the measurement scales used in the study.



Consistent and Reliable Data

The high cumulative explanation percentages, such as 78.520% for Purchase Intention and 75.342% for Cosmopolitanism, indicate the strong consistency and reliability of the data collected.



Meaningful Insights

The factor analysis results provide valuable insights into the underlying structure of the survey data, enabling researchers to refine their instruments and uncover important relationships.

Conclusion: Unleashing the Power of Factor Analysis

1

Robust Measurement Scales

The high factor loadings, substantial eigenvalues, and excellent Cronbach's Alpha values confirm the reliability and validity of the measurement scales used in the study.

2

Reliable and Consistent Data

The high cumulative explanation percentages and strong item-to-total correlations ensure the consistency and reliability of the survey data, enabling researchers to draw meaningful conclusions.

3

Valuable Insights

The comprehensive factor analysis approach provides researchers with a deep understanding of the underlying structure of their survey data, empowering them to refine their instruments and uncover important relationships.

<i>Social Self-esteem (SE)</i>	4.131	68.854	0.909
You have felt a lack of people who can understand your interests (SE1)	0.763	0.667	
You often feel isolated in social situations (SE2)	0.848	0.778	
You worry about whether you are perceived as a success or a failure in society (SE3)	0.859	0.782	
You are worried about what people think about you as a fan (SE4)	0.869	0.795	
You feel anxious about the impression you are making (SE5)	0.835	0.750	
You worry about looking like an idle person (SE6)	0.800	0.711	

<i>Wishful Identification (WI)</i>	2.767	69.182	0.851
-	-	-	-

Sometimes you wish you could be like your idol (WI1)	0.830	0.690	
You want to have a job like the idol you love (WI2)	0.862	0.734	
You want to do the things your idols do in their lives (WI3)	0.829	0.688	
You are the person you strive to be (WI4)	0.805	0.655	

Correlations



	PR	EE	WI	BL	PI	SE	CM	
PR	Pearson Correlation	1						
EE	Pearson Correlation	.734**	1					
WI	Pearson Correlation	.506**	.433**	1				
BL	Pearson Correlation	.781**	.671**	.500**	1			
PI	Pearson Correlation	.684**	.624**	.440**	.720**	1		
SE	Pearson Correlation	.365**	.380**	.447**	.386**	.447**	1	
CM	Pearson Correlation	.606**	.568**	.406**	.635**	.576**	.288**	1

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

For behavioral loyalty:

- The largest correlation is with PR (78.1%)
- The poorest correlation is with SE (38.6%).

For purchase intention:

- The largest correlation is with BL (72.0%)
- The poorest correlation is with CM (40.6%).

The table presents significant positive correlations between several variables with both behavioral loyalty and purchase intention. These correlations suggest that as the values of these variables increase, both behavioral loyalty and purchase intention also tend to increase.

Multiple Regression

Case 1: Regression based on dependent variable BL

Table *Model Summary*^e: Linear Regression

Model	R	R Squa re	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square change	F change	df1	df2	Sig.F Change	Durbin - Watson
1	.781 ^a	.609	.608	.93101	.609	458.347	1	294	.000	1.958
2	.807 ^b	.651	.648	.88165	.042	34.846	1	293	.000	
3	.813 ^c	.661	.657	.87021	.010	8.752	1	292	.003	
4	.817 ^d	.668	.664	.86221	.007	6.446	1	291	.012	

- a. Predictors: (Constant), PR
- b. Predictors: (Constant), PR, CM
- c. Predictors: (Constant), PR, CM, EE
- d. Predictors: (Constant), PR, CM, EE, WI
- e. Dependent Variable: BL

The results show that the regression model with PR, CM, EE, and WI explains 66.8% of the variation in BL (Adjusted R² = 0.664). These results suggest that behavioral loyalty impacts purchase intention the most, while cosmopolitanism has the least.

Multiple Regression

Case 2: Regression based on dependent variable PI

a. *Table Model Summary^e: Linear Regression*

Model	R	R Squar e	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square change	F change	df1	df2	Sig.F Change	Durbin - Watson
1	.684 ^a	.469	.467	1.13641	.469	259.168	1	29 4	.000	1.792
2	.717 ^b	.513	.510	1.08921	.045	27.032	1	29 3	.000	
3	.740 ^c	.547	.543	1.05221	.034	21.966	1	29 2	.000	
4	.747 ^d	.559	.552	1.04102	.011	7.315	1	29 1	.007	

- a. Predictors:(Constant),PR
- b. Predictors:(Constant),PR,SE
- c. Predictors:(Constant),PR,SE,CM
- d. Predictors:(Constant),PR,SE,CM,EE
- e. Dependent Variable: PI

The results showed that the regression model with PR, SE, CM, and EE explained 55.2% of the variation in PI (Adjusted R² = 0.552). The conclusion shows that Parasocial Relationships and Cosmopolitanism have the strongest impact on customers' Purchase Intention, while Emotional Engagement and Social Self-Esteem also have an influence but to a lesser extent.



ARTIFICIAL NEURAL NETWORK

1 Genuine relationships between followers and digital influencers can lead to behavioral loyalty (BL)

Artificial Neural Network Diagram

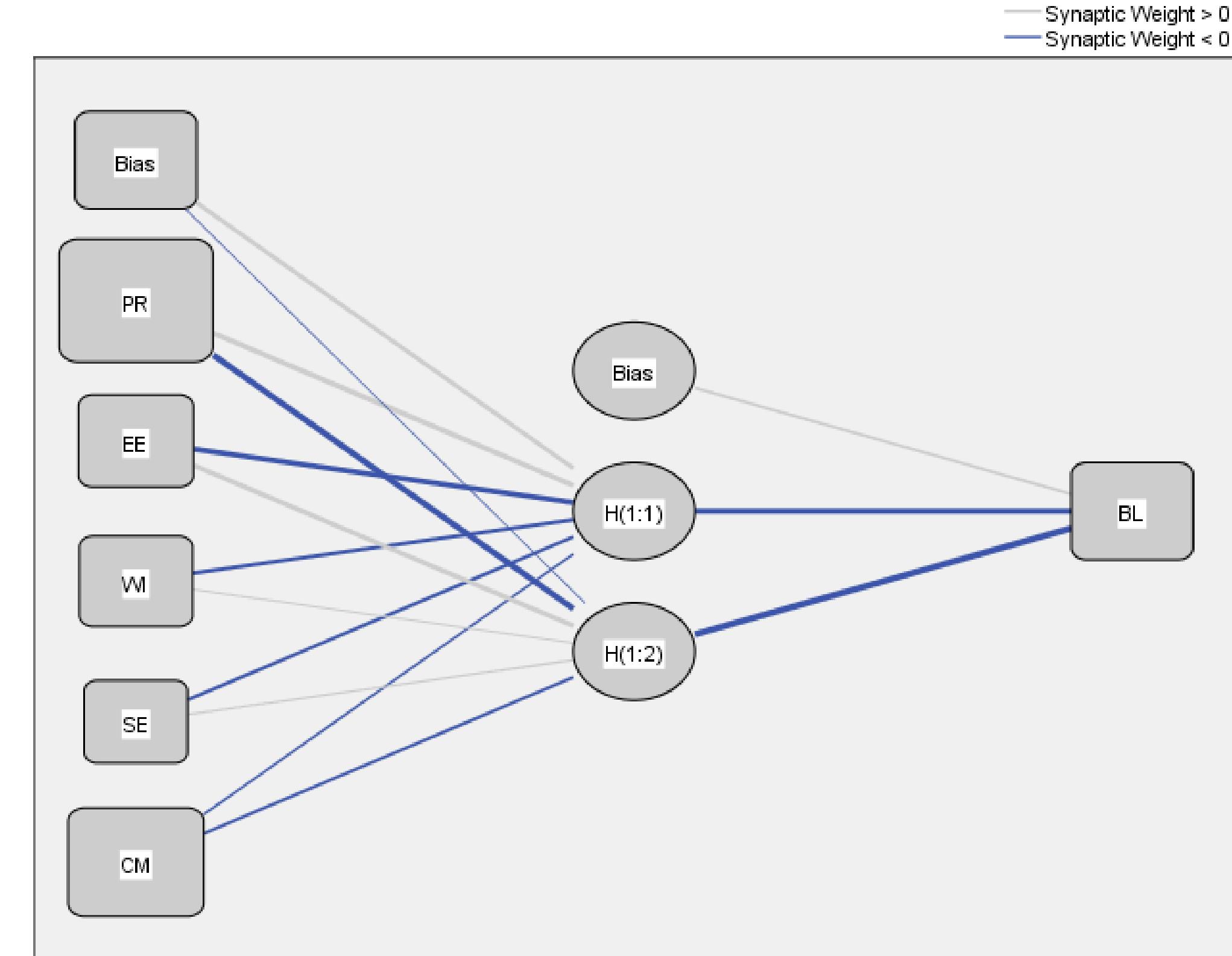
Input Layer: "PR", "EE", "WI", "SE", "CM"

Hidden Layer: H(1:1), H(1:2)

Output Layer: "BL"

Gray line (Positive weight): The relationship between the input neuron and the output neuron is a proportional relationship.

Blue line (Negative weight): the relationship between the input neuron and the output neuron is an inversely proportional relationship.



Hidden layer activation function: Hyperbolic tangent

Output layer activation function: Identity



ARTIFICIAL NEURAL NETWORK

1 Genuine relationships between followers and digital influencers can lead to behavioral loyalty (BL)

Results:

- ▶ **Consistency:** ANN4 had the lowest RMSE during the test period (0.318), suggesting that it may be the best performing model in terms of generalization ability.
- ▶ **Variation:** ANN10 has the highest RMSE during the training phase (0.445), suggesting it may be less accurate on the training data than the other models.
- ▶ **Standard Deviation:** The relatively low standard deviation for both training (0.019) and testing (0.037) RMSE shows that RMSE values are quite consistent across different ANNs.

Table ... :RMSE during training and testing processes

Neural network	Training			Testing		
	N	SSE	RMSE	N	SSE	RMSE
ANN1	205	33.026	0.401	91	12.867	0.376
ANN2	203	29.324	0.380	93	17.846	0.438
ANN3	204	36.161	0.421	92	15.376	0.409
ANN4	211	33.529	0.399	85	8.614	0.318
ANN5	194	33.356	0.415	102	18.628	0.427
ANN6	206	35.562	0.415	90	11.544	0.358
ANN7	212	38.025	0.424	84	13.200	0.396
ANN8	216	36.232	0.410	80	14.874	0.431
ANN9	207	31.186	0.388	89	12.995	0.382
ANN10	212	41.893	0.445	84	13.021	0.394
		Mean	0.4098		Mean	0.393
		SD	0.019		SD	0.037

Note: SSE = Sum Squares of Error, RMSE = Root Mean Square Error, SD = Standard Deviation.

ARTIFICIAL NEURAL NETWORK

— Synaptic Weight > 0
— Synaptic Weight < 0

- ② Real relationships between followers and digital influencers can lead to purchase intention (PI)

Artificial Neural Network Diagram

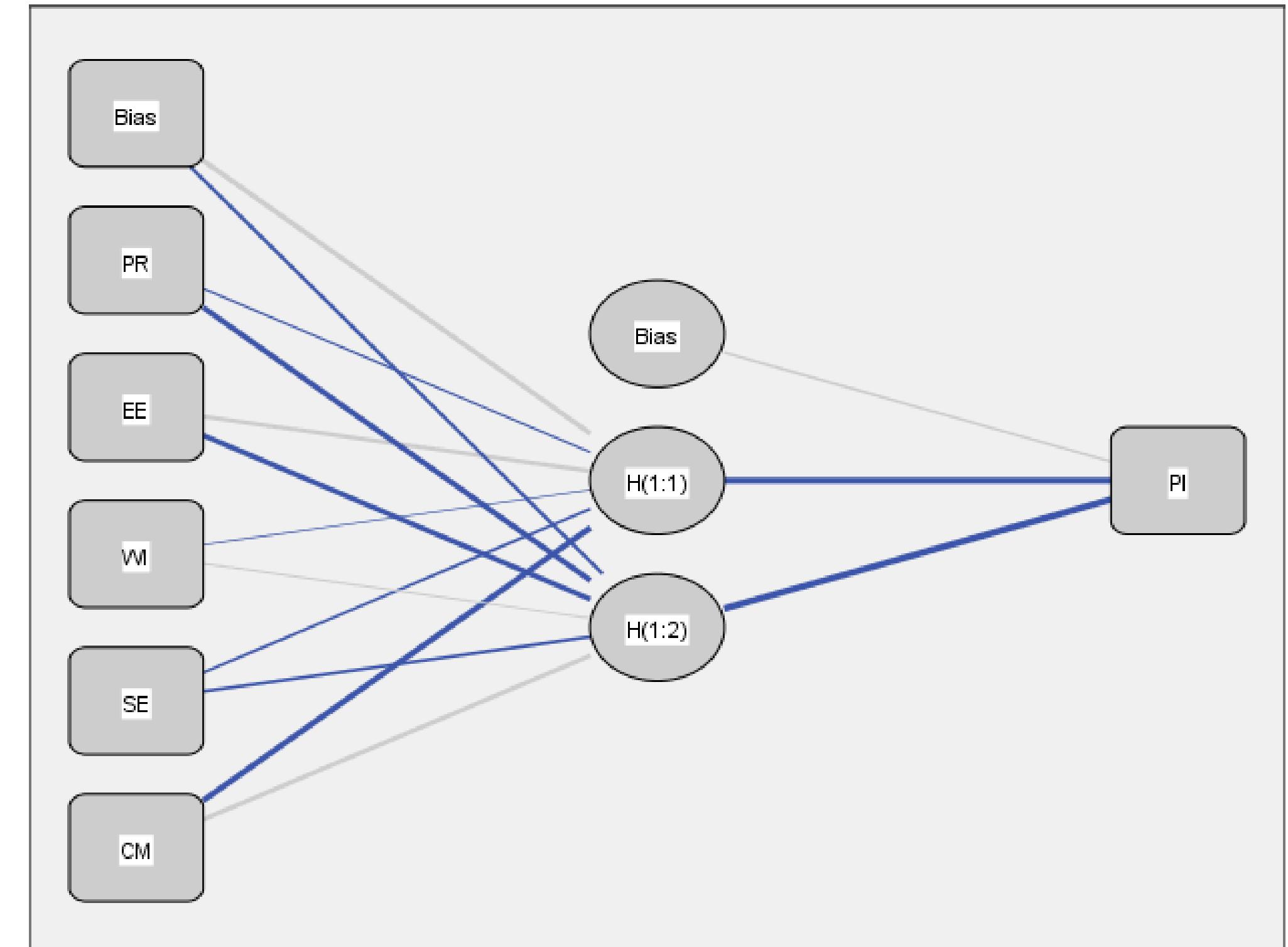
Input Layer: "PR", "EE", "WI", "SE", "CM"

Hidden Layer: H(1:1), H(1:2)

Output Layer: "PI"

Gray line (Positive weight): The relationship between the input neuron and the output neuron is a proportional relationship.

Blue line (Negative weight): the relationship between the input neuron and the output neuron is an inversely proportional relationship.



Hidden layer activation function: Hyperbolic tangent

Output layer activation function: Identity

Results

- ▶ **Consistency:** ANN2 had the lowest RMSE during the test period (0.386), suggesting that it may be the best performing model in terms of generalization ability.
- ▶ **Variation:** ANN5 has the highest RMSE during the training phase (0.504), suggesting it may be less accurate on the training data than the other models.
- ▶ **Standard Deviation:** The relatively low standard deviation for both training (0.017) and testing (0.044) RMSE shows that RMSE values are quite consistent across different ANNs.

Table ... :RMSE during training and testing processes

Neural network	Training			Testing		
	N	SSE	RMSE	N	SSE	RMSE
ANN1	209	50.091	0.490	87	18.158	0.457
ANN2	198	45.753	0.481	98	14.599	0.386
ANN3	213	47.137	0.470	83	13.847	0.408
ANN4	197	41.754	0.460	99	25.412	0.507
ANN5	203	51.642	0.504	93	21.609	0.482
ANN6	207	45.655	0.470	89	20.312	0.478
ANN7	193	40.720	0.459	103	24.299	0.486
ANN8	209	45.675	0.467	87	13.276	0.391
ANN9	200	41.291	0.454	96	22.137	0.480
ANN10	202	49.500	0.495	94	16.317	0.417
		Mean	0.475		Mean	0.449
		SD	0.017		SD	0.044

Note: SSE = Sum Squares of Error, RMSE = Root Mean Square Error, SD = Standard Deviation.

CONCLUSION

01

Emotional engagement significantly increases behavioral loyalty and purchase intention, as followers who feel connected to digital celebrities (DCs) are more likely to be loyal and make purchases. Global cosmopolitanism also enhances trust, loyalty, and buying intent among globally-minded followers. Parasocial relationships, which are one-sided emotional connections with DCs, are strong predictors of both loyalty and purchase intention.

02

Understanding follower demographics is crucial for tailoring marketing strategies effectively. Partnering with influencers who have genuine connections with their audience can deepen emotional engagement, thereby driving purchase intention. Personalizing content based on follower interests enhances engagement and conversion rates, ensuring better returns on investment.

03

Future research could explore additional variables to uncover more factors influencing behavioral loyalty and purchase intention. Incorporating social media analytics can provide a holistic view of the customer journey, helping businesses anticipate trends and sustain growth in the digital age. Regularly monitoring customer feedback is essential for maintaining high customer satisfaction and loyalty.



GROUP 8

THANK YOU

FOR YOUR NICE ATTENTION



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