

RESEARCH THE AUDIENCE'S UNFOLLOW DECISION FOR THE INFLUENCERS ON YOUTUBE PLATFORM

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ABSTRACT

Many previous studies have confirmed the important role of influencers play in the marketing strategies of companies. However, there is little document on the negative impact of influencers on brands and the causes of this impact. This study investigates the factors that lead to unfollowing YouTube influencer behavior and discusses as well as makes recommendations on the issue. The factors examined in the article include influencers' negative information, lack of interaction, false advertising, and uncreative content. All of them were predicted to strongly encourage unfollow behavior. The authors used two background theories to support the article including the Theory of Rational Action (TRA) and the Theory of Planned Behavior (TPB). Research data was collected from 300 survey participants ranging between the ages of 18 and 45. The data analysis techniques used were to evaluate the reliability of the scale, exploratory factor analysis (EFA), and linear regression analysis. The research results support all the hypotheses that the authors have proposed. In other words, this article has confirmed the positive impact of factors including negative information, lack of interaction, false endorsement, and uncreative content on unfollowing YouTube influencers' behavior. Overall, the paper has academic implications and provides important guidance for marketers to select the right influencers for product endorsements.

Keywords: Influencer, False endorsement, Negative information, Rational action, Planned behavior, Electronic word-of-mouth

1.0 INTRODUCTION

Nowadays, social networking is one of the most popular online activities. There are more than 3.6 billion social media users worldwide in 2020, and this number is forecast to continue to grow to nearly 4.41 billion by 2025 (Statista, 2022), in which YouTube is the second leading social networking platform in the market with about 2.291 billion users (Statista, 2022), accounting for about a quarter of the world's population. This number indicates that YouTube is increasingly reaching the audience more effectively. Therefore, it is predictable for marketers to choose this tool to execute their communication strategies.

YouTube differs from the traditional TV advertising platform in that it offers companies the ability to transfer messages faster and with fewer creative limitations. In addition, it also helps companies attract new interactions and form communities interested in the brand. YouTube provides a method of marketing video content that was unavailable in the past (Wang & Chan-Olmsted, 2020).

Companies can use their YouTube channels to upload and share advertisements, product information, and entertainment videos to reach more potential consumers (Kotler & Armstrong, 2017). Besides, consumers can also participate in the marketing activities of the business by actively creating and posting content to share their stories, opinions, reviews, and feelings about the brand or product. This is a form of electronic word-of-mouth (eWOM), which has been found to be more effective than traditional word-of-mouth (WOM) and professional advertising in the past (Lipizzi et al., 2015; Welbourne and Grant, 2016); Kapoor et al., 2018). Some users have gained a large following and interest in them as well as helping businesses attract a large number of potential customers by creating and publishing these contents. They are considered opinion leaders, otherwise known as "influencers".

YouTube influencers or YouTube personalities are those who produce and upload videos onto the platform and have a group of followers or subscribers that watch, like, or share the uploaded videos regularly. In contrast, professional video uploaders (e.g. a brand's YouTube channel) are not defined as influencers (Xiao et al., 2018). YouTube influencers are present in all fields including fashion, travel, health, and beauty,... They endorse a product or service by posting videos that document their experience or express their opinions and reviews about the brand or product. Most of these videos will influence the purchase intention of customers.

Although YouTube influencers are followed by a large number of individuals interested in the topics uploaded onto their YouTube channels, it can be challenging for them to maintain and increase the number of followers over time. There are many reasons leading to YouTube influencers accidentally losing fans (e.g. personal scandals, low frequency of video posting, unattractive content, etc.). Therefore, using influencers to endorse products sometimes causes negative effects on the brand or product image of companies.

Many previous studies have confirmed the benefits and important role of influencer marketing on YouTube (Sokolova & Kefi, 2019; Xiao et al., 2018; Febriyantoro, 2020; Duffett et al., 2019). However, there are very few studies that explore the negative effects of Youtube influencers as well as consider the reasons that lead to this. To fill the gap in previous research, we decided to do a study on the factors that influence the decision to unfollow Youtube influencers. The factors we select to examine in the study include Negative information, Lack of interaction, False endorsement, and Uncreative content.

This study focuses on the factors that impact unfollowing YouTube influencers' behavior. The study has four main objectives. First, we explore the relationship between negative information about YouTube influencers and followers' unfollowing behavior. Second, we assess the impact of false advertising on YouTube influencer unfollowing behavior. Third, we examine the impact of a lack of interaction caused by YouTube influencers on unfollow behavior. Finally, we consider uncreative content as a cause of unfollowing behavior of followers.

The growth of the digital marketing industry at the moment shows the importance of this research paper. The contributions of this study include: (1) The article will be a guide for companies or brands, which help them make the right choice of influencer partnership for marketing strategies; (2) This article will help consumers make the right purchasing decisions

for products endorsed by YouTube influencers; (3) We provide a detailed report on unfollowing YouTube influencer behavior that wasn't considered in previous studies.

2.0 LITERATURE REVIEW AND HYPOTHESES

2.1. Theoretical background

2.1.1. Theory of rational action

Theory of rational action (TRA) "is a theoretical framework for the study of factors related to decision-making on behavioral intentions" developed by Ajzen and Fishbein in 1967 and adjusted and extended by Ajzen and Fishbein. by the time. The TRA model (Ajzen and Fishbein, 1975) suggests that in order to determine the consumption trend, two factors of attitude and subjective standards need to be considered.

The main purpose of TRA is to study an individual's behavior by looking at the individual's underlying motives for performing an action. TRA looks at a person's intention to perform the action as the main predictor of whether or not they will perform the behavior. In addition, social norms contribute to whether a person is or is not actually the performer of the behavior. In theory, the intention to perform a certain action precedes an actual behavior. This intention is called behavioral intention which is defined by attitudes towards behaviors and subjective norms".

TRA shows that the greater a person's intention, the greater the incentive to take action, boosting one's ability to perform the behavior. In TRA, attitude is measured by the perception of product attributes. Consumers will notice attributes that provide essential benefits. If the weights of those attributes are known, it is possible to predict the outcome of a profile of consumer choice. Besides, the subjective standard factor can be measured through the relationships of consumers (family, friends, colleagues, ...). These people like or dislike what their family or friends buy. The extent to which the subjective norm factor affects the consumer's propensity to buy depends on the degree of support or disapproval of the consumer's purchase and the consumer's motivations for the desires of those who affect them.

However, the greatest limitation of this theory stems from the assumption that behavior is affected under the control of the will. This theory only applies to consciousness before behavioral thinking. Unreasonable decisions to behave, habitual actions or behaviors that are actually considered unconscious cannot be explained by this theory (Ajzen and Fishbein, 1975).

2.1.2. Theory of Planned Behavior

Purchase intention is a process of learning through a communication medium to generate purchase intention (Howard, 1994). As a result, many researchers choose to investigate influencers who are active in communicating information that generates purchase intent on online social media. To account for this idea, the theory of planned behavior was used. TPB is an extension of the theory of rational action (Ajzen and Fishbein, 1975). It was one of the first influential theories to use individuals' beliefs to predict human behavior (Hegner et al., 2017). TPB has explained that subjective rules from influencers have a direct impact on

consumer purchase intention (Ajzen, 2011). Subjective norms reflect an individual's perception of general social pressures. If an individual perceives that others approve (or disapprove) of a certain behavior, they are more (or less) likely to intend to display the behavior. Attitude towards behavior refers to an individual's positive or negative evaluation of a particular behavior. Theory suggests that the more positive the attitude towards certain behavior, the greater the individual's intention to perform it (Armitage and Conner, 2001).

Through advertising on online social networks such as Youtube, TikTok,..., this theory can explain the relationship between direct reference variances as micro-influencers and macro-influencers or being a branded product owner has an impact on purchase intention (Ajzen & Icek, 2020). As a result, a customer's purchase intention towards a brand can be explained as consumer engagement stems from content interaction through the consumer's online platform. and influencers endorsing the brand's products. Through information from influencers who have relationships with consumers and create consumer reactions through online media by liking, sharing, following, and at the same time. Express some opinions in the comment section (Thitanant Chaikositpirom, 2017).

Through this hypothesis, researchers better understand the predictors of consumer engagement with social media influencers' ads, but they can also help businesses, and brands apply these insights to develop more effective strategies to increase consumer engagement. TPB can then also be considered for social media advertising platforms, such as Instagram and Youtube, to explain customer engagement and response to advertisements on these platforms. . Additionally, for social media marketers aiming to increase engagement with YouTube ads, these studies can be used to identify which beliefs about engagement and predict engagement. Customer perception of the brand (Tenenbaum et al, 2020).

2.1.3. The concepts of Negative Information

Negative Information about influencers can be defined as a scandal or an accusation or a rumor circulating that causes strong social reactions of outrage, anger, or surprise. This can occur when an influencer is involved in an "undesirable event". Some of these events such as making racial comments or being charged with a felony. These events can damage the reputation of the influencers, leading to damage to the reputation of the products they endorse (W. White et al., 2009).

Although negative information about influencers often negatively impacts the brands they endorse, the magnitude of the effect is different for different types of negative information. For example, adultery is not as serious as a criminal offense.

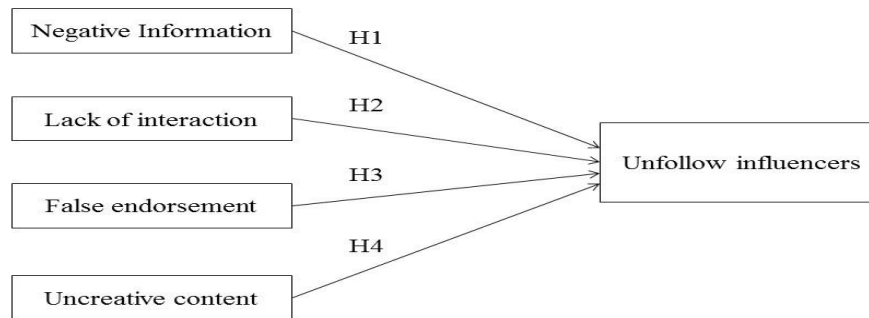
2.1.4. The concepts of false advertising

False advertising is defined as the publication, transmission, or public circulation of an advertisement containing a false, misleading, or deceptive statement, made intentionally or recklessly. (Kathryn A et al., 2009). A false advertisement can be considered deceptive if the advertiser intentionally misleads the consumer, as opposed to creating an unintentional mistake

2.2. Hypotheses Development and Research Model

2.2.1. Conceptual model

Figure 1: Proposed research model



2.2.1. Negative information and Unfollow Influencer

The reactions of social media users often weigh more negative information than positive information when making an overall assessment of an objective (Edwards et al, 2009), the consequences of this are problems of Negative information that can greatly affect the subjects in that regard. In fact, the Merriam formula measures and suggests that negative news on social media is four times more powerful than positive news. This may be partly because negative news is gaining more attention (Eckert & Christian, 2017). Negative news about a brand often has implications for product quality as well as influencers endorsing a brand. (Louie, Kulik, & Jacobson, 2001; Louie & Oberniller, 2002).

On social media nowadays, there will be some cases where influencers act in a reprehensible way which gives rise to some negative problems for them. When this issue becomes the focus of the media, such a negative event can turn into a disaster affecting their lives as well as their work. (Till & Shimp, 1998). In addition, another study by Zhou and Whitla (2013), also shows the objection from the audience to influencers when there is negative information happening. Notably, research has found that a scandal that can damage an influencer's moral reputation also reflects badly on other influencers. Research also shows that a brand's profits are reduced by being affected by negative information about influencers.

For the negative information of the influencers, it is easy to make the influencers suffer from negative reactions of the audience, which will lead to the situation of audience losing faith in the influencers and will unfollow them on social networks like Youtube, this will seriously affect their work when they want to cooperate with a certain brand. (White, Goddard, and Wilbur, 2009). From here, we hypothesize

H1: Negative information directly affects unfollowing influencers positively.

2.2.2. Lack of interaction and Unfollow Influencer

Technology is rapidly developing, many social networking sites have appeared such as Facebook, Tiktok, Youtube, etc. With a large number of users and extremely high accession (there are 4.48 billion people using social media in the world, Statista 2021) and social networks are now associated with the lives of modern people. It is also simpler than ever for an individual to build an image and reach out to their target audiences. And then, fans are very interested in their interactions with their favorite influencers.

Interaction is a type of action that occurs when two or more people or objects interact with each other. For instance, social media sites provide “like”, “dislike”, and “share” buttons and a comment section as an interactive tool between influencers and users (Labrecque, 2014). According to Stever & Lawson (2013), influencers and fans can interact with each other by influencers post statues, images, and their fans will like, share or leave comments. Besides, fans have access authority to influencers’ social media pages to follow them without time and location limitations (Hou, 2019).

Youtube currently sits at more than 2.29 billion active users, just after Facebook (Statista, 2021). YouTube channels are more popular and influential than other channels having multiple speakers (Welbourne and Grant, 2016). After many interactions with an influencer on the Youtube channel, users may have a tendency to long-term follow, trust and love that influencer because when they contact many times, they will have a feeling that the relationship is developing (Lee & Watkins, 2016). Through this relationship, fans feel closer to the influencers in their daily life, which in turn leads to positive behaviors towards the influencers, for example, the influencers are being followed or they can sell advertised items/products (Labrecque, 2014). Therefore, a lack of interaction between influencers and fans may impact negatively their business or the number of followers. Thus, the hypothesis is provided:

H2: Lack of interaction affects following or unfollowing influencers positively.

2.2.3. False endorsement and Unfollow Influencer

Our argument is based on the premise that influencer advertising and product endorsements are associated with sincerity and integrity, which ultimately influences customer ratings of attractiveness. the influencer's leadership, trustworthiness, and reputation, and the brands they're endorsing.

Des et al, 2012 researched and made the conclusion that when an influencer advertises poor-quality products and services, it will make part of consumers believe and buy the products. It affects health, and life and costs money. These things will make consumers have negative emotions as well as heavy criticism in the media about that influencer. In other cases, when influencer testimonials are false, researchers have found that there is a negative spillover to other competing brands or even product categories (Eckert& Christian, 2017).

An increasing level of negative judgment is associated with false endorsements of influencers, which can also lead to negative viewers' attitudes towards viewing as well as distrust of the audience. influencer products are endorsed on Youtube, making them no longer want to follow those influencers. And our hypothesis put forward:

H3: False endorsement impact unfollowing influencers positively.

2.2.4. Uncreative content and Unfollow Influencer

Nowadays, creating unique and eye-catching content to draw viewers is a matter of great concern. Because as long as you create videos and articles with uninteresting content, the audience definitely logs out and stops watching. Creative content is writing, photo, or video which is created to aim at attracting a large audience (Untung Rahardja et, 2019). So you can simply understand that uncreative content is posts created with boring, lengthy, unattractive content. In the digital age, creative content is the key to success in marketing (Untung Rahardja et, 2019). Therefore, uncreative content can make influencers’ accounts lose followers.

Vidal (2015) affirms that quality, creative content attracts visitors to return because it proves that influencers comprehend and concentrate on everything they post on their personal pages. From there, the number of followers of that influencer may increase and it helps them become more famous. So authors’ hypothesis here is:

H4: Uncreative content has a positive impact on unfollowing influencers.

3.0 RESEARCH METHODOLOGY

3.1. Questionnaire

Table 1: Questionnaire

Source	Variable	Question	Level of agreement
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Negative information

Lianxi Zhou, Paul Whitla (2013)	NI1	This negative information makes me incredulous about the dignity and worth of influencers.	1 2 3 4 5
	NI2	This negative information makes me feel that the influencers lack integrity.	1 2 3 4 5
	NI3	This negative information made me realize that influencers are setting a bad example for the public.	1 2 3 4 5
	NI4	Influencers don't deserve a lot of respect after this negative information.	1 2 3 4 5

Lack of interaction

Minseong Kim, Jihye Kim (2020)	LI1	I and my favorite influencer don't interact much on social media.	1 2 3 4 5
	LI2	I don't feel intimate with my favorite influencer when I interact with him/her on social media.	1 2 3 4 5
	LI3	Interacting with my favorite influencer on social media seems like talking with a stranger.	1 2 3 4 5
	LI4	I don't feel close to my favorite influencer in real life.	1 2 3 4 5
	LI5	I don't want to share my true thoughts and feelings with my favorite influencers	1 2 3 4 5

False endorsements

Do Yuon Kim, Hye-Young Kim(2021)	FE1	I can't trust the content posted on social media by influencers.	1 2 3 4 5
	FE2	I don't believe in what the influencer says and he/she is trying to take advantage of the followers.	1 2 3 4 5
	FE3	Influencers will not be straightforward and honest because it concerns their own benefits.	1 2 3 4 5
	FE4	The influencer will lie as soon as he/she gets a chance to do it.	1 2 3 4 5

Uncreative content

Cedric Courtois et al, 2012 Peter J. Draus et al, 2014	UC1	Uncreative content makes me feel bored when watching.	1 2 3 4 5
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	UC2	I don't like watching influencer videos that don't keep up with trends.	1	2	3	4	5
	UC3	I will unfollow influencers if the video content gets boring.	1	2	3	4	5
	UC4	I will not watch the video if the content is not creative.	1	2	3	4	5

Unfollow influencers

Zhenya Tanga, Leida Chen (2020)	UI1	I intend to stop following this influencer in the future.	1	2	3	4	5
	UI2	I will definitely stop following this influencer in the future.	1	2	3	4	5
	UI3	I am no longer interested in following this influencer.	1	2	3	4	5
	UI4	It feels like a waste of time to follow this influencer.	1	2	3	4	5

3.2. Data collection

In order to collect high-quality data, it is pre-filtered for the respondents who match the criteria given previously. The authors posted the Google form survey on Facebook by sending it to groups on Facebook and texting directly to many people through Messenger.

We proceeded to collect data using quantitative survey questionnaires. That questionnaire uses a five-point Likert scale (“1 = Strongly disagree”, “2 = Disagree”, “3 = Neutral”, “4 = Agree”, “5 = Strongly agree ”). A total of 300 responses were considered for further analysis. Among the participants, 75.33% (n = 226) were female. Most participants were between 18 and 28 years old (n = 290, accounting for 96.67%).

This survey includes:

- Four independent variables: (1) Negative information (NI); (2) Lack of interaction (LI); (3) False endorsement (FE); (4) Uncreative content (UC).
- A dependent variable: Unfollow influencers (UI)

3.3. Measurement

All constructs were measured using multiple items on a five-point Likert scale (1 = “Strongly disagree” to 5 = “Strongly agree”). All items were derived from the literature and therefore based on scales that have been previously validated.

Specifically, “Negative information” scale was adapted from Lianxi Zhou, Paul WhitlaLI (2013). The scale of “Lack of interaction” was based on the research of Minseong Kim, Jihye Kim (2020). “False endorsement” was measured using the scale from Do Yuon Kim, Hye-Young Kim(2021). “Uncreative content” was formed by adapting scales from Cedric Courtois et al, 2012 and Peter J. Draus et al, 2014. And “Unfollow influencers” was developed from the study of Zhenya Tanga, Leida Chen (2020).

3.4. Data processing and analysis

3.4.1. Screening Data and Demographic analysis

The authors collect data by surveying people ranging in age from 18 to 45 in Ho Chi Minh City, Vietnam through the questionnaire which was designed by using Google Form. Summarizing the survey, 375 samples were collected and 80% (n = 300) of the samples were valid. After eliminating the invalid data, the authors carried out a demographic analysis of the respondents. Demographic data include age, gender, etc.

3.4.2. Reliability Analysis

The author uses SPSS software to consider reliability through Cronbach's Alpha coefficient of survey variables. Conducting Cronbach's Alpha reliability test of the observed variables in each of the following groups:

- **H1:** Negative information directly affects unfollowing influencers positively. Including 4 observed variables (NI1, NI2, NI3, NI4)
- **H2:** Lack of interaction affects following or unfollowing influencers positively. Including 5 observed variables (LI1, LI2, LI3, LI4, LI5)
- **H3:** False endorsement impact on unfollowing influencers positively. Including 4 observed variables (FE1, FE2, FE3, FE4)
- **H4:** Uncreative content has a positive impact on unfollowing influencers.

Including 4 observed variables (UC1, UC2, UC3, UC4)

According to Hair et al., (2014), Cronbach’s Alpha can be 0.6 for variables in preliminary discovery research and if Cronbach’s Alpha is greater than or equal to 0.7, the scales are more unidimensional and reliable. Besides, Cem Kocak et al., (2014) considered that many authors stated that a reliability coefficient calculated should be a minimum of 0.70. So, the authors selected Cronbach’s Alpha of 0.7 for this research.

3.4.3. Inspection in EFA

The suitability of factor analysis is evaluated through the following coefficients. The KMO coefficient is used to test the completeness of the sampling, while the strength of the relationship between the variables is tested through the Bartlett coefficient. In addition, Eigenvalue and Total Variance Explained should be considered. On that basis, we consider the criteria according to the following standards:

- According to (Kaiser, 1974), the value of KMO must be 0.5 or higher ($0.5 \leq KMO \leq 1$) to prove that factor analysis is appropriate.
- Bartlett test is used to examine the correlation of observed variables and Bartlett's Test sig coefficient < 0.05 is appropriate
- Eigenvalue is a commonly used criterion to quantify factors in EFA analysis. Eigenvalue should be 1.
- Total Variance Explained represents the percentage of extracted factors that have been condensed. It should be more than 50%.

Factor loading coefficients should be higher than 0.5 to show that variables have good statistical significance (Hair et al., 2014). Hence, we chose the threshold for Factor Loading to be 0.5. This means that bad variables (with factor loading values < 0.5) will be removed and not appear on the pattern matrix.

3.4.4. Inspecting after regression

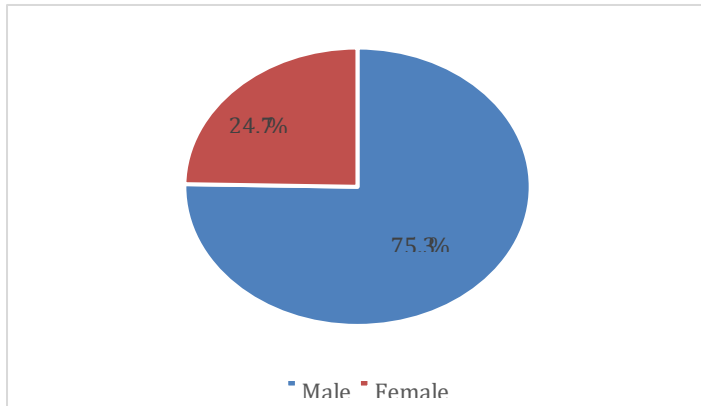
Linear regression is the next step that is conducted after examining the correlation relationship between variables. It is often used when researchers want to predict the value of one variable based on the value of another variable. Usually, the dependent variable (or sometimes, the outcome variable) is the one to be predicted. The variable used to predict the value of another is called the independent variable (or sometimes, the predictor). There are three main tables of linear regression results that are necessary to evaluate.

- The Model Summary table: R2 (R square) and R2 Adjusted in Model Summary are measures of the fit of the linear regression model. However, the adjusted R2 reflects the fit of the model more than R2 (R square). These coefficients have to be ranging from 0 to 1. In addition, this table also provides Durbin–Watson values to evaluate first-order series autocorrelation. Recommended DW = 1.849 value is between 1.5 and 2.5 (Yahua Qiao, 2011)
- Coefficients table: Sig < 0.05 and t > 0.05 for the variable to be significant in the regression model, or in other words, the variable has an impact on the dependent variable.
- ANOVA table: Model fit can be accurately assessed through hypothesis testing. Sig < 0.05 : regression model is suitable.

4.0 RESULTS

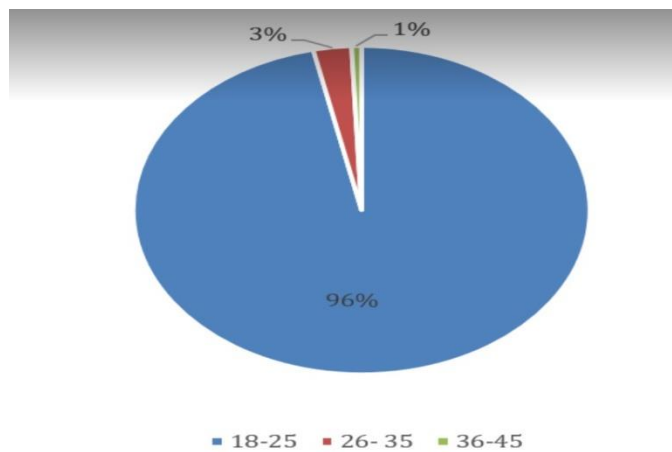
4.1. Demographic

Figure 2: Gender of survey participants



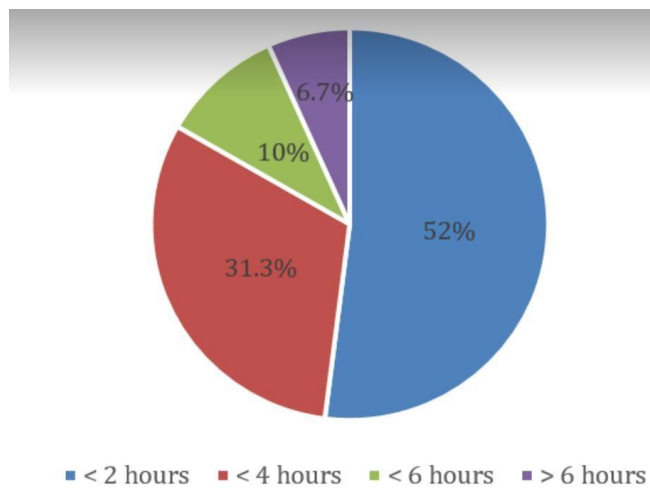
(Source: Data Analysis Result)

Figure 3: Age of survey participants



(Source: Data Analysis Result)

Figure 4: Average time per day of survey respondents using Youtube

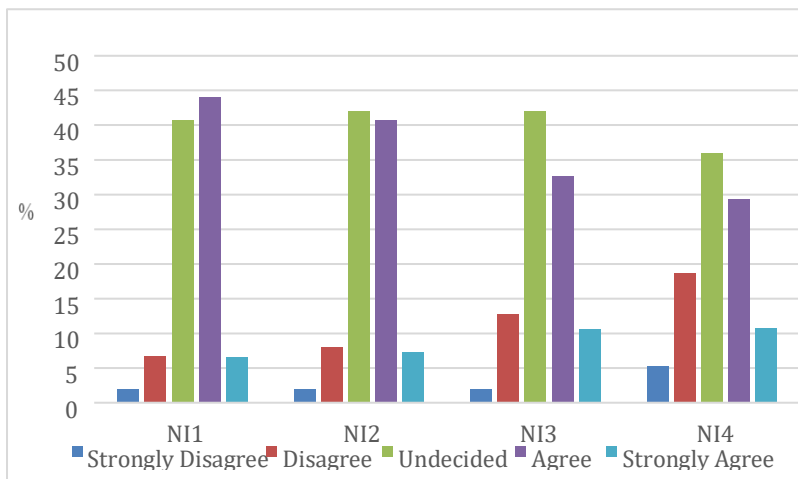


(Source: Data Analysis Result)

After surveying, we collected 300 valid samples. According to chart 1, the total number of survey participants is 75.3% male and 24.7% female. The majority of survey participants are in the age group of 18-25, accounting for 96%, the rest accounted for 3%, mainly aged 25 and over (according to chart 2).

According to chart 3, almost the average number of survey participants using Youtube a day is usually less than 2 hours (accounting for 52%), a few others use less than 4 hours (accounting for 31.3%), less than 6 hours (accounting for 10%).) and over 6 hours (6.7%)

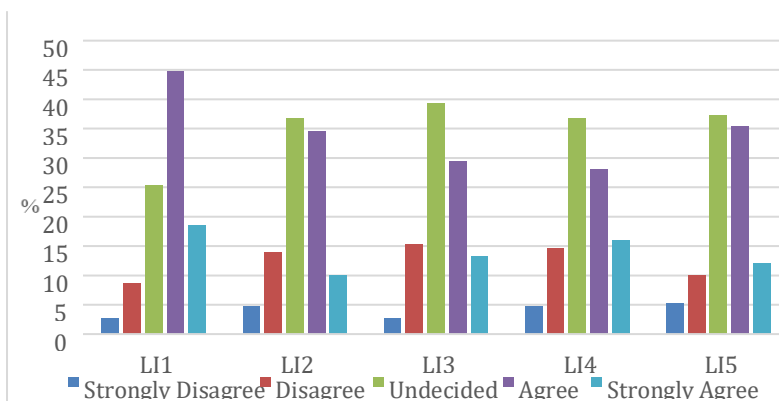
Figure 5: Survey results of the "Negative information" factor



(Source: Data Analysis Result)

With the NI1 factor “This negative information makes me incredulous about the dignity and worth of influencers.” receiving 50.6% agreement from survey participants, this shows that the negative information of influencers makes followers feel skeptical about the personality and qualities of the influencers. As a result, 48% of those surveyed think these influencers lack integrity and won't follow them again in the future. (Source: Data Analysis Result)

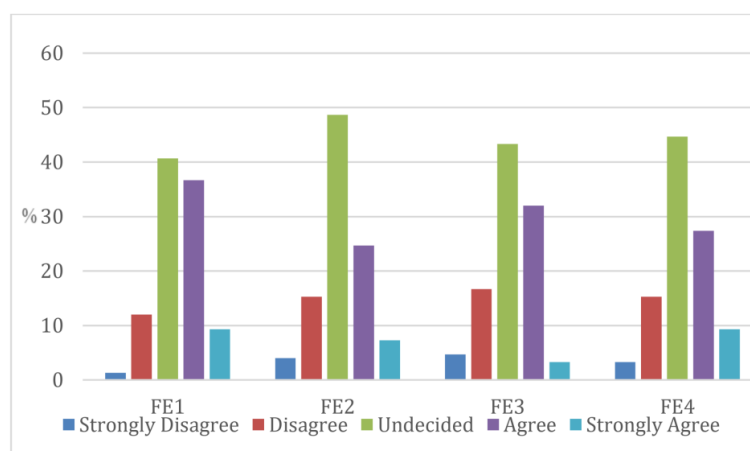
Figure 6: Survey results of the "Lack of interaction" factor



(Source: Data Analysis Result)

With the factor (LI1) “I and my favorite influencer don't interact much on social media”, the level of agreement is about 64%. At the same time, about 45% agree with the point “I don't want to share my true thoughts and feelings with my favorite influencers”. This shows that many viewers on the YouTube platform have not really interacted much with the influencers they are following. Moreover, viewers on the YouTube platform nowadays rarely share their feelings towards the people they love. The reason could be that influencers don't really care about viewer interactions, making viewers feel they are not close to the influencers they love.

Figure 7: Survey results of the "False endorsement" factor

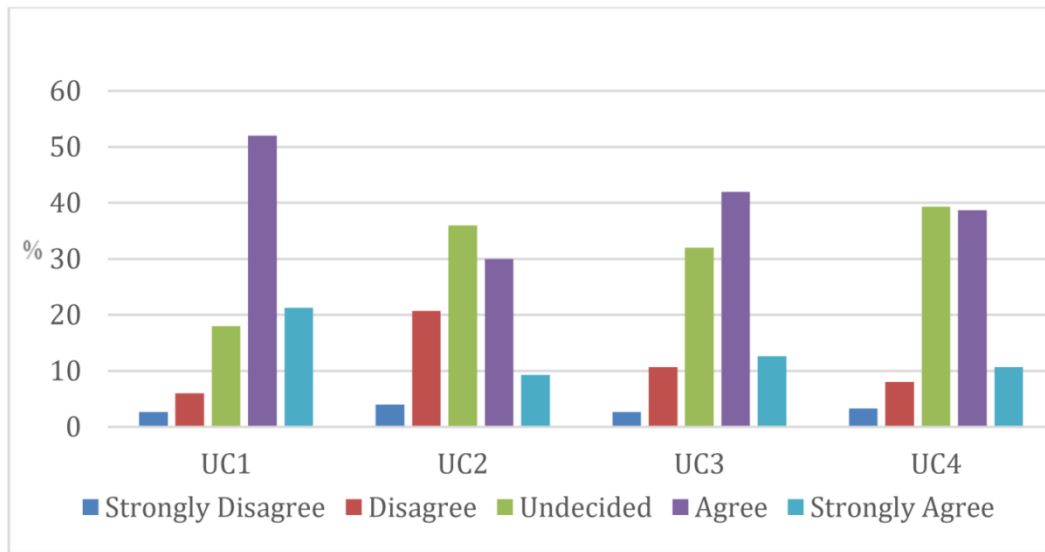


(Source: Data Analysis Result)

With the FE1 factor “I can't trust the content posted on social media by influencers”, 45% of people surveyed agree with this, which shows that viewers on the current Youtube platform do not really believe in influencer content, they often find the influencer's ad content untrue and lacking in persuasion to viewers.

Besides, nearly 40% of survey respondents agree with the FE3 factor "Influencers will not be straightforward and honest because it concerns their own interests", it can be seen that viewers see the promotional videos of influencers for personal purposes rather than provide useful information to the viewer. As a result, they judged influencers to lack integrity while promoting their products.

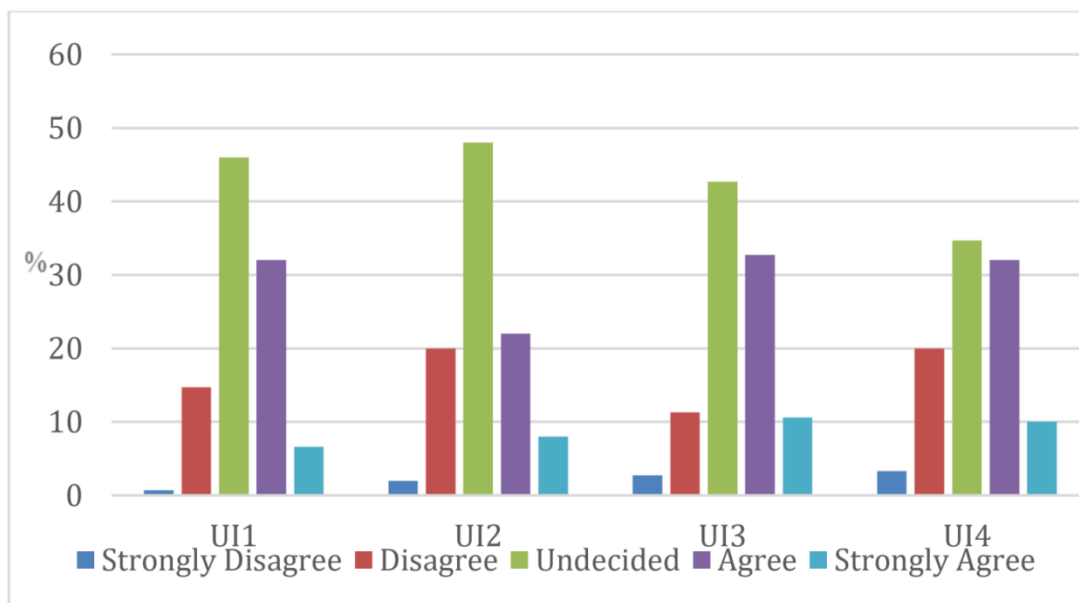
Figure 8: Survey results of the "Uncreative content" factor



(Source: Data Analysis Result)

With the factor UC1 "Uncreative content makes me feel bored when watching" receiving more than 73% of the respondents' agreement with the factor UC3 "I will unfollow influencers if the video content gets boring", 54.6% of the participants agree with this. This shows that today's viewers prefer really creative, up-to-date content. Therefore, the content of influencers on Youtube will make viewers bored without innovation. And they will be more inclined to give up following that influencer in the near future.

Figure 4. 8: Survey results of the "Unfollow influencers" factor



(Source: Data Analysis Result)

Through the influence of the variables “Negative information”, “Lack of interaction”, “False endorsement”, “Uncreative content”, more than 43% of the participants agree that “I will unfollow influencers if the video content gets boring.” (UI3), and 42% of the total number of survey participants agree that “I am no longer interested in following this influencer”. It shows that the above 4 factors have a significant impact on viewers' abandonment intention for influencers on the Youtube platform.

4.2. Data analysis and findings

4.2.1. Reliability analysis

Table 2: Quantity of scales and Cronbach's Alpha

Constructs	Quantity of scales before analysis	Quantity of scales after analysis	Cronbach's Alpha
Negative Information	4	4	0.839
Lack of Interaction	5	5	0.844
False endorsement	4	4	0.845
Uncreative content	4	4	0.779
Unfollow Influencers	4	4	0.904

(Source: Data Analysis Result)

Reliability test was handled by SPSS version 26.0 software. The values of Cronbach's Alpha coefficient were examined to evaluate the reliability of the multiitem scales. Cronbach's Alpha coefficient describes the internal consistency of the constructor and the close relationship of a group of variables as a measure of scale reliability. Although Cronbach's Alpha can be accepted at 0.6, the coefficients recommended by (Hair et al., 2015) were above 0.7 level. In addition, values of Cronbach's Alpha if Item Deleted should be smaller than Cronbach's Alpha of constructs to increase the validity of Cronbach's Alpha.

Table 4.1 presents the values of Cronbach's Alpha coefficients of the research variables. It is clear that all Cronbach's Alpha values are greater than 0.7 benchmarks. In particular, Cronbach's alpha of Negative Information (NI) is 0.839, Lack of Interaction (LI) is 0.844, False Endorsement (FE) is 0.845, Uncreative Content (UC) is 0.779, Unfollow Influencers (UI) is 0.904. Besides, the Corrected Item - Total Correlation of the observed variables in each scale is greater than the limit of 0.3.

Hence, all variables can be considered reliable and they are kept for the next analyses.

4.2.2. Exploratory Factor Analysis (EFA)

Table 3: KMO & Bartlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
▶ Bartlett's Test of Sphericity	Approx. Chi-Square	3587.158
	df	210
	Sig.	.000

(Source: Data Analysis Result)

The Kaiser-Meyer-Olkin test was performed to evaluate the indicators of the linear relationship between the variables. According to (Kaiser, 1974), KMO values above 0.5 are acceptable while Bartlett's test has to have a significance level of sig < 0.05. As shown in Table 5, the KMO measure of 0.902 indicates that the sample size for this study was sufficient. The level of statistical significance of Bartlett's test (see Table 4.2) is Sig. = 0.000 (< 0.05), which shows the relationship strength of the variables. Therefore, it can be concluded that the EFA analysis for the variables is appropriate.

Table 4: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.732	41.583	41.583	8.732	41.583	41.583	3.322	15.820	15.820
2	1.695	8.069	49.652	1.695	8.069	49.652	3.199	15.232	31.052
3	1.476	7.031	56.683	1.476	7.031	56.683	2.928	13.944	44.996
4	1.366	6.504	63.187	1.366	6.504	63.187	2.547	12.127	57.123
5	1.154	5.494	68.681	1.154	5.494	68.681	2.427	11.558	68.681
6	.888	4.227	72.908						
7	.656	3.125	76.033						
8	.613	2.919	78.951						
▶ 9	.521	2.479	81.431						
10	.504	2.399	83.829						
11	.461	2.195	86.025						
12	.419	1.997	88.021						
13	.387	1.843	89.865						
14	.373	1.778	91.643						
15	.356	1.696	93.339						
16	.298	1.421	94.760						
17	.281	1.340	96.100						
18	.238	1.133	97.233						
19	.222	1.057	98.289						
20	.209	.998	99.287						
21	.150	.713	100.000						

(Source: Data Analysis Result)

Exploratory factor analysis (using the Principal Component Analysis extraction technique with Varimax rotation) was conducted for all observed variables. As a result, five components were extracted at the Eigenvalue of 1.154, a model with less than five factors is the best. The total variance explained (see Table 4.3) was 68.681% (> 50%) - a relatively good rate, which shows that the EFA model is appropriate and the five analysis factors condensed 68.681% variability of the observed variables.

Table 5: Rotated Component Matrix

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
UI3	.847				
UI2	.786				
UI1	.774				
UI4	.733				
LI3		.794			
LI4		.781			
LI2		.710			
LI5		.680			
LI1		.651			
FE3			.799		
FE4			.773		
FE2			.719		
FE1			.667		
NI3				.824	
NI2				.735	
NI1				.686	
NI4				.616	
UC4					.771
UC2					.739
UC3					.632
UC1					.588

(Source: Data Analysis Result) After performing the correlation analysis between the observed variables in the factors with EFA, we found that no scale items were eliminated because all of them ensure the standard loading factor. In addition, there is no observed variable uploaded simultaneously in two factors in the rotation matrix.

Factor loadings of all the scale items (see Table 4.4) range from 0.588 to 0.847, which is greater than 0.5, as recommended by (Hair et al., 2015). This illustrates a strong correlation between observed variables and common factors. In other words, the observed variables are very optimal and statistically significant. Factor loadings coefficients can be found in a rotated component matrix (See Table 4.4).

4.2.3. Linear Regression Analysis

Table 6: Result of Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.681 ^a	.464	.457	.590	2.149

(Source: Data Analysis Result) From the results table, we can see that Adjusted R square = 0.457, this means that 4 independent variables have affected 45.9% of the change of UI max variable, and the remaining 54.3% is the influence of error. natural and out-of-model variables.

Table 7: Result of ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.197	4	22.299	63.954	.000 ^b
	Residual	102.860	295	.349		
	Total	192.057	299			

(Source: Data Analysis Result) The ANOVA table, show us that the value F = 63,954 for Sig. F = 0.000 < 0.05, we can conclude that R squared overall is not 0 (#0) => we conclude that the linear regression model fits the overall.

Table 8: Result of Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	.163			.199	
	NI	.197	.064	.177	3.098	.002	.557	1.797
	FE	.321	.058	.298	5.503	.000	.617	1.620
	LI	.138	.055	.134	2.484	.014	.625	1.601
	UC	.266	.059	.243	4.526	.000	.630	1.588

(Source: Data Analysis Result)

The variables in the study include NI, FE, LI, and UC, all of which have test sig less than 0.05 (< 0.05), so these variables are all statistically significant and all affect the dependent variable UI.

The variance exaggeration coefficients VIF are all less than 2 \Rightarrow no multicollinearity phenomenon.

From the tables of hypothesis testing results, we have the following conclusions: Hypotheses H1, H2, H3, and H4 are accepted within the framework of this study. The variable "Unfollower Influencer" will be affected by the variables "Negative information", "Lack of interaction", "False endorsement" and "Uncreative content".

From the research, we can see that the variable "Negative Information" really has a significant impact on the viewer's trust in the influencers. Because the negative information about an influencer will make viewers doubt the quality and image of that influencer. Therefore, if negative information about such influencers arises while they are promoting products for a brand, it will easily affect the image of that brand. Therefore, businesses and brands need to pay attention to the issue of choosing influencers on Youtube with good images, this will help increase the prestige of the brand.

At the same time, it can be seen that the variable "Lack of interaction" also plays an important role in audience abandonment. It can be seen that viewers on Youtube really want to have more interaction with influencers, they want to see the closeness as well as the excitement in the way they talk and give advice from influencers so that they are motivated to continue following influencers in the future.

Besides, the variable "False Endresment" really has a huge impact on audience abandonment of influencers. Because, false product testimonials will damage the credibility, image, and honesty of influencers in the audience. What's worse is that it can affect the health and life of consumers if they, unfortunately, buy poor-quality products. This makes it easy for audiences to distrust the influencer's claims and even give up following them.

Finally, the variable "Uncreative Content" is also an important factor influencing audience abandonment of influencer following. Today, the videos on the YouTube platform are very diverse, so the audience always chooses videos with really interesting content as well as keeping up with trends to be able to spend time watching. Therefore, brands can choose influencers who have creative content to attract viewers, thereby motivating the audience to buy products when inviting influencers to promote products.

5.0 CONCLUSIONS

With the above analysis, we will give an overview of the whole article as well as evaluate the research and offer appropriate solutions to this topic.

5.1. Discussion

The statistical and analytical results have shown the positive relationships between the variables affecting the "Unfollow Influencer" variable of the audience on Youtube. From there, to solve the 3 research questions raised as follows:

1. Through this research paper, the authors have realized through the factors "Negative information", "Lack of interaction", "False endorsement" and "Uncreative content", all of these factors make the audience more attractive. unfollow influencers on the Youtube platform.
2. If customers perceive influencers to endorse products as false, they will lose trust in influencers as well as influencers' dishonesty. They find that influencers advertise for personal profit rather than providing useful information to customers.
3. Through the negative information about influencers on Youtube, nearly 50% of people agree that they will not follow the information of such influencers in the future. This will certainly affect the influencer as much as the business or brand inviting these influencers to promote products.

5.2. Research evaluation

The idea for this research article comes up with wanting to help businesses have an accurate and objective view of influencers on the YouTube platform. This helps decide whether to cooperate or not, thereby helping businesses expand market share and increase the number of customers. Because today's customers trust the expert knowledge as well as the real-life experiences of influencers. Therefore, customers tend to buy through video reviews of the influencers they follow.

When it comes to the advantages of this study, two aspects can be mentioned. Firstly, this is one of the few studies that explore the factors that affect YouTube influencer unfollowing behavior, helping businesses and brands choose to work with. Secondly, this study also shows the perception of YouTube users in Vietnam today about whether to follow celebrities or not.

However, this study also has limitations. The author team only researched exclusively on the YouTube platform. Besides, the scope of the study is small, the sample of the study was collected only from the survey of individuals in Ho Chi Minh City. The authors only study a few variables that directly affect the audience's unfollowing action for YouTube influencers.

To overcome the above limitations, future studies can explore the impact of other variables on unfollowing influencers. Or it can be applied to other social platforms like Facebook, Tiktok, Instagram, etc, and research on a broader scale, maybe research on individuals of different ages, living in some other areas or even a country other than Vietnam.

5.3. Solutions and proposals

Firstly, businesses and brands need to research carefully to choose the right influencers for the products and services they provide to their target customers. In order to choose the right influencer, businesses need to first conduct a survey to further study the influencers that are followed by a lot of people through the number of subscribers, and the number of views of each video that they used to advertise. Besides, businesses also need to consider the response

of customers to the products that the influencers are promoting. As a result, businesses can choose the right influencers to work with. At that time, enterprises can increase the number of customers who buy products or use the services of enterprises. This helps to increase the profits of the business significantly.

Secondly, businesses should consider people whose photos have been advertised for brands before. From there, businesses need to pay attention to the author, and customer mode for that product, and see if the influencer has a good image in people's hearts or not. Or they just receive product ads without any experience or knowledge about the product they are advertising. To find an influencer who fits these criteria, businesses should research the influencer's advertising history and review the comments left by customers.

Thirdly, businesses should choose influencers who know how to build separate and unique advertising content for the product that the business wants to advertise. Influencers must know how to create impressive content that leaves an impression on the audience. Influencers must know how to create words or sayings that give a deep impression or a unique feature that cannot be confused with other advertising content. The content must keep up with the trends of the target customers. That is a tool to hit the psychology of smart customers. The content must contain comprehensive information that the business wants to direct to customers, and the advertising content must be truthful, not advertise ridiculously, or falsely about the product.

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