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THE IMPACT OF INFLUENCER MAR-
KETING IN VIETNAMESE CUSTOM-
ERS' PERCEPTIONS

Bachelor's thesis

Business Economics
2020

ABSTRACT

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Title	The Impact of Influencer Marketing in Vietnamese Customer's Perceptions
Year	2020
Language	English
Pages	50 + 4 Appendices
Name of Supervisor	Peter Smeds

Because of the development of the digital era, influencer marketing is known as a phenomenon in business. Possessing different features, this new method is shifting the economy. Consumers today tend to review their options based on others' feedback, especially the ones from the public figures before purchasing goods. Hence, it is essential for corporations to understand influencer marketing, in order to successfully utilize this method for increasing brand value in the customers' perceptions.

The objective of this study was to demonstrate the effect of influencer marketing in Vietnam: how and why this marketing method immensely impacts the consumers' purchasing behaviors. By answering three main thesis questions: **'What are the most important human needs on social media?'**, **'How does influencer marketing work?'** and **'How does influencer marketing affect consumers purchasing decisions in Vietnam?'**, the study focused on the customers' perceptions in Vietnam. In addition, the study aimed to deliver a useful guideline for organizations in the Vietnamese market. Through this report, companies can obtain a detailed view of influencer marketing for a suitable application.

The quantitative method was executed in the empirical research of the thesis. To accomplish that, a survey collecting different opinions about the impact of influencer marketing was conducted.

Keywords Influencer, consumer behavior, Vietnam, social media

CONTENTS

ABSTRACT

1	INTRODUCTION	7
1.1	Background	7
1.2	The objective of the thesis	7
1.3	Thesis structure	7
1.4	Limitations	7
2	THEORETICAL FRAMEWORK.....	8
2.1	The definition of marketing	8
2.2	Traditional marketing and digital marketing	9
2.3	Social media marketing.....	9
2.3.1	The honeycomb of social media	10
2.3.2	The social media matrix	12
2.4	Human needs and social media.....	14
2.5	Influencer marketing - the electronic Word-of-Mouth	16
2.5.1	Customer-based brand equity.....	17
2.5.2	Digital marketing trends in Vietnam.....	18
2.5.3	Influencers.....	21
2.5.4	Engagement rate.....	22
3	RESEARCH METHODOLOGY	25
3.1	Qualitative research method and quantitative research method	25
3.2	Choices of methodology	25
3.3	Data collection method	26
4	RESULT OF THE RESEARCH	27
4.1	Background information	27
4.2	Social media usage.....	28
4.2.1	Differences of active users in both genders	28
4.2.2	Ten significant human needs on social media.....	29
4.3	Influencer marketing.....	33
4.3.1	Why people follow influencers?	33
4.3.2	Are Vietnamese familiar with influencer marketing?	35

4.3.3	How regulated the influencer marketing to the consumers' buying behavior?.....	36
4.3.4	How were endorsed brands criticized?	40
4.4	Opinions about influencer marketing.....	40
5	CONCLUSION	44
5.1	Summary of the study	44
5.2	Limitations	45
5.3	Reliability and Validity.....	45
	REFERENCES.....	47

APPENDIX

LIST OF FIGURES AND TABLES

Figure 1. The three foundation of marketing (Kotler et al. 2012, 9)	9
Figure 2. Seven characters of social media activities (Kietzmann et al. 2011, 243)	10
Figure 3. The social media matrix (Zhu et al. 2015, 3)	13
Figure 4. Brand Reasonance Pyramid (Kotler et al. 2012, 249)	17
Figure 5. Digital background in Vietnam (DataReportal 2019, 15)	19
Figure 6. Vietnamese annual digital growth (DataReportal 2019, 16)	19
Figure 7. Most used social media platforms in Vietnam (DataReportal 2019, 33)	20
Figure 8. Vietnamese social media advertising audiences (DataReportal 2019, 34)	20
Figure 9. Engagement rate by reach (Ordioni 2019)	23
Figure 10. Engagement rate by post (Ordioni 2019)	23
Figure 11. Engagement rate by impression (Ordioni 2019)	23
Figure 12. Engagement rate by view (Ordioni 2019)	23
Figure 13. Daily engagement rate	24
Figure 14. Cost per engagement	24
Figure 15. The pie chart of income per month from respondents	27
Figure 16. Comparison between male social network's users and total male	29
Figure 17. Comparison between female social network's users and social media	29
Figure 18. Respondents' opinions about human needs on social media	30
Figure 19. Male respondents' opinions on social media	31
Figure 20. Female respondents' opinions on social media	32
Figure 21. Comparison between participants following influencers and total participants in both genders.	33
Figure 22. Male respondents' considerations for following influencers	34
Figure 23. Female respondents' considerations for following influencers	34
Figure 24. The number of people who have heard influencer marketing	35
Figure 25. Social media audience profile (DataReportal 2019, 36)	36
Figure 26. The average score of respondents' opinions about brand promoted by influencers	37

Figure 27. The average score of respondent's buying behaviours	38
Figure 28. The average score of brand's images in the respondents' perceptions	38
Figure 29. Comparison of people buying at least a product after reviewing KOL's recommendation between different level-of-income groups	39
Figure 30. Respondents' opinions about brands boosted by KOLs	40
Figure 31. Comparison of people enjoying social media newsfeed with KOL's endorsing posts between different groups of social media hour usage	41
Figure 32. Reasons why people enjoyed social media newsfeed with KOL's promoting posts	42
Figure 33. Reasons why people did not enjoy social media newsfeed with KOL's promoting posts	42
Table 1. Ten basic human demands for social media services (Zhu et al. 2015, 5)	15
Table 2. Human needs and four types of social media (Zhu et al. 2015, 5)	16

1 INTRODUCTION

1.1 Background

Due to the development of social media, influencer marketing is now becoming a common business tactic today. A promising influencer alters the buying decisions of their supporters and so, digitalization has modified the purchasing behavior from the consumers' perspectives. Hence, influencer marketing is considered one of the most practical advertising tools today.

1.2 The objective of the thesis

The objective of this study is to deliver practical guidelines on influencer marketing for different businesses operating in Vietnam. 'The Impact of Influencer Marketing in Vietnamese Customers' Perceptions' focuses on the impact of this modern advertising tool on consumers' purchasing behaviors. By utilizing the quantitative research method, the thesis proposes three main questions: '*What are the most important human needs on social media?*', '*How does influencer marketing work?*' and '*How does influencer marketing affect consumers' purchasing decisions in Vietnam?*'.

1.3 Thesis structure

'The Impact of Influencer Marketing in Vietnamese Customers' Perceptions' consists of two sections: the theoretical section and the empirical research. The theoretical section covers background information on influencer marketing as well as the digital landscape in Vietnam, which will lead the readers to understand the process and the second part of the thesis. The empirical research concludes the analysis of influencer marketing's impact in customers' perceptions, based on the quantitative research method.

1.4 Limitations

The thesis will focus on customers' purchasing decisions affected by influencer marketing. As a result, the 'The Impact of Influencer Marketing in Vietnamese Customers' Perceptions' is limited to the consumers' perspective. The aspects of Influencer Marketing on brands and influencers can be mentioned, however, they are not the focal point in the study.

2 THEORETICAL FRAMEWORK

To understand influencer marketing, it is important to comprehend what marketing is, how it operates and why marketing is considered as a significant process in the economy today. The theoretical framework consists of four different areas, which are: the definition of marketing, inbound marketing, influencer marketing, and the view of marketing in Vietnam.

2.1 The definition of marketing

According to *Marketing Management*, “marketing is about identifying and meeting human and social needs” (Kotler & Keller 2012, 5). In order to meet these needs, it is significant for marketers to perform different processes, including shaping, offering as well as delivering products which have value for consumers (Kotler et al. 2012, 5).

As demonstrated in **Figure 1**, marketing is established through three key aspects: *needs*, *wants*, and *demands* (Kotler et al. 2012, 9). The process of marketing begins with *needs*, which comprises different human basic necessities, such as water, food, or safety. These requirements, after being directed to specific products, for instance, a biscuit package for food need or a pair of shoes for clothing need; can be considered as *wants*. Next, when consumers have the capability to purchase the products, these *wants* become *demands*. As in the above example about food need, some people are willing to pay for an Oreo package, when others want to buy a Marabou cookie package.

Needs, *wants*, and *demands* are always connected to each other, and establish buying behavior habits of consumers. It is believed that those demands affect the turnover of all businesses. Driving acquiring decisions from customers and leading them to choose a product from a specific brand instead of others is not easy. It is important to understanding what *values* are important for customers, if a marketer wants to *satisfy* those *needs*, *wants*, and *demands*. A performance which is greater than the customers’ expectations could make them pleased, but a performance which cannot satisfy the users’ expectations could make them disappointed.



Figure 1. The three foundation of marketing (Kotler et al. 2012, 9)

2.2 Traditional marketing and digital marketing

Marketing is divided into two kinds of methods: traditional marketing and digital marketing. The traditional method is not new in the marketing field. There are five classifications: *print*, like newspapers or magazines; *broadcasts*, such as radio or TV; *direct mail*, for instance, postcards and catalogues; *telephone*, like phone advertising messages and telemarketing; and *outdoor*, such as billboards and fliers (Standberry 2019).

While traditional marketing is used to reach the targeted customers by publicizing offline promotional means, the digital technique, which is widely known today, utilizes a variety of online advertising actions through the Internet to approach the key consumers. This method combines social media marketing, content marketing, website, affiliate marketing, inbound marketing, marketing automation, email marketing, and PPC (pay-per-click) and SEM (search engine marketing) (Standberry 2019).

In the digital era, the new marketing technique is preferred by its various advantages in a long-run business strategy. Besides its lower cost and many interactions with audiences, the digital marketing technique provides marketers controlling abilities, such as convenient product information updating, key audience segmenting and efficient campaign measurement (Standberry 2019).

2.3 Social media marketing

Defined by Kenton, social media marketing is a combination of activities controlling social networks to maximize the possibilities of approaching targeted clients as well as the

probabilities of increasing brand awareness (Kenton 2018; Techopedia). This promoting technique is also called as “digital marketing” or “e-marketing” (Kenton 2018).

Compared with the traditional advertising techniques, social media marketing has two major characters: *interaction* and *control*. *Interaction* means that audiences can easily connect and contribute feedback to the marketer and vice versa for the development of products and services in the future (Ward 2019). In addition, the technique provides a suitable platform where audiences can communicate with each other, so the electronic Word-of-Mouth (eWOM) could be maximized by the marketer if there is an interesting persuasive message becoming viral on the Internet (Kremers 2017). In addition, *control* supports the marketer in monitoring the contents on the platforms and to measure customer engagement, as well as to provide personalized customer service (Ward 2019).

2.3.1 The honeycomb of social media

Every social media activity is built based on seven practical traits, which are: *identity*, *conversations*, *sharing*, *presence*, *relationships*, *reputation*, and *groups*. As shown in **Figure 2**, these attributes are combined as *the honeycomb of social media*, in order to research a specific part of user experience in social media and its outcome for enterprises (Kietzmann, Hermkens, McCarthy & Silvestre 2011, 243).



Figure 2. Seven characters of social media activities (Kietzmann et al. 2011, 243)

First and foremost, *identity* measures how users express their individualities, from personal information like name, age, gender, occupation, region, to subjective information such as opinions and reactions in a social media setting (Kietzmann et al. 2011, 243). For instance, Kallie Kaiser, a beauty and fashion YouTuber uses her real name on Instagram, but some celebrities use their nicknames as their identities, like ‘best.dressed’ as Ashley, a famous YouTuber in the beauty and fashion industry.

Conversations describes the intensity of communication between users. Kietzmann explained that in a social media setting, users interact to reach “new like-minded people”, to seek true love and strengthen their self-esteem, to update news and trending subjects, and to spread their messages affecting others (Kietzmann et al. 2011, 244).

If *conversations* measure the extent to which a content is presented, *sharing* shows the degree to which users swap, deliver and receive the content (Kietzmann et al. 2011, 245). Some examples of the shared objects are texts on Reddit, videos on Facebook, photos on Instagram, music on SoundCloud and links for a career on LinkedIn.

The *presence* functional block represents how a user perceives whether others are accessible in a social media setting. According to Kietzmann, *presence* signifies the location of users as well as the status of users, including ‘available’ and ‘hidden’ (Kietzmann et al. 2011, 245). For instance, an influential female pop singer, Lizzo, in a photo she posted on Instagram on 7th of November 2019, Lizzo attached location, which is in London, United Kingdom, so her fans could know where she was.

The measure of the relations between each user are expressed by the *relationships* framework forming block. The writer clarified that this aspect illustrates the content and the method of information exchanging between users, which is about “two or more users have some form of association that leads them to converse, share objects of sociality, meet up, or simply just list each other as a friend or a fan” (Kietzmann et al. 2011, 246).

Reputation, according to Kietzmann, is the degree to which the users’ position who in the judgment of themselves and of others. This facet is built of trust; however, since technologies are not able to detect such high qualitative criteria, the trustworthiness in social media is established based on the numbers likes, comments, and shares, the numbers of views and followers, or even the numbers of recommendations in LinkedIn (Kietzmann et al. 2011, 247). An example for the *reputation* block is PewDiePie, a famous YouTuber

comedian. This person currently has 102 million subscribers, which give him a great amount of credibility on social media.

Finally, the extent to which users can assemble communities or sub-communities are depicted by the *groups* block. In a social media setting, there are two kinds of groups occurring. The first one is the group type that are arranged by an individual's contact, such as friends, families, colleagues, and followers. The second one are the type of online clubs combining people having the same interest. Such groups normally have three status: 'open to anyone' or 'public', 'closed' (requires approval), and 'secret' (invite only) (Kietzmann et al. 2011, 247).

Each element covers each aspect in a social media setting, in order to analyze, measure, and design a suitable business strategy based on the prominent factors. Campaigns managing on Instagram and Facebook, for example, shall request different targets and different tactics, as well as a variety of algorithms for assessments.

2.3.2 The social media matrix

Generated by Zhu and Chen, the *social media matrix* is categorized based on two significant social media's characteristics: "nature of connection" and "level of customization of messages". Each characteristic is divided into two particular groups: *profile-based* versus *content-based* connections, and *customized message* versus *broadcast message* levels (Zhu & Chen 2015, 2).

Zhu and Chen explain that a nature of connection has three key components: focal point, nature of information and main purpose. While *profile-based* network, the first type of social media connection, focuses on an individual member, the core of the other social media type, *content-based* connection is the subject matter. Hence, topics of *profile-based* network are normally related to a person, and the ones of *content-based* network are typically correlating the posted composition. Users in a *profile-based* connection, connect with others as they are curious about the profiles, but contents posted by the profiles is the main reason why users connect with others in a *content-based* connection. An example *profile-based* social media is Facebook, where users usually concentrate the profiles; while Instagram could be known as a *content-based* network, where content is the foundation affecting the relationships between users (Zhu et al. 2015, 2).

Level of messages' customization represents the extent to which whether a customized service meets an individual's specific preferences. The degree is divided into two groups: *customized messages* and *broadcast messages*. There are three fundamental factors establishing these two groups, which are intended audience, exclusive, and permission rights. If *customized messages* are exclusive of audiences, *broadcast messages* aim the general public. Therefore, permission constraints are not crucial for *broadcast messages* but *customized messages*. *Broadcast messages* normally appear in Twitter postings, while *customized messages* are presented in comments and private messages on Facebook (Zhu et al. 2015, 3).

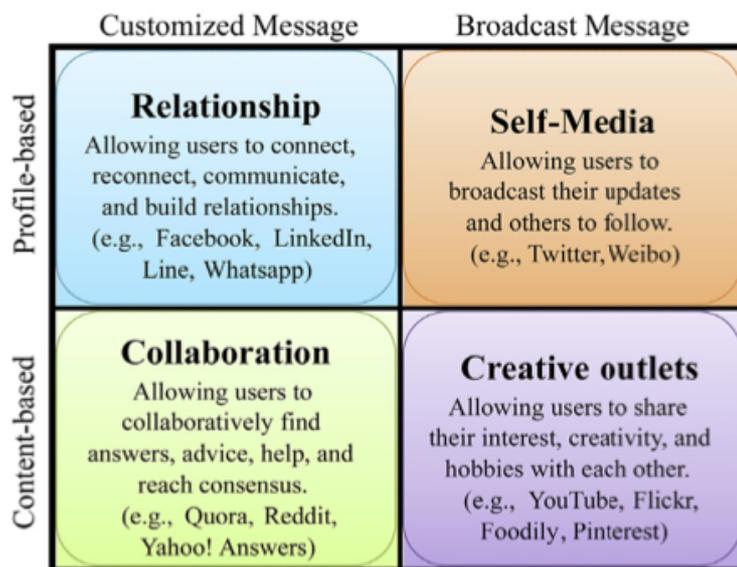


Figure 3. The social media matrix (Zhu et al. 2015, 3)

Combining the two factors of social media assessment, a “two-by-two matrix” classifying the diverse social media into four distinctive types is developed. Those types are known as *relationship*, *self-media*, *creative outlets*, as well as *collaboration*. (See **Figure 3**)

The *relationship* type expresses *profile-based* social media platforms obtaining *customized messages*, such as Facebook and WhatsApp. According to Zhu and Chen, the type of social media generally provides a variety of levels of privacy protections like requesting a two-way confirmation while creating a connection or segmenting the audience groups (Zhu et al. 2015, 3).

Self-media, the second type of social network, has two main characteristics: *profile-based* and *broadcast messages*. If users connect with their acquaintances in the *relationship* social media, the connections in the *self-media* network are broadened to the celebrities as well as prestigious organizations. Twitter is a common example of this type of social network (Zhu et al. 2015, 3).

Social media, which is established by contents and broadcast messages, is known as the *creative outlets* type. This type of platform is commonly known as a relevant destination where users can creatively share their interests and amusements. YouTube and Pinterest, for example, are known as relevant *creative outlets* social networks providing video and image sharing platforms for users (Zhu et al. 2015, 4).

The last type of social media, *collaboration*, comprises content-based social networks supplying users the message-customizing ability. Those platforms install an environment where users can customize messages for a specific topic, which according to Zhu and Chen, are usually related to what the previous users have referred to. On the *collaboration* social media, for instance, users exchange information to a specific group of audience by asking and answering questions on Quora; or by reading, commenting, and rating news on Reddit (Zhu et al. 2015, 4).

To conclude, each social media type has a particular attribute. Users normally use the *relationship* types to contact with others, *self-media* types to influence and be influenced by others, *creative outlet* types to share their creativity, and *collaboration* types to help the community as well as to learn new things (Zhu et al. 2015, 4). It is believed that in a digital-marketing-plan formulating process, understanding *the social media matrix* is crucial. Those four types classify different groups of users and their different needs; hence, marketers would have abilities to develop several suitable customer-approaching tactics.

2.4 Human needs and social media

There are ten elemental human needs while using social media, according to the research, which are *autonomy*, *competence*, *relatedness*, *physical thriving*, *security*, *self-esteem*, *self-actualization*, *pleasure-stimulation*, *money-luxury*, and *popularity-influence* (Sheldon, Elliot, Kim & Kasser 2001, 332). The definitions of these ten demands for social network services are explained in **Table 1**.

Autonomy	The feeling that users are able to make their own decisions without being regulated by others.
Competence	The feeling that users are able to complete their tasks successfully and effectively.
Relatedness	The feeling that users are able to connect to people who are important to them.
Self-actualization	The feeling that users are able to understand themselves and make life meaningful.
Physical thriving	The feeling that users are able to take care their physical well-being.
Pleasure-stimulation	The feeling that users are able to enjoy pleasure in new sensations and activities.
Money-luxury	The feeling that users are able to purchase most of the things they want.
Security	The feeling that users are able to monitor and organize their routines and habits, as well as to be safe from uncertainties.
Self-esteem	The feeling that users are able to satisfy and respect with themselves.
Popularity-influence	The feeling that users are able to be respected and to influence others.

Table 1. Ten basic human demands for social media services (Zhu et al. 2015, 5)

Understanding these ten needs allows marketers to develop advertising campaigns on social media, which meet the audiences' demands. For instance, *pleasure-stimulation* is required by the audiences on the *creative outlet* social media (Zhu et al. 2015, 9). Zhu and Chen discussed the example of the Vogue's advertising campaign in 2014, when Vogue collaborated with other brands to mix their offerings. In this campaign, customers could receive an email with an attach most of a link of a product image they liked on Vogue's

Instagram. This tactic, according to Zhu and Chen, was a “win-win-win situation” for three engaged parties: customers could reach what they desire with just a click, while brands collected sales and Vogue gained revenue by commission.

To conclude, Chen and Zhu point out the main human needs on four different kinds of social media, as shown in **Table 2**. Both posters and followers usually require *relatedness* in profile-based social media platforms, while there are differences between their needs of social network. A poster demands *self-actualization* and *competence* in both creative outlet and collaboration kinds of social media. In contrast, a follower needs the feeling of activity-enjoyment and the feeling of not being influenced by others in creative outlet and collaboration social network platform respectively.

	Relationship	Self-media	Creative outlet	Collaboration
Poster	Relatedness, Self-esteem	Popularity-in- fluence, Money-luxury	Self-actualiza- tion, Compe- tence	Competence, Self-actualiza- tion
Follower	Relatedness	Self-esteem, Relatedness	Pleasure-stim- ulation	Autonomy

Table 2. Human needs and four types of social media (Zhu et al. 2015, 5)

2.5 Influencer marketing - the electronic Word-of-Mouth

Due to the development of social media, influencer marketing is not an unfamiliar definition today. Utilizing endorsements from influencers, this marketing method is established based on the trustworthiness of the influencers, which means *the more trusted the influencer is, the more credibility the products are* (Chen 2019). It is believed that influencer marketing is the new word-of-mouth (WoM) marketing method in the digital era.

This new method WoM includes three key actors: the brand, the audience, and the influencer. In an influencer marketing process, the influencers, like celebrities or key opinion leaders (KOLs), are invited to collaborate with the brand, in order to deliver the brand’s message to the target market. Besides the message from the brand, influencers drive the image and the value of the brand in the customers’ perceptions, hence increasing the consumer loyalty.

2.5.1 Customer-based brand equity

In Marketing Management, Keller and Kotler have defined that customer-based brand equity, an added value for services and products, is controlled by consumers. This definition normally displays customers' opinions, feelings, beliefs and actions, which are linked to the brand (Kotler et al. 2012, 243). It means that the more supportive the consumers are, the more positive the customer-based brand equity is. For marketers, hence, developing customer-based brand equity is believed as a considerable challenge, since it expects the brand to achieve the customers' requests.

Building customer-based brand equity drives marketers establishing brand resonance model. According to Keller and Kotler, this model, which presents the process of customer loyalty creation, consists of six brand building blocks: *salience*, *performance*, *imagery*, *judgments*, *feelings*, and *resonance* (Kotler et al. 2012, 249). These building blocks are constructed based on the four stages of brand development, corresponding a set of essential questions that the consumers would ask about the brand.

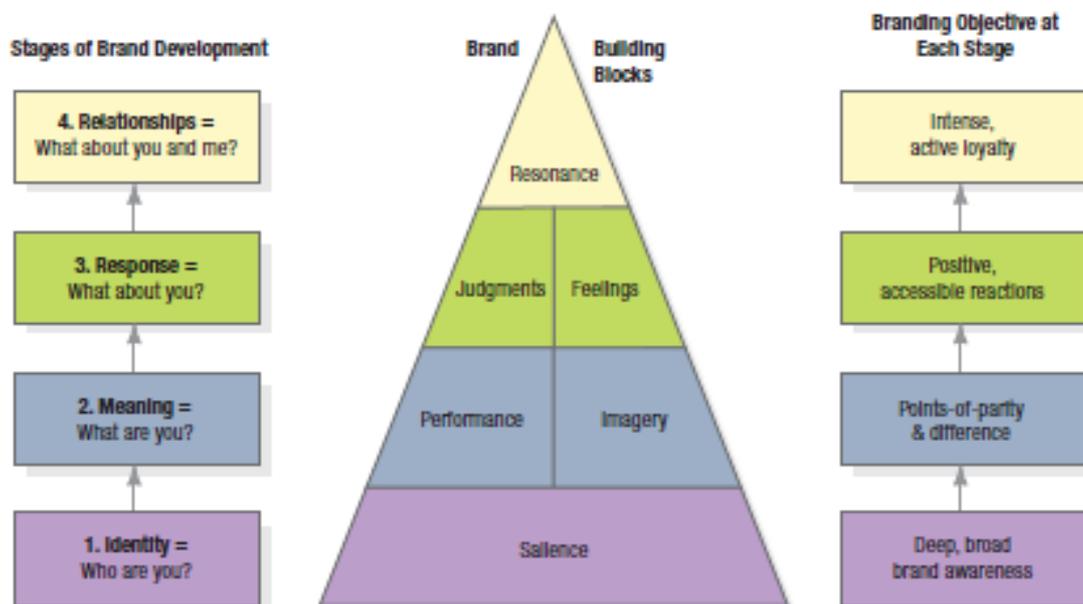


Figure 4. Brand Resonance Pyramid (Kotler et al. 2012, 249)

Beginning with 'brand identity', it is important for the brand to build *brand salience* with customers. *Brand salience* demonstrates the competence for purchasers to remember a brand, including how often and how easily for them to remind of the brand (Kotler et al. 2012, 248). This measurement refers to the brand awareness in the consumers'

perceptions, concluding brand logo, name, and symbol. For example, the logo of Starbucks declares that the product category of this brand is coffee.

Brand performance and *brand imagery* are constructed for the second stage of brand development, ‘meaning’. While *brand performance* is how the products or services meets consumers’ functional demands, *brand imagery* specifies “the extrinsic properties” to psychological needs of customers (Kotler et al. 2012, 248).

Simply, *brand performance* focuses on the brand’s tangible features, such as style, design, or price; and *brand imagery* focuses on the intangible components of the brand, like history, experiences, and values. Red Bull’s marketing strategy, to illustrate, is the one which meets both *brand performance* and *brand imagery*. Besides using visually appealing videos and images, claiming the *brand performance*, Red Bull focuses on its tagline and core value “Red Bull gives you wings” in its campaigns to meet customers' needs in *brand imagery* (Bergstrom 2017).

In the third brand development stage, ‘response’, *brand judgments* illustrate the individual opinions of clients, for example, quality or credibility; whilst *brand feelings* describe the consumers’ reactions, like warmth or excitement (Kotler et al. 2012, 249). The last building block, *brand resonance* is the required action in the final step of developing customers loyalty. This block defines the relationship of consumers towards to the brand, as well as “the extent to which they feel they’re “in sync” with it” (Kotler et al. 2012, 249). Some examples of *brand resonance* are customers loyalty and engagement.

2.5.2 Digital marketing trends in Vietnam

According to Hootsuite organizations and We Are Social organizations, by January 2019 Vietnam’s total population was approximately 96.96 million, with 66% users who were capable of accessing the Internet. 62 million people, which accounted for 64% of the total population, possessed at least one social media account. The number of social network users rose 13% compared to January 2018, which is an estimate of 9 million new users (DataReportal 2019). With over a half of the population using social media, it is clear to claim that influencer marketing on social media could be the most effective advertising method for companies, due to a high number of approachable potential customers without spending as much in expenses as when using the traditional marketing methods.

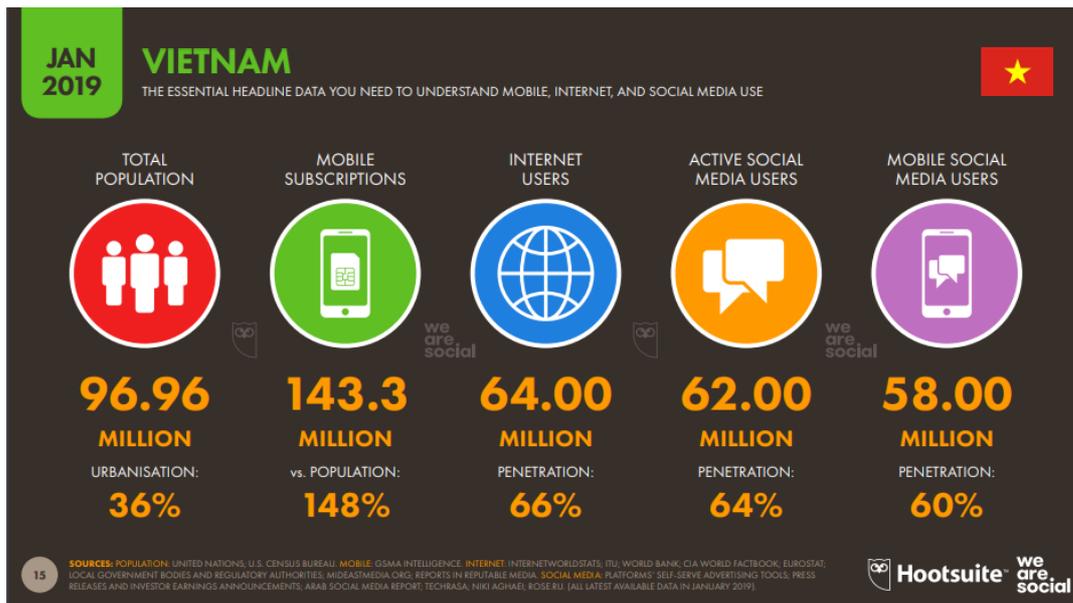


Figure 5. Digital background in Vietnam (DataReportal 2019, 15)

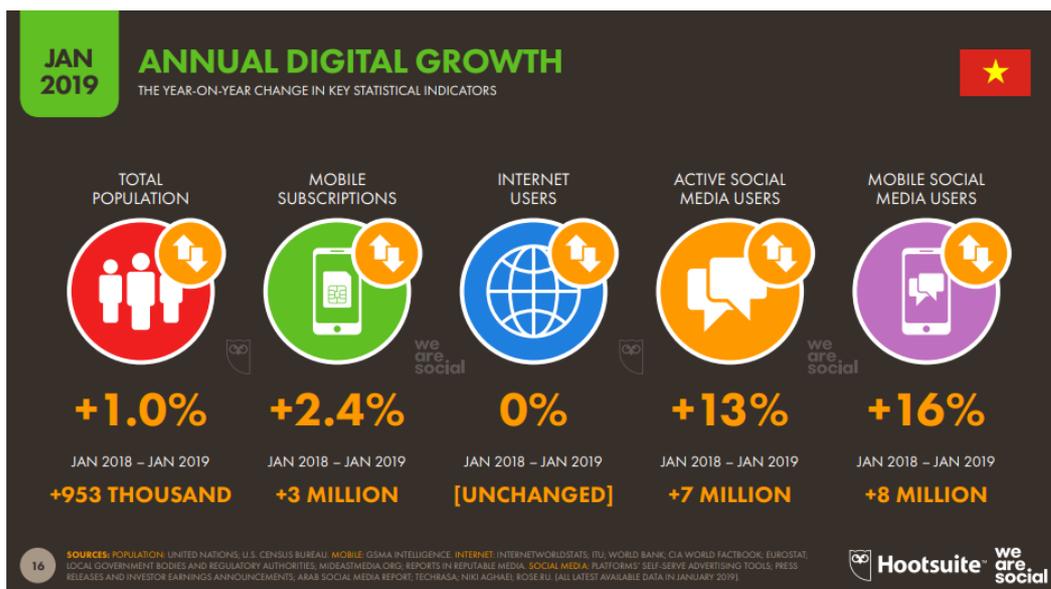


Figure 6. Vietnamese annual digital growth (DataReportal 2019, 16)

The two organizations also claimed that YouTube, Facebook, and Instagram are the three most-used social media platforms in Vietnam, with 96%, 95%, and 51% of Internet users respectively. Compared to **Figure 8**, the Vietnamese tended to prefer profile-based social networks to content-based networks. Similar to the comparison of “nature of connection”, people living in Vietnam use social media with broadcast message more often than social media with customized message.

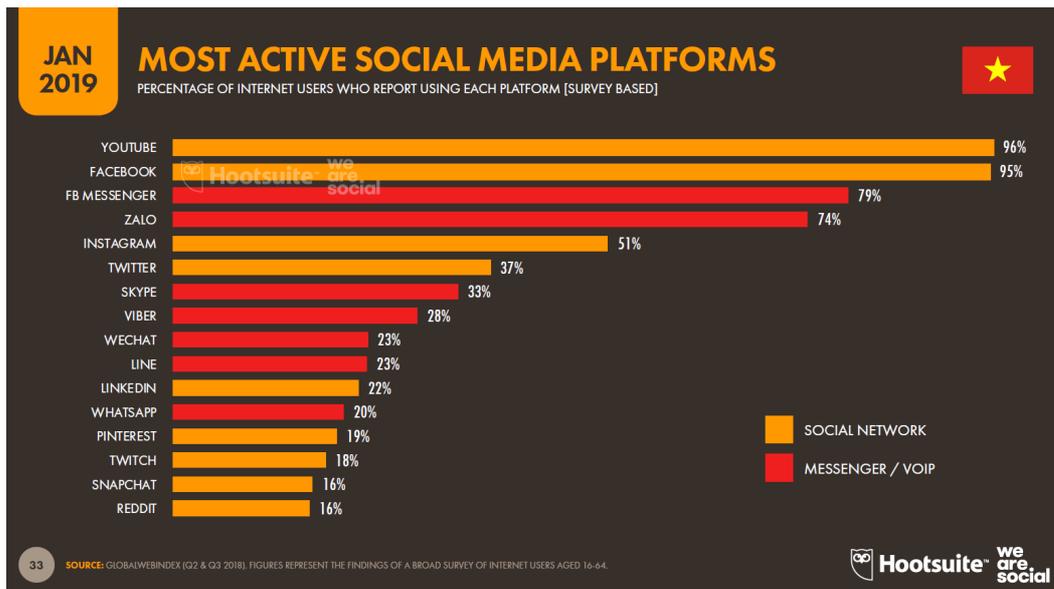


Figure 7. Most used social media platforms in Vietnam (DataReportal 2019, 33)

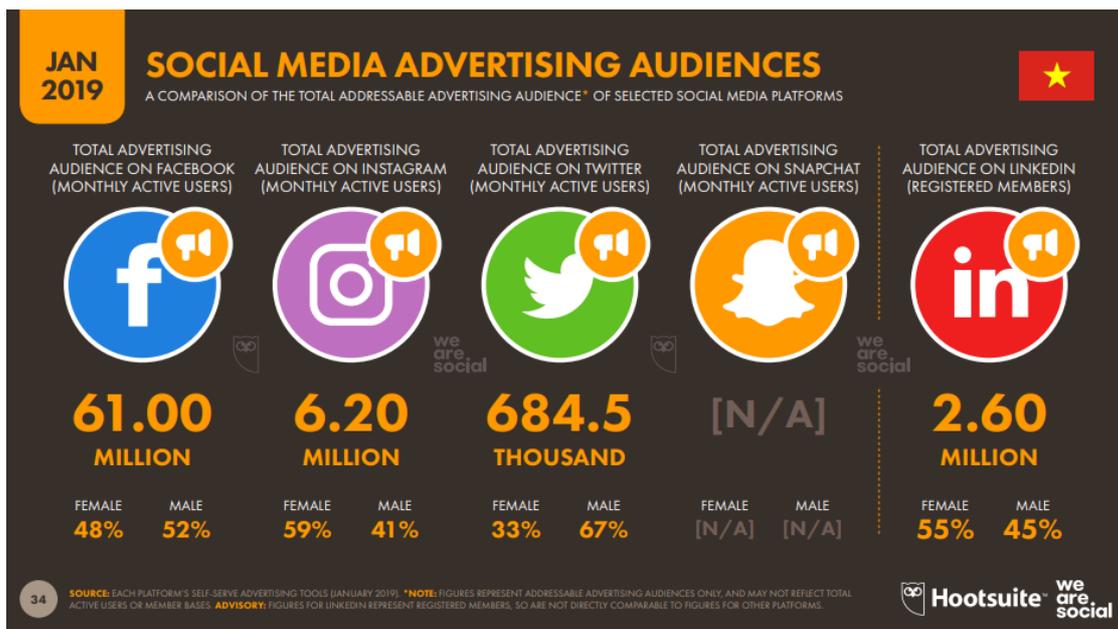


Figure 8. Vietnamese social media advertising audiences (DataReportal 2019, 34)

Most of advertising activities are ran on Facebook and Instagram, according to We Are Social and Hootsuite. As demonstrated in **Figure 14**, while there are more male promoting audiences on Facebook, advertising posts on Instagram reach more female audiences. Combining the promoting audiences on Facebook, Instagram, and Facebook Messenger, the amount of consumer groups from 25 to 34 years old, is the largest, followed by the consumer groups from 18 to 24 years of age (DataReportal 2019).

2.5.3 Influencers

Classified by the number of followers on social media, the influencers are divided into four distinctive groups: the mega influencers, the macro influencers, the micro influencers, and the nano influencers (Brown 2019, Ismail 2018). To explain the differences between these three kinds of influencers, the campaign #TikiDiCungSaoViet from one of the largest Vietnamese e-commerce corporation, Tiki, will be explained below.

The promoting campaign #TikiDiCungSaoViet is a tactic which Tiki collaborates with Vietnamese singers in a variety of degrees of fame. This business is normally appeared in the music videos of those singers, in order to be identified by a great number of audiences, who mainly are the fans of those celebrities. There are three significant examples of the collaboration of Tiki with the mega influencer, the macro one and the micro influencer.

The mega influencer, according to Brown, is someone who has at least a million followers on social media (Brown 2019). For illustration, Min, a Vietnamese singer, is known as a mega influencer, since she has an estimated 1.4 million followers on Instagram. Having a large number of followers, the collaboration with the mega influencer could reach the largest possible number of audiences. Thus, campaigns with this kind of influencers might require more money than the original price.

Macro influencers are the ones having from 100.000 to a million followers on social media (Brown 2019). As an example, the male singer Lou Hoang is considered as a macro influencer, as his audience size is about 199 thousand followers on Instagram. Because the audience size of this kind of an influencer is smaller than the mega influencers' ones, the expenses for the macro influencers are lower than the payments for the mega influencers.

Persons obtaining from an audience of 1.000 to 100.000 on social network are recognized as *micro influencers* (Brown 2019). The Vietnamese singer Quan A.P, to illustrate, is a micro influencer, by possessing 65.7 followers on Instagram. Reaching the smallest number of audiences compared to the other groups of influencers, campaigns with *micro influencers* usually cost the least money.

In addition to three main kinds of influencers, there is a new “breed” of influencers in the social media marketing industry, called *the nano influencer*. This type of an influencer is defined as the one owning less than a thousand followers, who has capability to influence the local neighbourhood or a small community (Ismail 2018). An example of this influencer type, according to Ismail, consists of local government leader or local community leader.

The mega influencers are normally known as celebrities, who have the highest approachable level. In contrast, the micro influencers are usually topic experts, who have a great relatable level, instead of a high approachable level. The macro influencers are considered as a mixture between the mega influencers and the micro influencers, who have a high approachable level as well as relatable level (Sandoval 2018).

Each kind of an influencer has its significant advantage, for example, the nano and the micro influencers possess high engagement and credibility from their followers without costing a high expense, due to their gained relatability with their followers. The macro influencers usually reach in specific markets, with a large volume of targeted audiences. The mega influencers, who are usually famous people owning a huge number of followers, could productively raise brand awareness by their “explosive reach” and “halo effect”. It means that their voices could reach the furthest audiences, while driving followers to trust the brand by utilizing their popularities. However, these advantages could also be considered as a disadvantage for the mega influencer; since holding these exclusive advantages generally leads to an expensive payment in order to invite a mega influencer to participate in a brand’s campaign, and this can be too expensive for many brands (Influicity 2018).

2.5.4 Engagement rate

In addition to the number of followers, it is important to decide whether the influencer is suitable for a promoting campaign and then the engagement rates should be considered. Developed by the amount of audiences’ engagements, this metric is a fundamental measurement applied to social media marketing to evaluate the performance of the content on social network. These metrics are usually utilized to analyse a campaign’s success, as well as the credibility of an influencer in the audiences’ minds. The engagement rates include *engagement rate by reach*, *engagement rate by post*, *engagement rate by*

impression, and *engagement rate by view* (Ordioni 2019). These four rates respectively are formulated as shown in **Figure 9 - 12**.

$$\text{ERR} = \text{Total engagements per post} / \text{Reach per post} * 100$$

Figure 9. Engagement rate by reach (Ordioni 2019)

$$\text{ER Post} = \text{Total engagement on a post} / \text{Total followers} * 100$$

Figure 10. Engagement rate by post (Ordioni 2019)

$$\text{ER Impressions} = \text{Total engagements on a post} / \text{Total impressions} * 100$$

Figure 11. Engagement rate by impression (Ordioni 2019)

$$\text{ER View} = \text{Total engagements on video post} / \text{total video views} * 100$$

Figure 12. Engagement rate by view (Ordioni 2019)

The total engagement, according to Ordioni, is the sum of the audiences' interaction in a post, comprising total likes, comments, and shares by the audiences. Reach means the number of unique accounts seeing an influencer's post, while impressions expresses the total number of times that the post is seen (Ordioni 2019). Each engagement rate has a different objective, as well as different advantages and disadvantages; hence it is imperative for marketers to understand these four engagement rate.

For example, the *engagement rate by reach* calculates the number of reaches instead of the number of followers, therefore, this rate is more accurate than the engagement rate by post. The result is that not all followers will see the same post, and there might be users who do not follow the influencer but who see the post. In contrast, the rate could change, since the total reach between each post is vacillate (Ordioni 2019).

Besides those four engagement rates, Ordioni mentions two other measurements, which are *daily engagement rate* and *cost per engagement* (Ordioni 2019). *Daily engagement rate* calculates the engagement rate per post in a day instead of the total rate like those four metrics, thus, marketers can use this measurement to define which day usually has the highest engagement rate, in order to plan a suitable tactic for a campaign, or how the followers react with the influencer's posts on a daily basis. Moreover, the final

engagement rate, *cost per engagement*, should be utilized in every campaign to analyze the result of sponsored content (see **Figure 13 -14**).

$$\text{Daily ER} = \text{Total engagement in a day} / \text{Total followers} * 100$$

Figure 13. Daily engagement rate

$$\text{CPE} = \text{Total amount spent} / \text{Total engagements}$$

Figure 14. Cost per engagement

To conclude, the mega influencers, though having a large number of followers, might own a lower engagement rate, compared to the macro influencers and the micro ones, due to a lack of loyal fans and followers. Thus, calculating the social media engagement rate is mandatory in any stage of the promoting campaign, so that the brand can modify the advertising tactics if necessary.

3 RESEARCH METHODOLOGY

For an accurate research, *qualitative* and *quantitative method* are two methods used to gather and analyse data from surveys. This research methodology section will define the differences between qualitative and quantitative research method.

3.1 Qualitative research method and quantitative research method

The qualitative research is a method focusing on the informant's perspective of a subject matter (Minichiello 1990, 5). This method aims to discover ideas and to develop a hypotheses or theories (Streefkerk 2019). The principal technique of qualitative method is word-using, for example, by compiling and clarifying the answers from interviewed participants or reviewed arguments from others' literatures. Interviewed participants are usually experts in the industry, therefore, this method could deliver in-dept insights on the focal topics (Streefkerk 2019). This research method could simplify any complexity of the subject matter; but since the technique only requires a small number of participants, the qualitative result might be subjective (Streefkerk 2019).

The second method, the quantitative research is the one focusing on fact-verification about social phenomena (Minichiello 1990, 5). Different with the qualitative method's purpose, the objective of the method is to test the targeted theories or hypotheses, thus deliver an agreement or disagreement about the focused theories or hypotheses (Streefkerk 2019). Mainly, the method is demonstrated by numbers, graphs and tables, by analysing the quantitative result by mathematical and statistical calculations. The quantitative researcher, in order to accomplish this method, shall collect participants' data from published surveys or performed experiments (Streefkerk 2019). A large number of participants is required in order to conduct a quantitative research; hence, this technique usually convey objective results (Streefkerk 2019).

3.2 Choices of methodology

This study aims to identify '*What are the most important human needs while using social media is?*' and '*How does influencer marketing affect customers' purchasing behaviours in Vietnam?*', hence, it would focus on the relationship between influencer marketing and the acquiring decisions of Vietnamese consumers. After evaluating and

analysing the set thesis questions, it was interpreted that there shall be two main tested hypotheses in this study, which are:

H1: “On the scale from very unimportant to very important, how relevant are the ten human needs on social media?”

H2: “Does influencer marketing effectively and productively determine the customers’ buying behaviours?”

As a result, the quantitative method was decided as the choice of methodology for this research, instead of the qualitative method, because of its measurable responses from the participants. An ideal survey for this topic would require at least 100 respondents. In addition, to successfully manage the empirical data, this technique would require an objective researcher’s point of view.

3.3 Data collection method

Consisting of a total 16 questions, the created survey was divided into four main sections: basic information, social media usage, influencer marketing, and opinions about influencer marketing. The first section of the survey would contain demographic questions, in order to classify the individual characteristics of the respondents, for example, gender and age. The second part of the survey would combine questions covering the respondents’ daily habits of using social media. The third part of the survey would comprise questions examining the buying behavior of the respondents, with an initial objective is to explore the effects of influencer marketing on the acquiring decisions of the Vietnamese consumers. The last part of the survey would cover questions evaluating the respondents’ satisfaction with influencer marketing on social media. The questionnaire aims to cover questions about the crucial needs of people on social media as well as their beliefs of influencer marketing.

The questionnaire was published and shared through emails and social media. The data included 125 different samples from Vietnamese consumers, whose identification would always be protected. The data collecting and analyzing lasted from December 2019 to January 2020.

4 RESULT OF THE RESEARCH

This chapter is divided into four sub chapters, corresponding the four units appeared in the quantitative research. Beginning with ‘background information’, these sub chapters will present the analysis and explanation of the results gathered from the survey.

4.1 Background information

The research collected 125 answers, with 85 answers, equalling to 68% from female respondents and 40 answers, equalling to 32% from male respondents. In the total of 125 participants, 4.8% were people under 18 years old; 10.4% of the respondents were people from 25 to 34 years old; 29.6% people over 34 years old; and a majority of people from 18 to 24 years old, which comprised of 55.2%. Due to a large number of people from 18 to 24 years old, the main education level in this study was college, consisted of 77.6%. People with studies lower secondary education, high school, and higher education amounted to 5.6%, 10.4%, and 6.4% respectively.

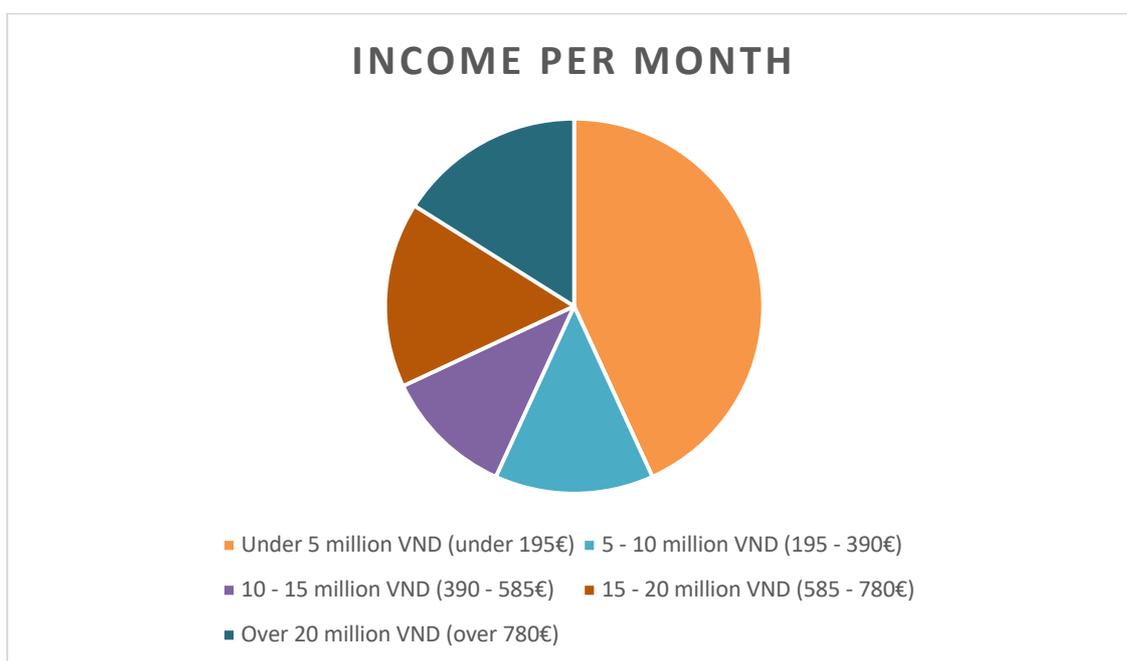


Figure 15. The pie chart of income per month from respondents

The range of participants’ income per month were more diversified than others in this part, with 16% people earning over 20 million Vietnam Dong (VND) (over 780€) and people earning from 15 to 20 million VND (from €585 to €780) each. There were 11.2% people who earn from 10 to 15 million VND (from €390 to €585) per month and 13.6%

people who get from 5 to 10 million VND (from €195 to €390) per month. The major group included people making under 5 million VND per month, equally to 43.2%.

Vietnamese participants tended to spend from 1 to 5 hours on social media every day. The number of users consuming from 1 to 3 hours per day accounted for 44.8%, and the number of ones who use from 3 to 5 hours on social network comprised of 27.2%. In addition, the percentage of people using under 1 hour and ones spending over 5 hours on social media per day were 19.2% and 8.8% respectively.

4.2 Social media usage

The ‘social media usage’ section covers the respondents’ daily routines of using social media. This part would distinguish the differences of the popular social media platforms, as well as the essence of human needs between both genders. The answers to the first hypothesis, “On the scale from very unimportant to very important, how relevant are the ten human needs on social media?”, will be discussed in this section.

4.2.1 Differences of active users in both genders

Similarly, with the statistics referred to in **Figure 7**, Facebook and YouTube were the two most-used social network platform according to the responses. In a total of 125 participants, there were 123 users being active on Facebook and 102 users being active on YouTube.

There were 97.5% female and 92.5% male participants using the two most-used social network in Vietnam, Facebook and YouTube, respectively. The rate of female users on these two platforms respectively were 98.8% and 76.5%. On Instagram, male users consisted of 62.5% of the total male participants, while female users included 65.9% of the total number of female respondents. Zalo was the fourth most-used social media in this country, owning the percentage of male and female users of 57.5% and 58.8% respectively (see in **Figure 16 – 17**).

Twitter, Pinterest, and Snapchat were not common for the respondents. There were 5% active users on Twitter, 7.5% on Pinterest, and 12.5% on Snapchat. The number of female users on these three platforms was larger than male users, including 10.6% users on Twitter, and 12.9% users on Pinterest and Snapchat each. Other social networks, such as

Reddit, Tumblr, WhatsApp, or LinkedIn were unfamiliar between participants, combining 5% male users and 9.4% female users active on these platforms (see in **Figure 16 - 17**).

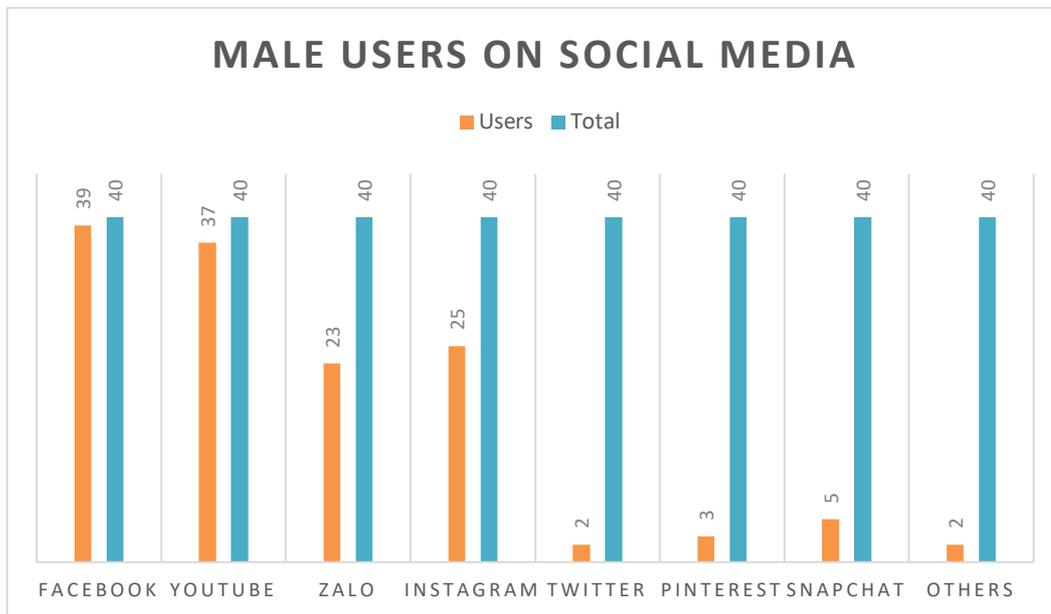


Figure 16. Comparison between male social network users and total male

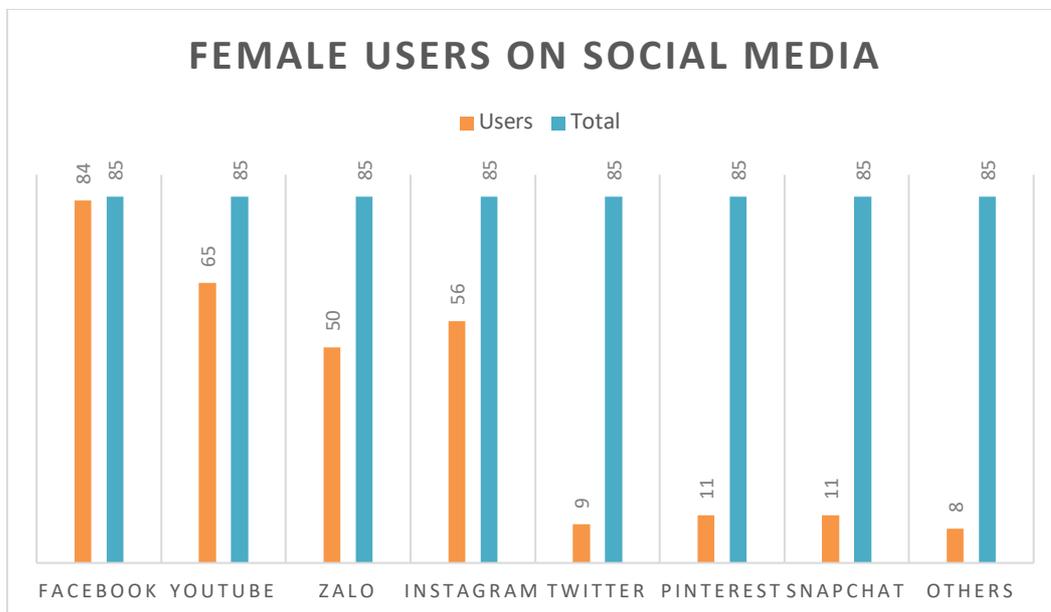


Figure 17. Comparison between female social network users and total female

4.2.2 Ten significant human needs on social media

As shown in **Figure 18**, *relatedness*, *pleasure-stimulation*, and *competence* were the most important demands for the Vietnamese participants. In a scale from 1 to 5, the average

score of *relatedness*, about 3.98, was the highest average score compared to other human requirements. Accordingly, *relatedness* was the most essential needs for the users in the country. Following the most crucial need were *pleasure-stimulation*, with an average score 3.46; and *competence*, with 3.41 as the average score. These two scores expressed that *pleasure-stimulation* and *competence* were somewhat important for the respondents.

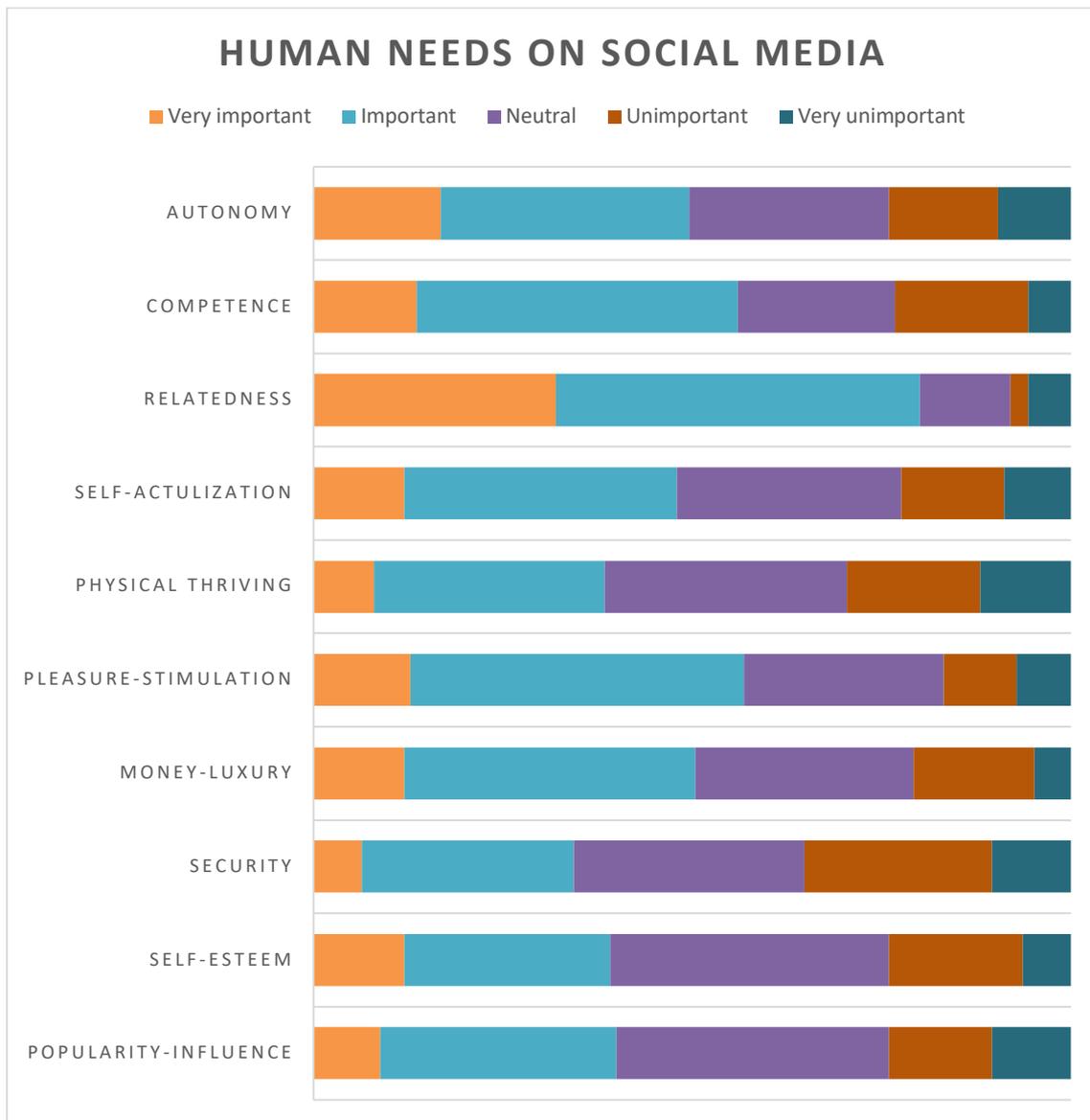


Figure 18. Respondents' opinions about human needs on social media

Money-luxury, *autonomy*, *self-actualization*, *self-esteem*, *popularity-influence*, *physical thriving* were the next influential demands, illustrated by the average scores of 3.37, 3.33, 3.29, 3.21, 3.14, and 3.05 respectively. According to six average scores of these demands, it was believed that the respondents did not consider the six human requirements as much

essential as the three most vital human requirements. *Security* had the lowest average score, which was 2.95. It was claimed that this need was somewhat unimportant in the participants' perceptions.

Figure 19 - 20 illustrates the respondents' demands while using social media, between male and female. According to the charts, male respondents tended to demand *competence* compared to female ones, as the percentage of "important" and "very important" answers between both genders were 60% and 54.1% respectively.

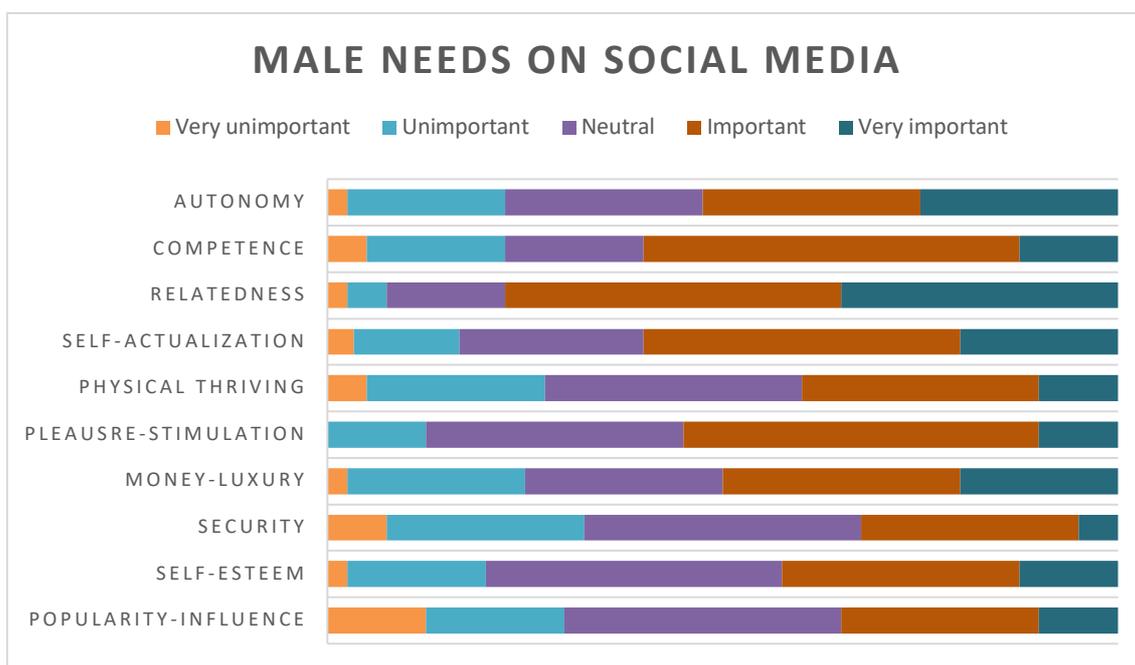


Figure 19. Male respondents' opinions on social media

Similarly, with *competence*, the number male respondents agreeing *self-esteem* as an important need while using social media was larger than the number of female ones, with the percentages being 42.5% and 37.7% respectively. It appeared that male participants tended to prioritize *self-esteem* on social media more than female participants did. In contrast, female respondents demanded *popularity-influence* more than male respondents. The number of female participants admitting, that this requirement was "important" or "very important", was 42.3%; the number for male ones was only 35%. Other differences in the importance of the human needs between men and women were the percentages of participants when thinking about *self-actualization*, *pleasure-stimulation*, and *money-luxury*.

The rate of females believing *self-actualization* and *pleasure-stimulation* as an “unimportant” or “very unimportant” need was 27.1% and 18.8% respectively, larger than the rate of male ones, which was 12.5% each. However, the rate of men claiming *money-luxury* as an unimportant demand, 25%, was higher than the rate of women thinking the same opinion, 18.8%. These differences explained why there were differences in the social-media-user ratio between men and women, as illustrated in **Figure 16 - 17**. For example, *pleasure-stimulation* is a particular requirement during YouTube usage. This need was considered more important by men, due to a higher number of male Vietnamese active users of YouTube.

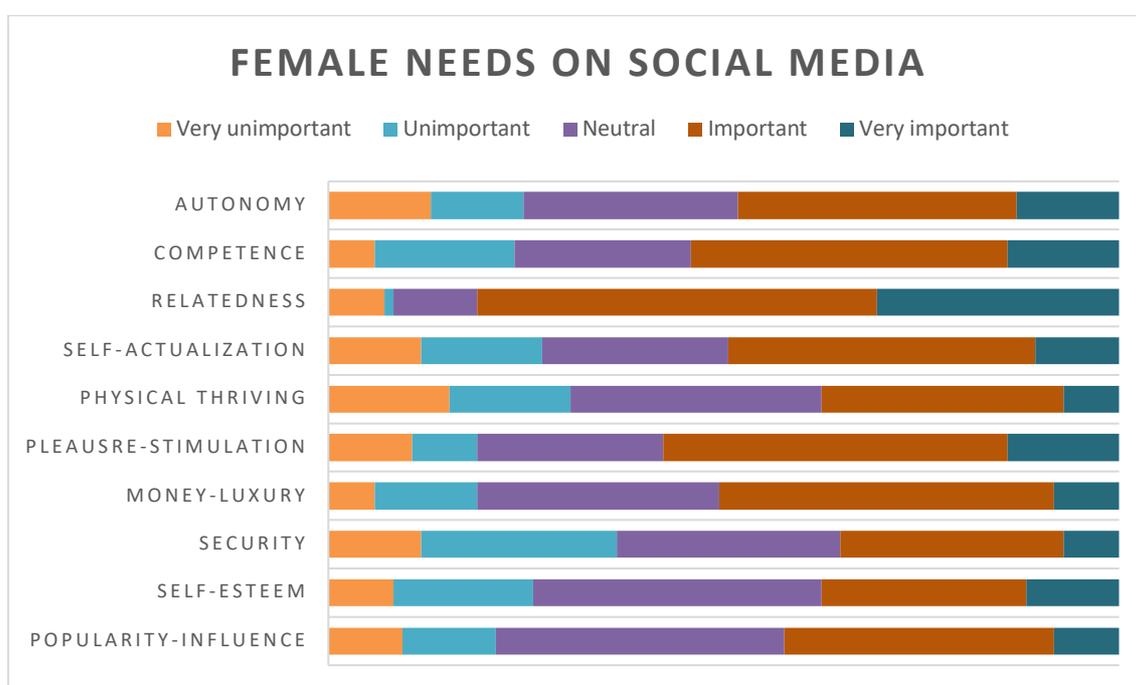


Figure 20. Female respondents’ opinions on social media

Compared to the data shown in **Table 2** and **Figure 7**, *relatedness* was clearly to claim that this was the most important requirement for the respondents, due to a high number of Vietnamese active users on the relationship type of social media, which is Facebook. Besides Facebook, YouTube was also considered as the most used social media platform. This application’s popularity drove from the necessity of the two common needs while using a creative outlet social network like YouTube, which are *pleasure-stimulation* and *competence*. There was a slight difference between the fundamental demands in male and female, however, the third-most vital need for men, *self-actualization*, was also considered as a familiar demand for users on the creative outlet platforms, as shown in **Table 2**.

4.3 Influencer marketing

The ‘influencer marketing’ section will explain the reasons why people follow influencers, as well as the respondents’ beliefs of influencer marketing. This section is established to explain the second hypothesis: “Does influencer marketing effectively and productively determine the customers’ buying behaviour?”

4.3.1 Why people follow influencers?

97 people of the total 125 respondents, accounting for 77.6% of the individuals followed famous people on the Internet. Compared to the total participants in both genders, the percentage between male and female were 77.5% and 77.6%. It is possible to claim that about three out of every four Vietnamese follow influential people.

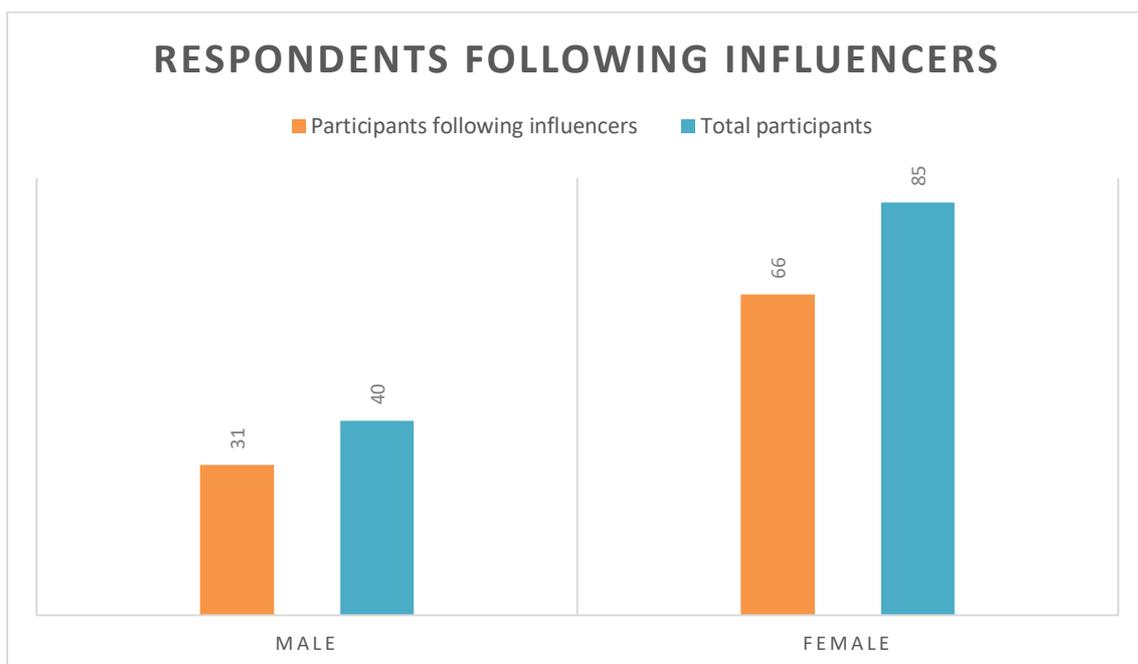


Figure 21. Comparison between participants following influencers and total participants in both genders.

According to statistics, the participants tended to follow influencers because they were curious about the influencers’ lives and the influencers usually shared the same values as followers. In contrast, the number of followers which influencers have and the number of brands which influencers use and collaborate with did not affect the respondents’ decisions on following the corresponding influencer.

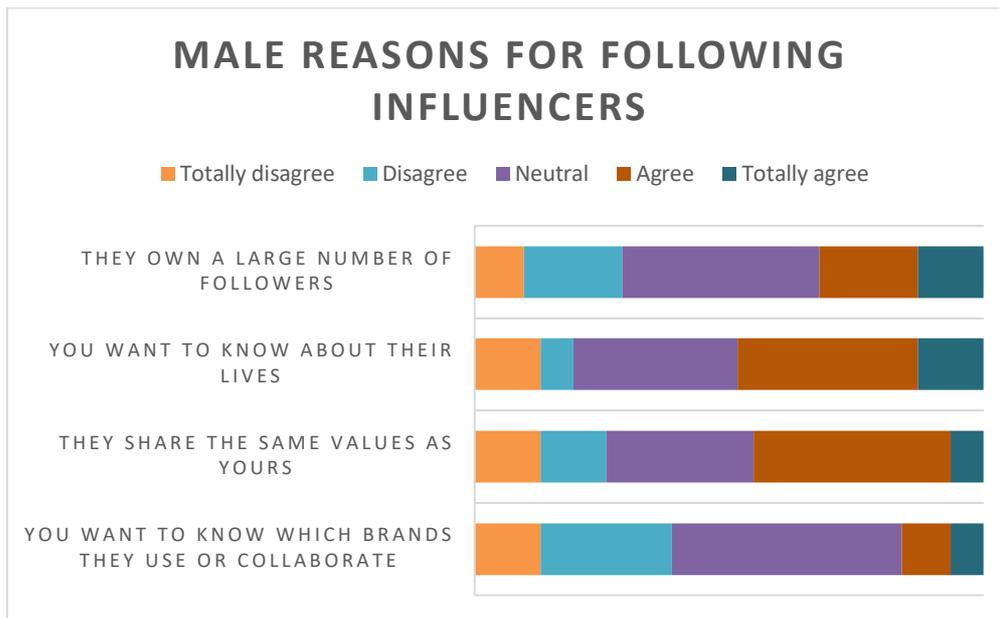


Figure 22. Male respondents' considerations for following influencers

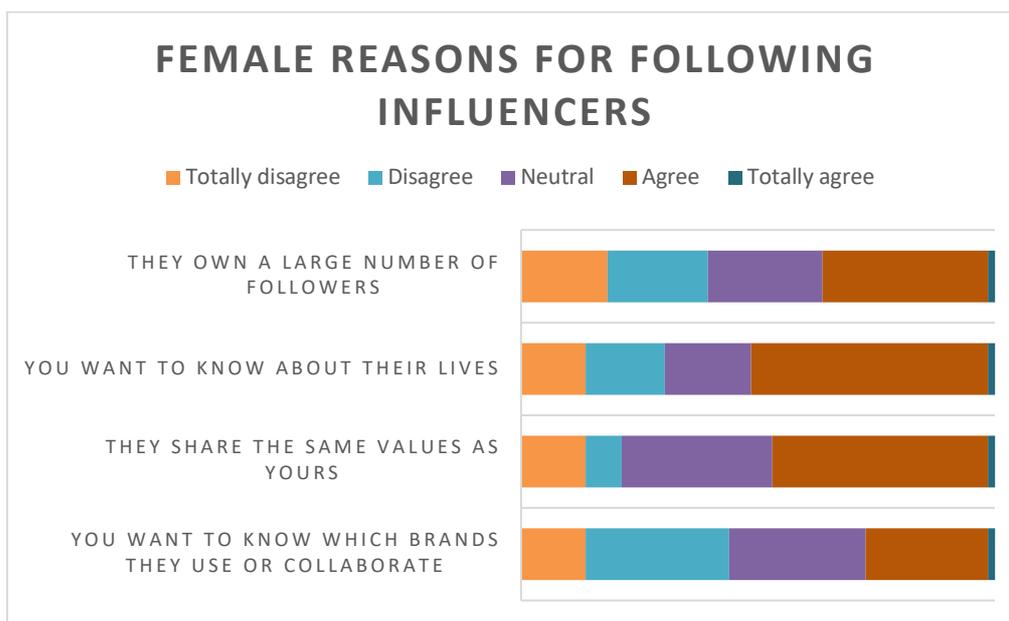


Figure 23. Female respondents' considerations for following influencers

Regarding the first reason: “They own a large number of followers”, the percentage of women choosing from “disagree” to “totally disagree”, was 39.4%, while the percentage of men choosing the same options was 29%. Concerning the fourth reason: “You want to know which brands they use or collaborate with”, the ratio of men agreeing with this reason was, 27.3%, which is higher than the rate of women agreeing, 16.1%. Hence, men tended to consider these two reasons more than women while following an influencer.

4.3.2 Are the Vietnamese familiar with influencer marketing?

Influencer marketing is normally utilized on social media. Therefore, it was believed that there is a connection between the number of active users on social media and the level of influencer-marketing identification. It meant that the larger the percentage of active social network active users was, the higher recognition level of influencer marketing from that group of users.

As shown in **Figure 24**, the group of people from 18 to 24 years old, comprising of 92.8% of the respondents, were more likely to recognize influencer marketing compared to participants in other age groups. The reason is that influencer marketing usually appears on social media; and this group had a large number of social media users, compared to the other groups (see **Figure 25**).

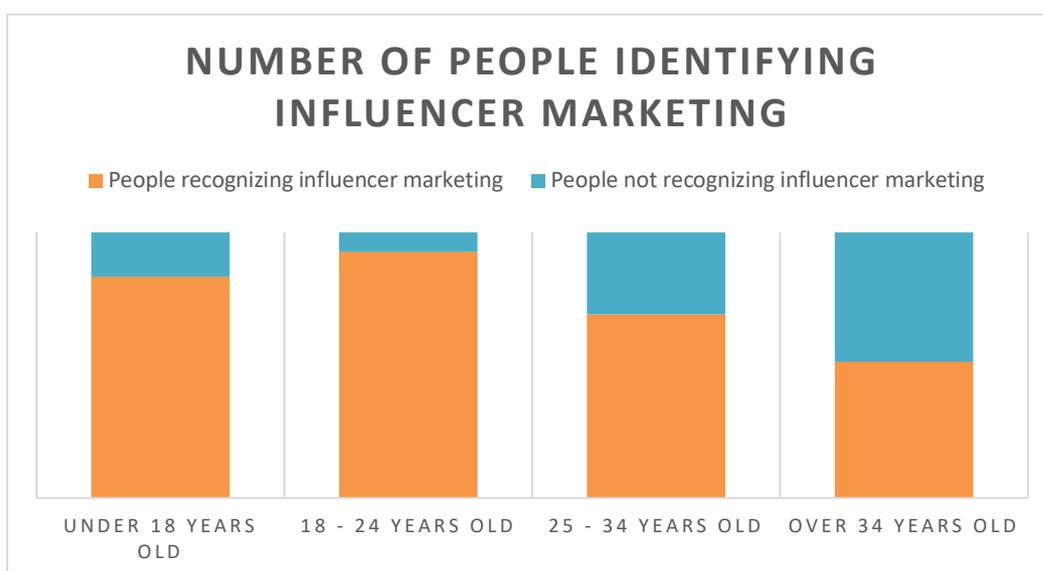


Figure 24. The number of people who have heard influencer marketing

The under 18-year-olds and the from 25 to 34-year-olds were the next two groups owning a highest rate of audiences identifying influencer marketing. These two groups reached 83.3% and 69.2% respectively. There were not many people over 34 years old who recognizing influencer marketing. According to the statistics, the percentage of the influencer marketing audiences in this age group was only 51.4%.

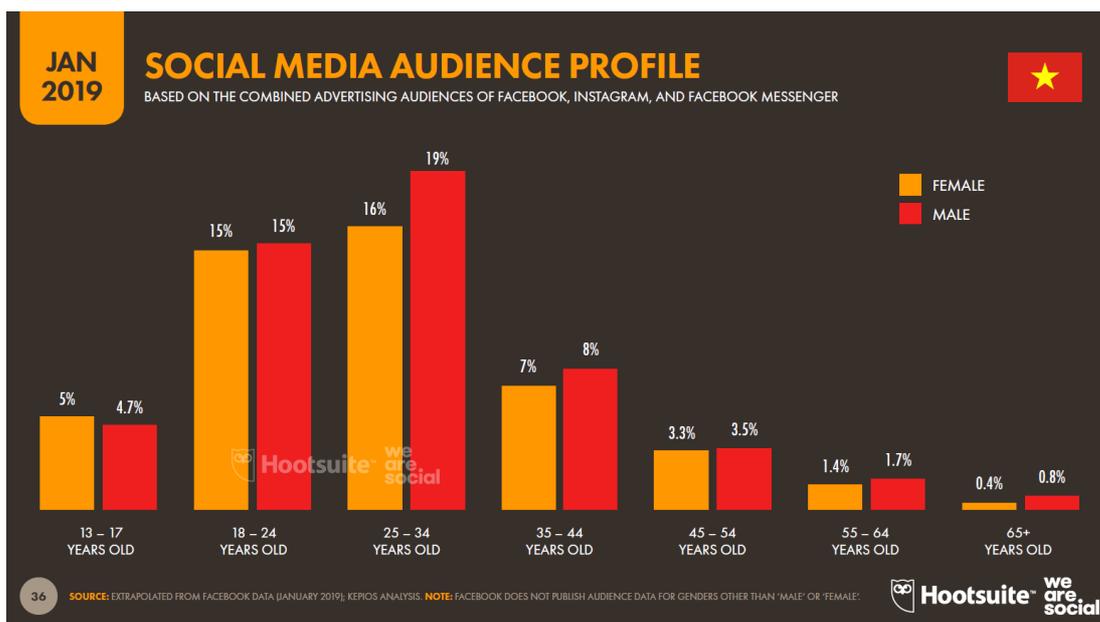


Figure 25. Social media audience profile (DataReportal 2019, 36)

4.3.3 How regulated influencer marketing to the consumers' buying behavior?

Figure 26 - 28 illustrate the average scores of the Vietnamese participants, on the scale of “1: Totally disagree” to “5: Totally agree”. The brand’s image in the perception of the majority of the participants, was not affected by the influencers boosting the brand. As illustrated in **Figure 26**, the influencer’s level of fame did not alter the popularity of the advertised brand. It seems that the mega and macro influencers might not gain a high engagement rate, as well as they do not drive a high brand awareness, compared to the micro and nano influencers. In addition, people earning over 20 million VND per month had the most negative reactions about the relationship between the KOL’s fame and the brand’s credibility, while people earning from 15 to 20 million VND per month gave the most positive feedback compared to other groups.

The Vietnamese respondents tended to identify a more positive brand image if the brand was promoted by their favourite KOLs, instead of the fame of the KOLs. However, most respondents believed that being promoted by the KOLs they liked did not increase the credibility of the brand. In general, people earning from 15 to 20 million VND expressed the most positive reactions about brands and influencer marketing.

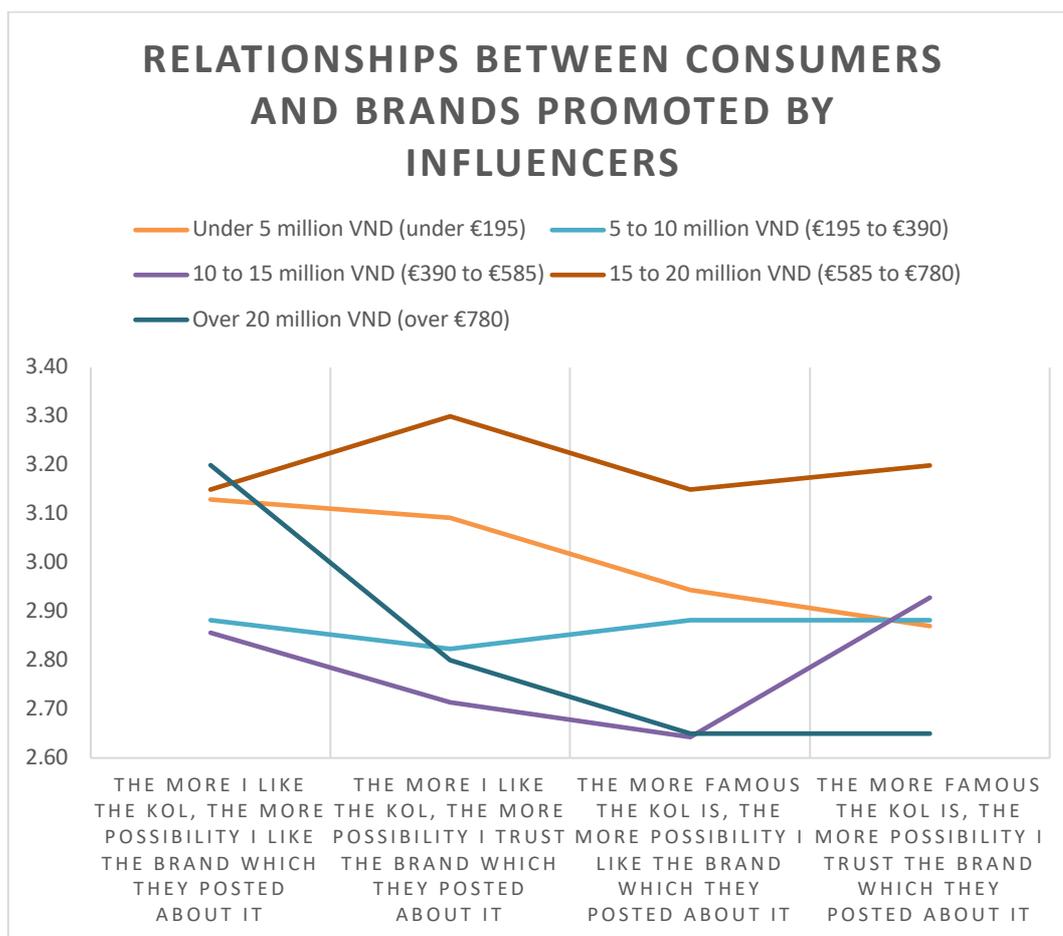


Figure 26. The average score of respondents' opinions about brand promoted by influencers

It is clear to claim that influencer marketing created the most positive impression on the group of people earning from 15 to 20 million VND. Meanwhile, participants included in other groups tended to reach purchasing decisions without being affected by the influencers. They were willing to try the products from the brands endorsed by the KOLs, but they were not willing to buy the products, especially spending more to possess products from the same brands which their favourite KOLs used.

Assembling the result demonstrated in **Figure 26 - 28**, it is clear evident that the Vietnamese participants in their own opinions, were not usually affected by KOLs and influencer marketing campaigns. The respondents tended to try products boosted by influencers, but most of them were not willing to purchase the products, especially spending more to possess the products. This marketing method impacted the most effectively on people having from 15 to 20 million VND as income per month, while people earning under 10 million VND reacted the least to this method in their own view.

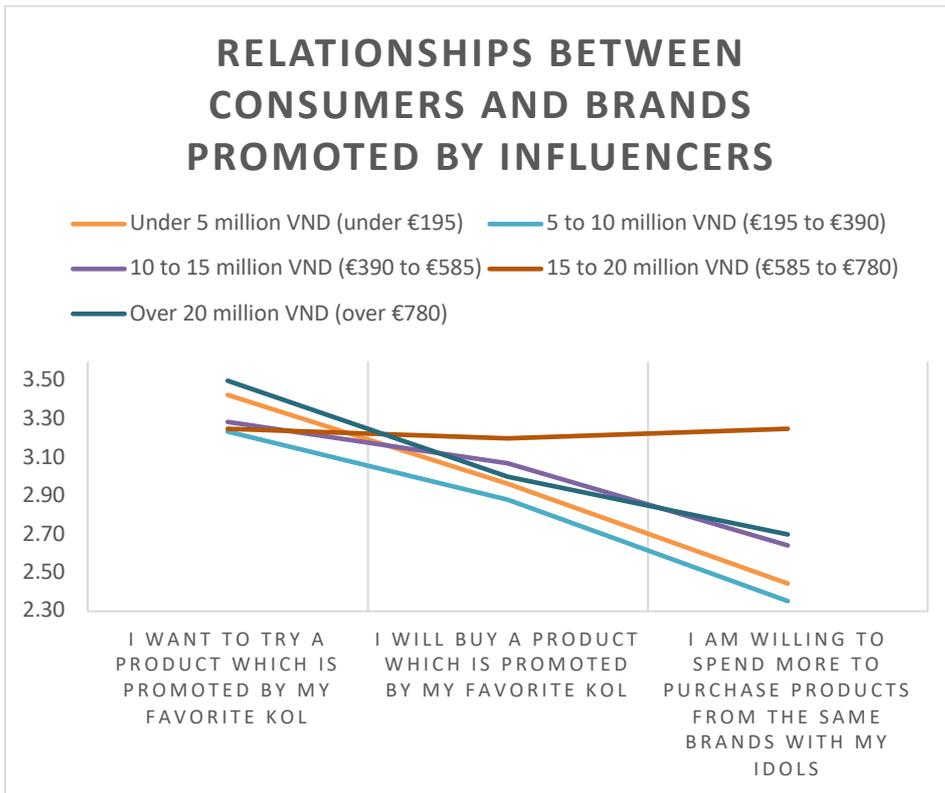


Figure 27. The average score of respondent's buying behaviours

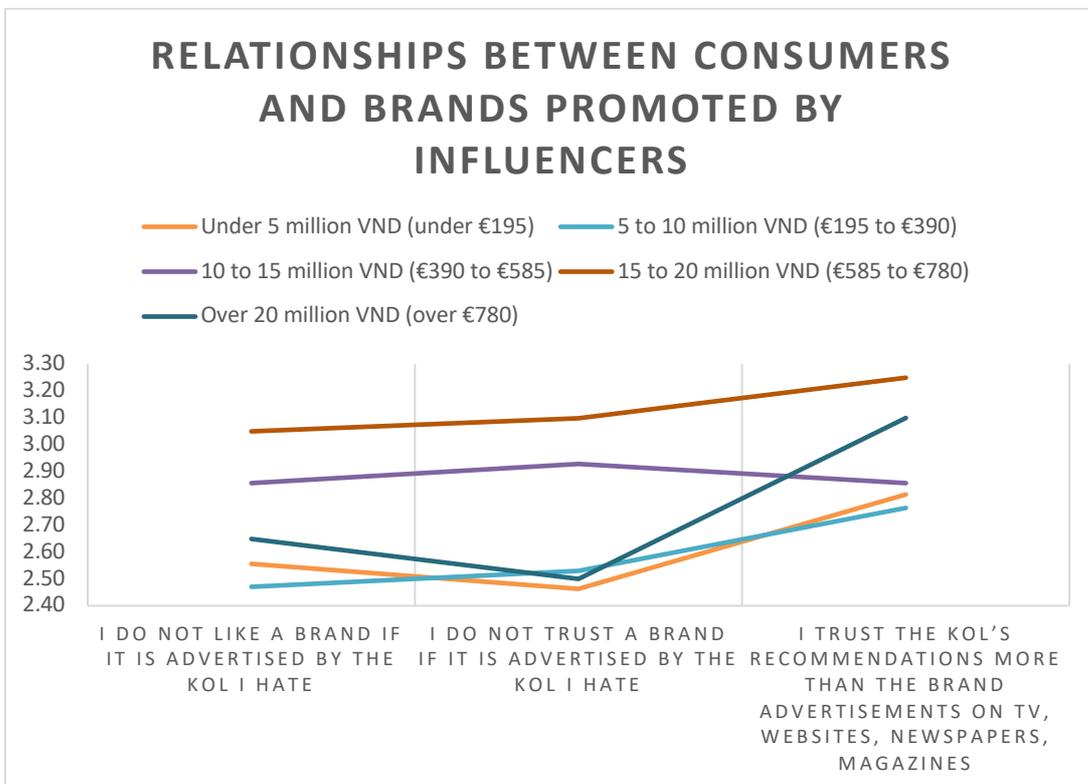


Figure 28. The average score of brand's images in the respondents' perceptions

Similar to the data shown in **Figure 26**, **Figure 28** showed that the brand's image did not fluctuate based on the rejection of the influencers in the perceptions of Vietnamese. They believed that the preference of the brand, as well as its credibility were not modified even if they did not like the influencers endorsing the brand. Still, they claimed that the recommendations shared by KOLs were more trustworthy than the brand advertisements on other media. Generally, influencer marketing seemed to not effectively and productively guide the acquiring behaviour of the Vietnamese consumers. Gathering the data demonstrated in **Figure 26 - 28**, the group of people earning from 15 to 20 million VND per month reacted the most positively to endorsed brand by influencers compared to other groups.



Figure 29. Comparison of people buying at least a product after reviewing KOL's recommendation between different level-of-income groups

As shown in **Figure 29**, the group of people earning over 20 million VND per month had the highest percentage of people buying at least one product after considering KOLs' recommendations, whilst there were only 37.04% participants who earned under 5 million VND buying a product after evaluating the recommendations of influencers. It seems that although influencers marketing created the most positive impressions in the minds of people earning from 15 to 20 million VND per month, this marketing method established the most positive purchasing behaviour for the group of people earning over 20 million VND per month.

4.3.4 How were endorsed brands criticized?

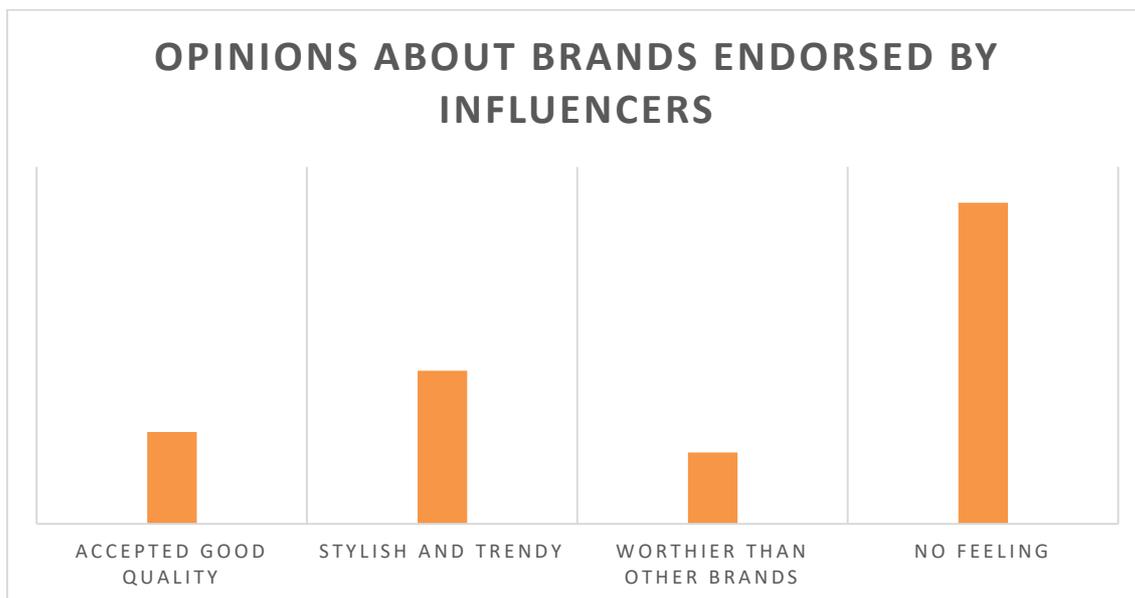


Figure 30. Respondents’ opinions about brands boosted by KOLs

As shown in **Figure 30**, half of Vietnamese respondents did not have any feelings about brands promoted by influencers. Gathering the data collected in **Figure 26 - 29**, it appears that influencer marketing might not be the most effective promoting method in Vietnam, since the distance of brand awareness as well as the brand’s turnover before and after being endorsed by influencers did not alter. Following the “no feeling” the respondents’ opinions about a brand boosted by influencers was the “stylish and trendy” feelings. While one out of four participants thought that the brands promoted by KOLs were stylish and trendy, the others believed that those brands had accepted good quality or were worthier than other brands.

4.4 Opinions about influencer marketing

In **Figure 31**, KOL’s advertising posts on social media inspired the best to the group of people using under 1 hour and people spending from 3 to 5 hours on social media per day. People taking over 5 hours to use social media also enjoyed a newsfeed with endorsing contents from KOLs. The group of people spending from 1 to 3 hours on social media had the least people excited by KOL’s advertising content, comprising 44.64% of the total number of the respondents.

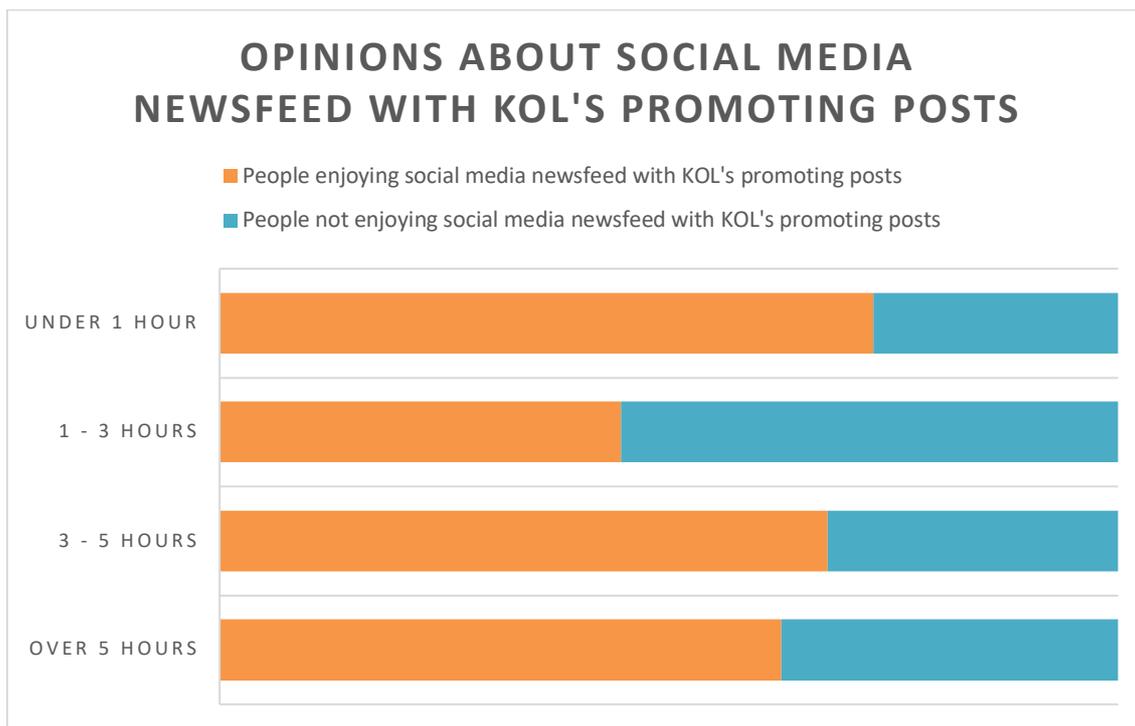


Figure 31. Comparison of people enjoying social media newsfeed with KOL’s endorsing posts between different groups of social media time usage

Over a half of the respondents enjoying social media newsfeed with KOL’s brand boosting posts, accounted to 56.8%. It means that influencer marketing on social media can be successful at inspiring consumers to purchase goods, if the marketers are able to organize suitable advertising tactics.

69.01% of the respondents believed that posts about brand advertising from KOLs could deliver useful information about the promoted brand or products, hence, “I could find helpful information about brand or products” was becoming the most popular reason why people enjoyed newsfeed with endorsing posts by influencers. As demonstrated in **Figure 32**, “the advertised contents are interesting” was evaluated as the second most popular reason why people enjoy KOL’s promoting posts on social media newsfeed while “I can know which brands my idols are using” was the least popular reason, compared to two other reasons. The percentages of the respondents claiming these two reasons were 40.84% and 36.62% respectively.

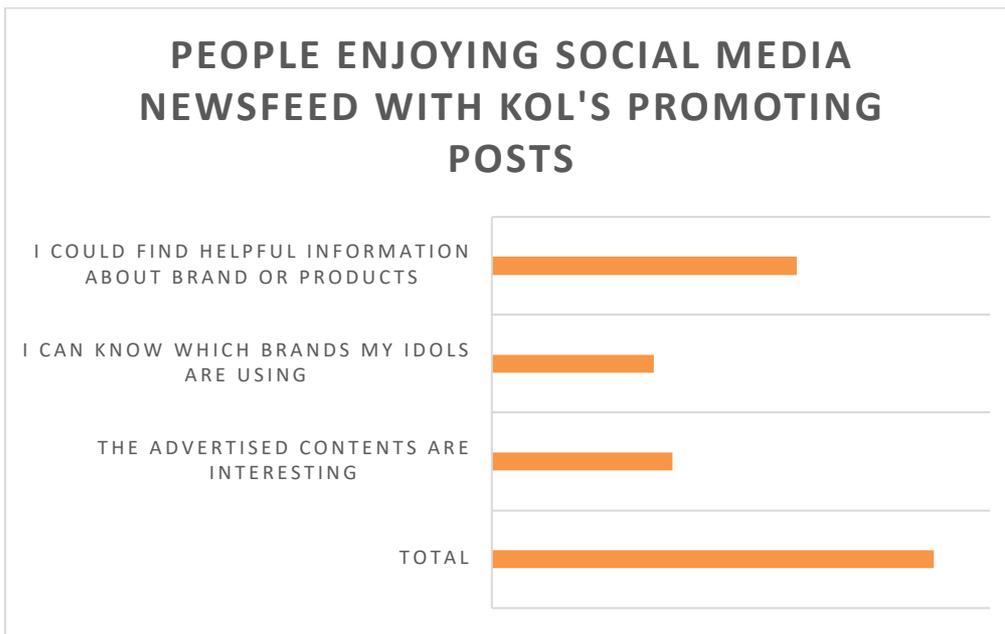


Figure 32. Reasons why people enjoyed social media newsfeed with KOL's promoting posts

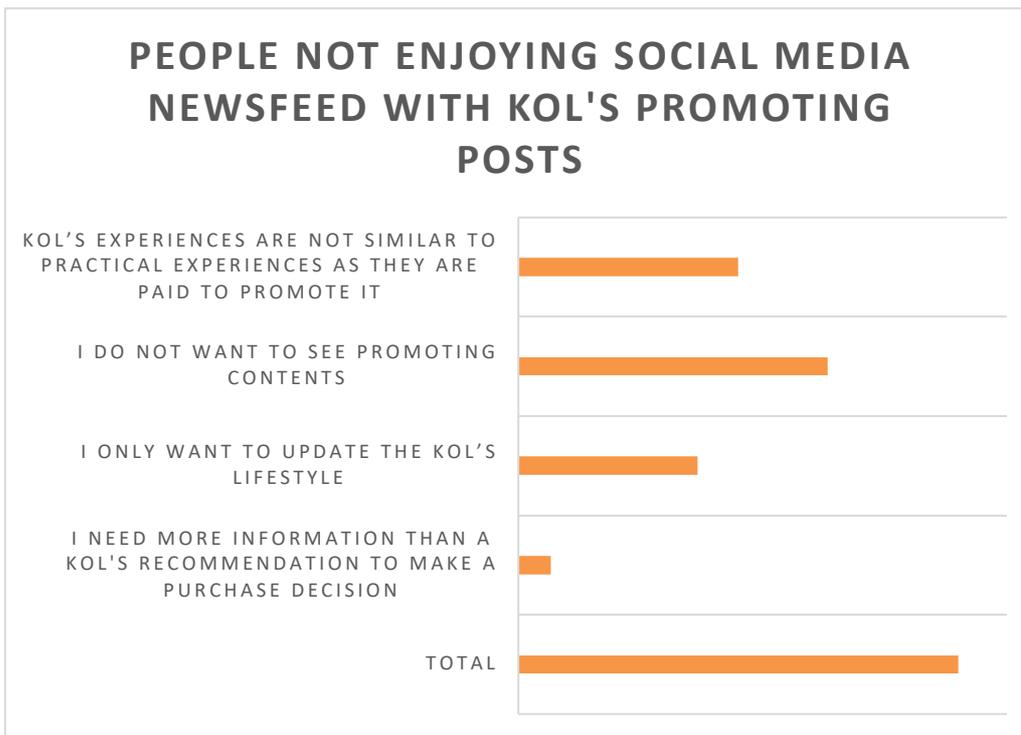


Figure 33. Reasons why people did not enjoy social media newsfeed with KOL's promoting posts

As shown in **Figure 33**, the most popular reason why respondents not satisfied with social media newsfeed with KOL's promoting posts was "I do not want to see promoting

contents”. This reason was chosen by 70.37% of the respondents who did not want to see influencers’ advertising posts on social media newsfeed. “KOL’s experiences are not similar to practical experiences as they are paid to promote it” and “I only want to follow the KOL’s lifestyle” were respectively the second and third popular reasons which Vietnamese participants chose. Besides, there was a small group of people, including 7.41% of the respondents claiming that KOL’s recommendations and promoting posts were not enough for them to make a purchase decision.

5 CONCLUSION

5.1 Summary of the study

To conclude, this study showed the answer of three thesis questions: *'What are the most important human needs on social media?'*, *'How does influencer marketing work?'* and *'How does influencer marketing affect consumers purchasing decisions in Vietnam?'*. Those answers will be review as mentioned below:

- ❖ What is the most important human needs on social media?
 - As illustrated in **Figure 18**, the three most common requirements for the relationship and creative outlet types of social network: *relatedness*, *pleasure-stimulation*, and *competence* were considered as the three most important human needs for 125 respondents while using social media, because of a high percentage of Vietnamese active users in YouTube and Facebook, which are respectively known as a type of creative outlet and relationship platforms. The importance of these needs were slightly different in both genders; while females prioritized *relatedness*, *pleasure-stimulation*, and *competence*, males demanded *relatedness*, *self-actualization*, and *competence*.
- ❖ How does influencer marketing work?
 - Influencer marketing normally has three main actors: the endorsed brand, the influencer (or Key Opinion Leader), and the audience. To start every marketing campaign, the brand shall understand four main kinds of influencers, as well as the pros and cons of hiring them; besides of finding an influencer who share the same value with the brand. Moreover, the brand needs to monitor every tactic from the beginning of the campaign, by using engagement rates.
- ❖ How does influencer marketing affect consumers' purchase decisions in Vietnam?
 - Collecting the result shown in **Figure 26 - 28**, it is clear to claim that Vietnamese participants were not affected by influencer marketing while making an acquiring decision. The most positive influencer-marketing reactions were delivered by people earning from 15 million VND to 20 million VND per month, while people earning under 5 million VND claimed

that this marketing technique negatively affect to their buying behavior. Furthermore, a brand's image, in their perceptions, was not changed by the likeness, the popularity, or even the rejection which the influencer endorsing the brand got. It also means that the mega influencers also might not gain as high engagement rate as the micro influencers did.

5.2 Limitations

The study has its limitations since it focuses on the consumers' attitudes towards influencer marketing. Therefore, other aspects of influencer marketing, from brands and influencers, shall not mentioned. Besides, there were huge differences between the group of participants, from the gender group, to the age group and the education-level group. Thus, some results of the quantitative research might be inaccurate, compared to the real data.

5.3 Reliability and Validity

Reliability, according to Middleton, is a measurement in quantitative researches illustrating how **consistently** a method assesses a specific topic. This measurement combines four different types of reliability: test-retest, inter-rater, parallel forms, internal consistency (Middleton 2019). The first type of reliability, called test-retest reliability, is a method evaluating the reliability by testing a group of respondents twice in a period of time (Phelan & Wren 2005). If the test-retest reliability means testing the data from time to time, the second type of quantitative research reliability, inter-rater, is used to measure the reliability through data analyzing by different raters or judges (Phelan et al. 2005). Parallel forms reliability is a reliability examination completed by summarizing collected data from different assessment tool's versions (Phelan et al. 2005). The last type of reliability, internal consistency, is utilized by judging the connection of a variety of test items that should be examine the same conception. This type of reliability is also divided into two subtypes, average inter-item correlation and spilt-half reliability (Phelan et al. 2005).

To test the reliability of the research, the internal consistency is utilized in the research. The questionnaire consisted of a variety of test items, for example, "The more I like the KOL, the more possibility I like the brand which they posted about it" and "The more I like the KOL, the more possibility I trust the brand which they posted about it", which

were intended to calculate the same scaling construct, including five options, from “totally disagree” to “totally agree”.

Besides reliability, quantitative research requires validity. According to Middleton, this degree calculates the extent to which the specific topic is **accurately** quantify by a method. It is developed by four main types of validity: construct validity, content validity, face validity, criterion-related validity (Middleton 2019). Construct validity is a validity measurement which is used to assure that the targeted variables are measured (Phelan et al. 2005). For example, if the researchers want to measure the students’ satisfactions about a lecture’s quality, they need to be careful to not mix it with other variables, like students’ moods. The next validity type, content validity, or also called as sampling validity, is utilized to measure if the test can cover all aspects of the concept (Phelan et al. 2005). The third type of validity, face validity, is a method used to evaluate “the intended construct under study” (Phelan et al. 2005). Middleton claimed that this type of validity was similar to the content validity, however, this technique is more informal and subjective (Middleton 2019). As a result, the face validity is considered as the weakest form of validity because of its subjective results. Criterion-related validity is the next type of validity operated to predict present and future performance (Phelan et al. 2005). To manage this type of validity, the researchers should compare the data collected from the test and the data of the criterion judgement, in order to discover the correlation between those two data (Middleton 2019). Besides four main types of validity, Phelan and Wren declared that there was another type of validity, called formative validity. This validity’s kind should connect with the test result to assess whether the measurement is capable to deliver handy information to the study (Phelan et al. 2005).

In this study, despite the key hypothesis that is to test how influencer marketing determines the Vietnamese’ buying behavior, the survey contains question testing how influencer marketing drives the brand’ images in consumers’ perceptions, like if they like and trust an endorsed brand or not. The brand’ images, as proved in **Figure 1** and **Figure 4**, are directly involve in shaping the consumers’ purchasing behavior. This presentation affect to the content validity of the study. In addition, the questionnaire contained different variables covering the criterion measurement, such as, how important human needs while using social media are, in order to test the criterion-related validity of the research.

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THE SURVEY QUESTION (English version)

1. Background information

a. Gender:

- i. Male
- ii. Female

b. Age:

- i. Under 18 years old
- ii. 18 - 24 years old
- iii. 25 - 34 years old
- iv. Over 34 years old

c. Education:

- i. Lower secondary education/Vocational education and training
- ii. High school
- iii. College
- iv. Higher education

d. Income (per month):

- i. Under 5 million Vietnam Dong (VND)
- ii. 5 - 10 million VND
- iii. 10 - 15 million VND
- iv. 15 - 20 million VND
- v. Over 20 million VND

2. Social media usage

a. How many hours you spend on social media per day?

- i. Under 1 hour
- ii. 1 - 3 hours
- iii. 3 - 5 hours
- iv. Over 5 hours

b. What social media do you use?

- i. Facebook
- ii. YouTube

- iii. Zalo
 - iv. Instagram
 - v. Twitter
 - vi. Pinterest
 - vii. Snapchat
 - viii. Others
- c. For you, how important the requirements are while using social media? (1 - 5 scale)
- i. Autonomy: you want to make your own decisions without being controlled by others
 - ii. Competence: you want to complete your tasks successfully and effectively
 - iii. Relatedness: you want to connect to people who are important to you
 - iv. Self-actualization: you want to understand yourself and make life meaningful
 - v. Physical thriving: you want to take care your physical well-being
 - vi. Pleasure-stimulation: you want to enjoy pleasure in new sensations and activities
 - vii. Money-luxury: you want to purchase most of the things you want
 - viii. Security: you want to monitor and organize your routines and habits, and to be safe from uncertainties
 - ix. Self-esteem: you want to satisfy and respect with yourself
 - x. Popularity-influence: you want to be respected and to influence others
3. Influencer marketing
- a. Do you follow famous people on social media?
 - i. Yes
 - ii. No
1. If yes, why do you follow them? (1 - 5 scale)

APPENDIX

- a. They own a large number of followers
 - b. You want to know about their lives
 - c. They share the same values as yours
 - d. You want to know which brands they use or collaborate
- b. Have you ever heard about influencer marketing?
- i. Yes
 - ii. No
- c. How do you think about advertisement posts by KOLs? (1 - 5 scale)
- i. The more I like the Key Opinion Leaders (KOL), the more possibility I like the brand which they posted about it
 - ii. The more I like the KOL, the more possibility I trust the brand which they posted about it
 - iii. The more famous the KOL is, the more possibility I like the brand which they posted about it
 - iv. The more famous the KOL is, the more possibility I trust the brand which they posted about it
 - v. I want to try a product which is promoted by my favorite KOL
 - vi. I will buy a product which is promoted by my favorite KOL
 - vii. I am willing to spend more to purchase products from the same brands with my idols
 - viii. I do not like a brand if it is advertised by the KOL I hate
 - ix. I do not trust a brand if it is advertised by the KOL I hate
 - x. I trust the KOL's recommendations more than the brand advertisements on TV, websites, newspapers, magazines
- d. Have you purchased a product after seeing a KOL's recommendation?
- i. Yes
 - ii. No
- e. I think brands which use KOLs to advertise for their products/services (please choose the most accurate):

- i. Have accepted good quality
 - ii. Are stylish and trendy
 - iii. Are worthier than other brands
 - iv. I have no feeling
4. Opinions about influencer marketing
- a. Do you enjoy social media newsfeed with KOL's promoting post?
 - i. Yes
 - ii. No
 - 1. If yes, why do you want social media with KOL's promoting posts?
 - a. I could find helpful information about brand or product
 - b. I can know which brands my idols are using
 - c. The advertised contents are interesting
 - d. Others
 - 2. If no, why do you not want social media with KOL's promoting posts?
 - a. KOL's experiences are not similar to practical experiences as they are paid to boost it
 - b. I do not want to see promoting contents
 - c. I only want to update the KOL's lifestyle
 - d. Others