TRAVEL SOCIAL MEDIA INFLUENCER VALUE (TSMIV) BASED ON THE PERSPECTIVE OF GEN Z IN HANOI

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Abstract

With the explosion of The Internet and online media, travel becomes more accessible to everyone, especially the younger generation through online marketing. Rooted in the emergence of travel influencers, one form of online promotion, namely influencer marketing, has become a trending media channel for tour operators. According to the relevant survey of 821 zoomers occupying in Hanoi (of which 800 valid samples are included in the analysis), after the qualitative analysis, regardless of 10 original categories of Travel Social Media Influencer Value (TSMIV) respectively (1) Informative value, (2) Entertainment value, (3) Expertise, (4) Trustworthiness, (5) Attractiveness, (6) Similarity, (7) Familiarity, (8) Likability, (9) Personality and (10) Number of followers, the authors addressed two additional ones, namely (11) Interaction, (12) Occupation. The Exploratory Factor Analysis (EFA) then was concluded with 7 newly adjusted classifications of TSMIV characteristics or aspects including (1) Charisma and trustworthiness, (2) Similarity and familiarity (3) Informative value, (4) Communication and interaction methods, (5) Degree of identification, (6) Level of pervasiveness and (7) Professionalism in tourism.

Key words: *Influencer, travel influencer, Travel Social Media Influencer Value (TSMIV)*

1. Introduction

The growth in tourist arrivals is the key to tourism success. Therefore, marketing strategies are always stimulated and periodically changed by tourism managers in each stage

of the society in order to catch the trend, to attract domestic and foreign tourists to their destinations and to help increase tourism demand. To create effective strategies, it is necessary for the managers to understand customers' needs and desires for information and brands related to their destinations as well as the change in customer perception when approaching each type of marketing. One of the decisive factors that affect their decision is the trust and positive brand attitude toward the destination built with data collection from reference sources, to which influential people in the tourism sector significantly contributed.

According to a report by We are Social and Hootsuite which are two organizations that publish annual reports on digital and social media trends around the world, the number of social media users in Asia Pacific (APAC) increased by 9.8%, reaching 2.14 billion people by 2020. The statistics further indicated that in February 2020, there were 67 Vietnamese people using the Internet with 6 hours and 42 minutes spent online on average, of which an average of 2 hours and 32 minutes is for surfing on social networks and 2 hours 31 minutes is for watching live streams or online videos. These above figures already demonstrated the influence of the internet and social networks in daily life of every single Vietnamese, especially Generation Z, who are always the fastest and keenest adapting to technology evolution. The Internet in general and social networks in particular, consequently, is successfully used as invisible referential sources for them to seek the answers to all kinds of questions as well as to satisfy their curiosity. Understanding customers' mindsets, travel influencers have appeared as destination ambassadors to convey messages and raise destination brand awareness among young travelers. It is influencer marketing that takes advantage of their vast popularity to inspire people and spread the word via social networking sites with the content compiled by organizations, businesses or by themselves based on their personal experience and their own feelings. However, their popularity and influence on tourism among young followers is obviously unlike celebrities'.

Involved with Travel Social Media Influencer Value (TSMIV) considering the perception of Gen Z (11–26 years old), this paper can be deployed and regarded as the foundation and premise for further research on other age groups as well as other local and foreign communities to come up with suitable development strategies for different customer markets and a variety of geographic target ones.

2. Method

Data collection methods

The research team accomplished collecting data with two methods:

- Secondary data collection method is adopted in the early stage of the study through reports and statistics from research organizations, relevant research papers on reported topics; involved agencies and departments in general and particularly ones in Hanoi; Vietnam National Administration of Tourism and Hanoi Tourism Department.

Likewise, the group of authors also collected data from a number of reputable journals concerning tourism marketing and influencers. In addition, the group conducted research on some specific local and foreign influencers through online media to add data to the research paper.

- Primary data collection method practiced in the later stages of the study through surveying Generation Z- research subjects- in Hanoi is accompanied by two sub-methods: in-depth interviewing and online survey via questionnaires. In detail, in-depth interviews were conducted prior to the official investigation, to detect and reference arising opinions during the research process in comparison with previous studies. The officially selected method of data collection is an online survey with questionnaires on social networks, Facebook, to be specific- which records the largest number of users nowadays on account of its high authenticity and easy access to a great deal of subjects aged 11 - 26 in Hanoi.

Data analysis methods

For zoning the scope and object of the study as well as to achieve the research targets, the authors decided to apply both qualitative and quantitative research methods in this paper.

Accordingly, qualitative research is adopted to discover new factors or observational variables that contribute to the trust and perspective of the generation Z toward the destination brand through tourism influencers who have not been proven or verified yet in previous relevant papers. In detail, qualitative data collection through in-depth interviews with Hanoi citizens from gen Z, chosen with the target sampling method is to supplement and adjust the research design matching with the set criteria as well as ensuring the research context updates.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is designed to explore the nature of response underlying constructs to reduce data (J DeCoster, 1998) or simply to eliminate inappropriate scales and discover new factor groups. While Cronbach's Alpha's test helps the research team check the reliability of the scales, EFA factor analysis in the later step is responsible for evaluating the convergence and divergence of the factors. According to Meyers L.S., Gamst G., Guarino A.J. (2000), regarding factor analysis, Principal Components Analysis merging with Varimax rotation is the most commonly used.

Measurement scale development

After referencing and selecting data from previous studies on related topics and obtaining the result from the qualitative research (using in-depth interviewing method), the research team managed to summarize and arrange those measurement scales for groups of factors in the table proposed below

The degree of influence of the scales on the trust and perception of the destination

brand of Generation Z in general and Generation Z in Hanoi in particular through influencers in the tourism sector is quantified according to the Likert 7 scale instead of the usual Likert 5 scale because in the view of The degree of influence of the scales on the trust and perception of the destination brand of Generation Z in general and Generation Z in Hanoi in particular through influencers in the tourism sector is quantified according to the Likert 7 scale instead of the usual Likert 5 scale because in the view of Barnes et al (1994) that the 7-point scale does not affect the analysis of scales and factors while improving reliability. of the answers. In particular, the points of the respective scale are: 1 = Totally disagree; 2 = Strongly disagree; 3 = Disagree; 4 = Confused, neutral; 5 = Agree; 6 = Strongly agree; 7 Totally agree.

Table 1. Constructs and Measurements

Constructs	Measurements	Item	Studies/Source
Informativeness	Advertisements supply relevant information on destinations.	TT1	Robert H. Ducoffe (1995)
	Advertising provides timely information on destinations.	TT2	
	Advertisements tell people about destinations when they need the information.	TT3	
	Advertisements indicate travel influencer's responsibility.	TT4	Qualitative research results
	Advertisements are similar to what we found.	TT5	
Entertainment	Advertisements are entertaining.	GT1	Robert H. Ducoffe (1995)
	Advertising is enjoyable.	GT2	
	Advertisements are pleasing.	GT3	
Expertise	Knowledgeable.	KTCM1	Roobina Ohanian (1990)
	Expert.	KTCM2	
	Experienced.	KTCM3	
	Qualified.	KTCM4	
	Skilled.	KTCM5	
Trustworthiness	Travel influencer is dependable.	UT1	Martensen et al. (2018); Chen Lou & Shupei Yuan (2019); Dreifaldt et al, (2019); Jiang, M. (2018); Deatara et al. (2019) Applbaum and Anatol (1972); Bowers and Phillips (1967); Simpson and Kahler (1980-81); Whitehead (1968)
	Travel influencer is honest.	UT2	
	Travel influencer is reliable.	UT3	
	Travel influencer is trustworthy.	UT4	

	Travel influencer has personal brand.	UT5	Qualitative research results
	Travel influencer has no scandals.	UT6	
	Travel influencer is guaranteed by brands.	UT7	
	Travel influencer does not earn money from third party.	UT8	
Attractiveness	Travel influencer is attractive.	SHSC1	Agrawal & Kamakura,1995 Misha & Beatty,1990; DeSarbo and Harshman (1985)
	Travel influencer is charismatic.	SHSC2	
	Travel influencer is good-looking.	SHSC3	
	Travel influencer is persuasive.	SHSC4	Qualitative research results
Similarity	I have a lot in common with the influencer I follow.	STD1	Martensen et al. (2018); Ruef et al., (2003); Dreifaldt et al, (2019); Chen Lou & Shupei Yuan (2019); Kamran Siddiqui (2011)
	I and the influencer use the same product (we have the same taste in products).	STD2	
	I and the influencer have the same style.	STD3	
	I and the influencer have the same hobby/ies.	STD4	
Familiarity	I have followed the influencer for a long time.	STT1	Russell and Puto, (1999); Martensen et al. (2018); Deatara et al. (2019); Martensen et al. (2018); Dreifaldt et al, (2019)
	The influencers that I follow are personal on social media.	STT2	
	I relate to the influencer on a personal level.	STT3	
	I know what kind of person the influencer is.	STT4	
	I often come across travel influencer's posts.	STT5	Qualitative research results
Likability	Travel influencer is friendly.	TNDDN1	Stephen Reysen (2005)
	Travel influencer is likeable.	TNDDN2	Drachman, deCarufel, and Insko (1978)
	Travel influencer is warm.	TNDDN3	Stephen Reysen (2005)
	Travel influencer is approachable.	TNDDN4	
	I would ask travel influencer for advice.	TNDDN5	
	I would like to be friends with travel influencer.	TNDDN6	Carli et al. (1991)
	I will not believe in travel influencers that I have prejudice.	TNDDN7	Qualitative research results
	Travel influencer knows how to behave with people and culture at	TNDDN8	

	destinations.		
Interactivity	Travel influencer uses popular social networks.	STgTac1	Qualitative research results
	Travel influencer has a high ratio of likes and shares.	STgTac2	
	Travel influencer often interacts with his/her followers.	STgTac3	
	Travel influencer often organizes minigames and give gifts to his/her followers.	STgTac4	
	Travel influencer gets a high ratio of likes and shares from my friends and family.	STgTac5	
Occupation	Travel influencer is an expert .	NgNg1	Qualitative research results
	Travel influencer is a celebrity.	NgNg2	
	Travel influencer is a person using popular social networks.	NgNg3	
Number of followers	1M+ followers (the rich & famous)	SLNTD1	Colin Campbell, Justin Rapp Farrel (2020)
	1M+ followes (the every day celebrity)	SLNTD2	
	100k-1M+ followers	SLNTD3	
	100k followers	SLNTD4	
	10-100k followers	SLNTD5	
	0-10k followers	SLNTD6	
Personality	Travel influencer is extraverted.	TC1	Digman & Takemoto-Chock, 1981; Peabody & Goldberg, 1989
	Travel influencer is conscientious	TC2	
	Travel influencer is agreeable.	TC3	
	Travel influencer has emotional stability.	TC4	
	Travel influencer is intellectual.	TC5	
Trust	Travel influencer cannot be trusted at times.	MDTT1	
	Travel influencer can be counted on to find information about destinations.	MDTT2	
	Travel influencer has high integrity.	MDTT3	
Destination brand awareness	I can picture what destination looks like in my mind.	NTDD1	Woodside and Lysonski, 1989 Gartner, 1993 Kim & Kim, 2005 Kwun & Oh, 2004; Oh, 2000
	I am aware of the place as a travel destination.	NTDD2	
	I can recognize the destination among other similar travel destinations.	NTDD3	
	I can quickly recall the marketing about the destination.	NTDD4	
	Some characteristics of the destination come to my mind quickly.	NTDD5	

(Source: Created by authors, 2021)

3. Results

3.1. Literature Review

Influencers and Travel Influencers

In the era of social media appeared a new type of celebrity - micro-celebrity, involving with self-expression on social media and self-branding by creating a distinctive public image to attract a large number of followers' attention (Khamis, Ang, & Welling, 2016; Marwick, 2015; TM Senft, 2008; T Senft, 2013). Micro-celebrities on social media are often referred to as influencers. In fact, "influencers" can be ranged from either "potentially famous" or not widely well-known actresses and models, fitness coaches, friends of celebrities and the wealthy whose love for high-end products to pretty high-school girls (Abidin, 2016; Marwick, 2015; Saul, 2016). (Chae, J. (2017)).

On the other hand, according to Keller and Fay (2016), tastemakers can be depicted as consumers who perform higher-than-average possibilities of information seeking by which they continue to share ideas, information, and suggestions with others. These can be accomplished by actively giving comments on their preferred products and services, gaining relevant knowledge while searching for advice and their brand insights.

While discussed in Freberg et al. (2011), social media influencers (SMI) represent a new independent third party who shapes audience attitudes through blogs, tweets and other mediums. There was a completed document on public relations identifying influential spokespersons' characteristics but the audience perceptions of SMI is, still, a recondite matter.

Social media influencers represent "a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media" (Freberg, Graham, McGaughey and Freberg, 2011, p. 90). Recognized as opinion leaders, they can enhance the influence of information that is passed on to others (Jalilvand, 2017; Uzunoğlu & Kip, 2014). Other studies on different areas rather than tourism, such as culture (Magno, 2017) and fashion (Halvorsen, Hoffmann, Coste-Manière, & Stankeviciute, 2013), have recorded increasing engagement of influencers in the digital environment and the mechanisms by which they control the attitudes and decisions of their followers. These matters can be further approached through current research notes.

According to Ed Keller and Brad Fay (2016), influencers, especially ones in tourism can be considered as upscale inspirational promoters on social networks, who are renowned among the cyber communities. They perform higher-than-average possibility of exploring the information about destinations, sharing informative ideas and recommending travel tips for their followers.

To summarize, travel influencers are those who have a large following on social

networking platforms, creating and sharing informative contents regarding tourism. This group may include (1) Professionals in tourism (lecturers, PhDs, experts in tourism); (2) Celebrities (actors, singers ...); (3) Individuals working on social media (travel bloggers, vloggers …) ...

Characteristics of social media travel influencers

- *Advertising Value (Informative and Entertainment Value)*

As stated in Sheth and Uslay (2007), from a marketing perspective, value was recognized to be created and exchanged via marketing practices while marketing services were proposed to possibly satisfy consumers' needs. In particular, advertising value refers to "a subjective evaluation of the relative worth or utility of advertising to consumers" (Ducoffe, 1995, p.1). To further research, Ducoffe (1996) investigated the determinants of online advertising value: informativeness, entertainment and irritation. Additionally, he made a proposal of consumer perceptions of advertising value, positively predicting their attitudes toward online adverbs. The informative value of advertising refers to the ability of an advertisement to inform customers of alternative products in order to promote consumers' satisfaction (Ducoffe 1996). Meanwhile, the entertainment value matches with the assumptions in a valid practical study of McQuail in 1983 where adverbs are considered as media contents and the entertainment impact on consumers was also mentioned (Ducoffe 1996). On the other hand, irritation describes how advertising can annoy, offend and manipulate consumers, or take their attention away from the content of speech (Ducoffe 1996). In short, the information and entertainment value reflect positive perceived and emotional values of advertisement, while irritation represents the negative consumers' response to the ad, rather than its value (Sun et al. 2010). Besides, Dao et al. (2014) examined how the value of advertising on social networks affects consumers' online shopping intention. They then demonstrated that those ads furnishing the audience with informativeness, entertainment, and credibility establish consumers' perceptions of advertising value, which accordingly influences their buying intent.

- *Source credibility (expertise, attractiveness, similarity, trustworthiness)*

The credibility level of a communicator or a transmitted message can be considered as a significant determinant of its persuasiveness (Hovland và Weiss 1951). Hall (2015) used to describe social media influencers as "micro-endorsers" (compared to "bigger" celebrity endorsers) who, in advertising, often play the same role as message sources in the persuasion process, whilst multiple earlier researchers utilized the degree of reliability to evaluate source impact on the persuasive efficacy of messages (e.g., Giffin 1967; Hovland and Weiss 1951; McGuire 1985). At first, Hovland, Janis and Kelley (1953) proposed two factors determining source credibility: expertise and trustworthiness. Expertise is defined as the capacity or qualification of the source, including the specialized knowledge or skills, of

making a statement about a certain subject (McCroskey 1966). Trustworthiness is related to an individual's perception of a source as being reliable, sincere, or honest (Giffin 1967). McGuire then in 1985 proposed a third component of source reliability: charisma, which refers to the physical attractiveness or likability of a source. Likewise, Ohanian (1990) defined source reliability as a three-dimensional structure, based on previous research topics including credibility, expertise, and available charisma.

- *Number of followers*

The number of followers plays a critical role in enhancing the approach of influencers' messages (Arora et al., 2019; Belanche et al., 2020: Djafarova and Rushworth, 2017). It also serves as a measure of influencers' popularity. In fact, influencers are categorized based on different levels of popularity (i.e. large, macro, and micro) which are suggested in their follower count (Childers et al., 2019; De Veirman and partner, 2019). However, a larger number of followers does not parallel with better customers' engagement (De Veirman et al., 2017; Djafarova and Rushworth, 2017). As noted in De Verman et al. (2017), popularity on social media is not equivalent to influencers' capacity of guiding their followers' respective. In contrast, follower count may be negatively related to the engagement. The main reason why the followers continued to accompany those influencers is their perceptions of influencers as individuality, authenticity and relevance (Belanche et al., 2020; Jin et al, 2019; Lou and Yuan, 2019; Schouten et al., 2020). However, when a sizable number of followers on social media is accumulated, the sense of connection with those tastemakers might disappear, which then results in diminished interactive behaviors.

- *Familiarity*

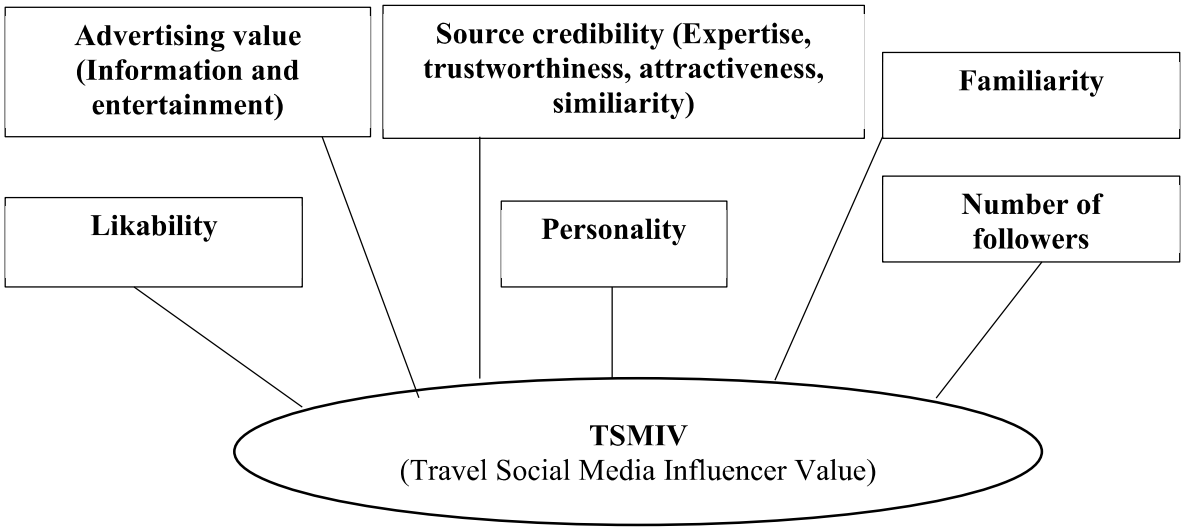
Customer familiarity with a source depends on the amount of information exchanged in the past (Martensen et al. 2018) which means that the intimacy provides the audience with a certain degree of comfort, thus making received messages seem more convincing. Martensen et al. (2018) and Hoffner (2008) further explained that concerning the relationship between social media influencers and their followers, even though the interaction is considered one-sided, they often feel connected and sympathetic to their influencees. In both Deatara et al. (2019) and Martensen et al. (2018), researchers agreed that the intimacy between those bethwether and their followers can foster their trustworthiness. In other words, if consumers perceive their familiarity, they are more likely to trust them which, thereby, positively affects their purchase intent. Researchers, Lee and Watkins, in 2016, demonstrated that influencers positively influence consumer buying intent when promoting brands in their posts while in Chapple and Cownie (2017), an interview study, consumers replied that they regularly follow their followees' recommendations for products by purchasing or further inducing them to people around.

- *Likability*

Unlike several foregoing studies in which likability was used interchangeably with available charisma (Maddux & rogers, 1980), current studies indicated that trend adopters influenced by the charisma / personality of the ambassador, or their intimacy / familiarity with the observers (DeSarbo & Harshman, 1985; Giffin, 1967). Teven (2008) also found that likability is positively correlated with the perceived credibility of political candidates. In another case, Brodsky, Neal, Cramer and Ziemke (2009) discovered witnesses' likability can affect the perceived trustworthiness of their evidence provided in the court. Witnesses with a higher degree of likability were considered to be more reliable than ones with lower levels (Brodsky et al., 2009).

- *Personality*

Personality can be the main determinant of the application of different influence tactics. In detail, Bond (1983) discovered that the personality of travel influencers affected their followers' attitudes and behaviors.



(A summary by the group author, 2021)

3.2. Research result

Demographic characteristics

The overall official research samples on this topic consist of several members in gen Z living, studying and working in Hanoi and the sample data are collected from passed-on online surveys. The total number of responses collected by the research team was 821. After 21 invalid responses were rejected (due to invalid information / identical votes), there were 800 valid responses involved in quantitative data analysis.

Table 2. Demographic characteristics

	Measurement	Frequency	Ratio (%)
Gender	Male	312	39.0
	Female	477	59.6
	Do not want to specify	11	1.4
Age	11-15	140	17.5
	16-18	115	14.4
	19-22	397	49.6
	23-26	148	18.5
Occupation	Student	628	78.5
	Office staff	71	8.9
	Workers, engineers	30	3.8
	Teacher	28	3.5
	Others	43	5.4
Frequency of traveling	Rarely	251	31.4
	Occasionally	343	42.9
	Often	206	25.8
Frequency of using social media	Rarely	10	1.3
	Occasionally	27	3.4
	Sometimes	191	23.9
	Often	572	71.5

(Souce: Analyzed by authors, 2021)

Exploratory Factor Analysis (EFA)

After the preliminary assessment on the reliability, The observable variables will be included in the exploratory factor analysis EFA to reduce data, and at the same time the reliability (Sig) will be measured to test the correlation between the observed variables and help the research team discover new groups of factors, re-adjust the research design and hypotheses stated in previous chapters.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.972
Bartlett's Test of Sphericity	Approx. Chi-Square	39494.974
	Df	1830
	Sig.	.000

(Source: Analyzed by authors, 2021)

The KMO value = 0.972 satisfying the condition $0.5 \leq KMO < 1$ and the value of Significance level was < 0.05. Thus, on the whole, each observed variable of the factors driving the level of trust and perception among people from Gen Z in Hanoi of destination brands through tourism influencers interrelates with all the others.

After three times of conducting exploratory factor analysis EFA (of which the result each time is removing those scales with < 0.5 factor loading or showing < 0.5 factor loadings in two columns with their difference is > 0.3 (Jabnoun & Al-Tamimi, 2003)), it is included that those factors are divided into 7 groups named according to the significance of the scale. Since the load coefficients are > 0.5, they are considered to be practically significant The total variance extracted is 69.747%, > 50%. The new factor groups were continuously included in Cronbach's Alpha coefficient analysis and all received Cronbach's Alpha values > 0.6.

Table 4: Rotated Component Matrix

	Component							Rename	Cronbach 's Alpha
	1	2	3	4	5	6	7		
TNDDN8	.775							Charisma & trustworthiness	0.961
TC2	.774								
TC3	.767								
TNDDN2	.750								
TC4	.732								
TC5	.722								
TNDDN4	.708								
TNDDN1	.678								
SHSC4	.667								
SHSC3	.638								
UT4	.619								
UT2	.614								
UT1	.592								
UT3	.577								
SHSC1	.566								
GT2	.531								
STT1		.734						Similarity and familiarity	0.912
STT2		.728							
STT5		.670							
STD4		.668							
STD1		.664							
STD2		.662							
STD3		.662							
STT4		.600							
TT1			.631					Informative value	0.855
TT2			.571						
TT5			.564						
TT3			.545						
STgTac3				.635				Communication and interaction	0.799
GT3				.625					
STgTac4				.617					

GT1				.509					
SLNTD5					.912			Degree of identification	0.890
SLNTD6					.894				
SLNTD4					.813				
SLNTD2						.760		Level of pervasiveness	0.845
SLNTD1						.691			
SLNTD3						.659			
NgNg2						.517			
KTCM4							.775	Professionalism in tourism	0.771
KTCM2							.707		
NgNg1							.663		

(Source: analyzed by authors, 2021)

After data processing, the independent variables are categorized into 7 factor groups (which all perform appropriate Cronbach's Alpha values), namely:

- Group 1: Charisma and trustworthiness: TNDDN8, TC2, TC3, TNDDN2, TC4, TC5, TNDDN4M TNDDN1, SHSC4, SHSC3, UT4, UT2, UT1, UT3, SHSC1, GT2.

- Group 2: Similarity and familiarity: STT1, STT2, STT5, STD4, STD1, STD2, STD3, STT4.

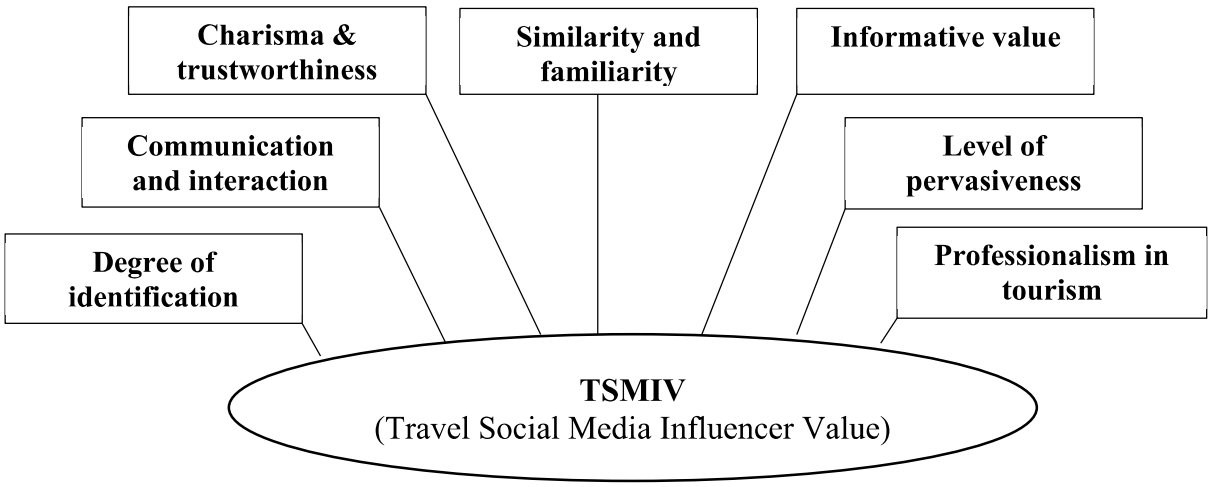
- Group 3: Informative value: TT1, TT2, TT3, TT5.

- Group 4: Communication and interaction methods: STgTac3, GT3, STgTac4, GT1.

- Group 5: Degree of identification: SLNTD5, SLNTD6, SLNTD4.

- Group 6: Level of pervasiveness: SLNTD2, SLNTD1, SLNTD3, NgNg2.

- Group 7: Professionalism in Tourism: KTCM4, KTCM2, NgNg1.



(An summary of EFA results by authors, 2021)

4. Discussion and Conclusion

The research results by the authors issued 7 groups of factors showing the characteristics of tourism influencers that affect the trust and perspective of generation Z in Hanoi toward destination brands. Among them, there are factors being similar to those included in the original SMIV model as well as in other studies, and added with new scales through qualitative research.

The original SMIV model in Lou, C., & Yuan, S. (2018) introduced factors of influencers that impacted on confidence and perception of brand image in business and services, including trustworthiness, charisma, similarity, expertise, informativeness and entertainment value. The research by the author resembles this model as through the data research, processing and analysis with qualitative and quantitative analysis software and tools, it retained the scales of factor measurement of Similarity and familiarity, Informative value, Professionalism, Charisma and Trustworthiness which influence the dependent variable of brand, confidence and perception. Two groups of factors: Degree of Identification and Pervasiveness are synthesized from Colin Campbell's research and Justin Rapp Farrel (2020) in which 2 scales are excluded from the model base, Number of followers, respectively “Over 100,000 - 1,000,000 people'” and “100,000 people”. The factor groups remain, Methods of communication and interaction, including two scales referenced by Robert H. Ducoffe (1995), “the influencers’ speech is highly entertaining and relaxing” and “the influencers’ statements are amusing” and two further scales discovered during the qualitative research by the author, “Those influencers in tourism often interact directly with their fans” and “Those influencers frequently organizes minigames and gives gifts to fans”. Underlying that similarity is that most of previous related papers did not focus on specific groups of subjects marketing-related activities and influencers in general. Therefore, working with a certain target group, Generation Z in Hanoi ,in a particular field of marketing, tourism branding, this study by the group of authors still covers basic characteristics satisfying those factors mentioned in previous ones.

Moreover, due to the up-to-dateness of the research context, along with the diversity of the survey samples, there is a number of new additional scales emerging. In detail, the scale “The information that influencers in tourism provides matches the information I have searched before" is added to the factor group, Informative value, while the scale, “Influencers in tourism have persuasive skills” is included in Charisma and trustworthiness.

In Martensen et al (2018); Agrawal and Kamakura (1995); Misha & Beatty (1990); DeSarbo and Harshman (1985); Stephen Reysen (2005); Digman and Takemoto-Chock (1981); Peabody and Goldberg (1989), groups of factors regarding personality, charisma, likability and trustworthiness are checked and verified to independently impact the subjects' confidence and perceptions of shared areas, non-specific fields. However, according to the

research results in Chapter 3, the authors have obtained a group of factors concerning Charisma and trustworthiness with a series of collected scales that generally express personality, available charisma, likability and trustworthiness, showing the distinction in the samples of research subjects compared to the former. Unlike the study based on the number of followers in Colin Campbell, Justin Rapp Farrel (2020), the research by the author group divided Number of followers into 2 subgroups of factors, Degree of identification and Level of pervasiveness, demonstrating the importance of tourism influencers' accessibility to their followers conforming to the perspective of Generation Z in Hanoi. The method of communication and interaction group is composed of scales on approaching methodologies by which influencers can approach their followers and the desire of generation Z in Hanoi to convey creative statements. As regards Professionalism in tourism, Roobina Ohanian (1990) indicated 5 scales measuring the expertise of travel influencers, of which only two remained after the EFA analysis, namely, "The influencer in tourism must be a tourism expert" and "The influencer in tourism must be someone with professional qualifications (diplomas, certificates)", affirming that thanks to the development of online social networks, Generation Z can easily obtain information about the destinations from a variety of sources, and consequently, they desire to access those statements by the more qualified and trustworthy.

In conclusion, according to results of the research by the author group, among 7 groups of factors demonstrating the characteristics of travel influencers, including (1) Charisma and trustworthiness; (2) Similarity and familiarity; (3) Informative value; (4) Communication and interaction methods; (5) Degree of identification; (6) Level of pervasiveness; (7) Professionalism in tourism, there are 4 ones (1) Charisma and trustworthiness; (2) Similarity and familiarity; (3) Informative value; (4) Professionalism in tourism, after the assessment, serving the similar model with the original, of which two scales are newly discovered and included. The other three junior groups, (1) Communication and interaction methods; (2) Degree of identification; (3) Level of pervasiveness are recently added to the model based on previous studies and the results of qualitative research by the authors.

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