

Viewer responses to product messages using one-person media influencers

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Abstract: This study investigated the effect of product messages through one-person media, the growing media with great marketing potential, by conducting an experiment in which the perceived expertise of the influencer and the perceived commerciality of the message were manipulated. The results showed that when the perceived expertise of the influencer is high, the product message through one-person media generates a positive behavioural intention and attitude toward the message. The perceived commerciality, in contrast, was found to have an insignificant influence on persuasion effect. The interaction effect between the two independent variables was found to be significant. Based on the results of analysis, this study derives theoretical and practical implications for one-person media communication contexts, and suggests a direction for follow-up research.

Keywords: one-person media; social media; influencer marketing; product endorsement; mobile video; perceived expertise; perceived commerciality; MCN.

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1 Introduction

Since the early 21st century, rapid increase in internet distribution rate and establishment of social media networks have changed the media environment at a fast pace. As a result, the online space has become more active than the offline space as a place of communication. Furthermore, the boundary between producers (transmitters) and consumers (receivers) has become blurred as users joining the online space have begun to produce information on their own. This indicates a paradigm shift regarding both the receiver's role and power and the production and distribution of information, which previously took place in the environment of traditional media, such as television, newspapers, magazines, and radio (Scott, 2017). Moreover, mobile media, which was distributed rapidly following the mid-1990s, experienced immense growth with the birth of smartphones in the 2000s. This was a great turning point in the media use and lifestyle of consumers (Bauer et al., 2005; Rowles, 2017).

Mobile media have advantages distinct from other media options in that they have a ubiquitous nature, which allows consumers to access information anytime and anywhere, and enable real-time interactions (Ström et al., 2014). Its distribution, typically with smartphones and tablet PCs, brought about numerous changes to our daily life. One of the most notable in recent years is the establishment of an environment in which consumers themselves can produce and consume diverse video contents through mobile media, the use of which is not constrained by time or place as traditional media environments are (Scott, 2017). At present, mobile media has surpassed its role as an assistive tool in video distribution environments and taken root as an independent and essential platform. Consequently, enterprises' interest in mobile video and expectations for its strategic usability are growing day by day (Rowles, 2017).

Rapid increase in the number of video platforms, such as YouTube, and the self-sustaining supply of constantly uploaded contents has accelerated the growth of the mobile video market. Notably, as a result of the increase in video consumption on mobile media, receivers' viewing behaviours have shifted toward consumption of short video contents in large quantity, ultimately forming a new ecosystem of contents centred on one-person creators (DMC Media, 2016). Creators of one-person media who have successfully established a personal brand began to gain popularity and influence close to that of pre-existing media as a group of fans by each field of contents formed. Under this circumstance, multi-channel networks (hereafter MCNs) have emerged in the online business domain to systematically manage one-person media broadcasting and creators (Hong and Jun, 2016; Koh and Youn, 2016). With the additional support from MCNs and the increased viewing of video contents distributed online or via mobile media, one-person media creators are rapidly surfacing as a notable phenomenon in the modern media environment, and as a group of new influencers whose social impact continues to expand (Yoo et al., 2018).

Despite the growth of the one-person media market, few existing studies empirically approach one-person media creators and their contents. Accordingly, research on the persuasive effects of messages from one-person media influencers are needed, as the interest of receivers in and popularity of one-person media are continuing to increase and enterprises are actively utilising social media to maximise their marketing effect. Specifically, based on the prediction that information source and message factors will influence the process of communicating product messages through one-person media,

this study investigated whether the perceived expertise of the influencer and the perceived commerciality of the message exert a significant influence on the receiver's attitude toward the message and behavioural intention. In doing so, the present study aims to provide helpful implications to enterprises seeking to use a new marketing channel and to analyse and understand consumer behaviours in the age of social media from a theoretical perspective.

2 Theoretical background

2.1 Growth of one-person media and usability for marketing

Unlike in the past, when consumers passively received contents from mass media, modern consumers independently produce and distribute contents to others. In addition, broadcast audiences are no longer constrained by the scheduling of broadcasting stations; instead, in the form of video on demand (VOD), they freely consume their desired programs at a convenient time according to their preferences and lifestyle. In particular, with the distribution of smartphones and the growth of mobile and social media, people began to watch videos frequently and share interesting or helpful videos with others. The mobile video market has grown even more rapidly in the age of long-term evolution (LTE), because the revolutionary improvements made to data transmission speed enable large volumes of video to be transmitted for a shorter amount of time. According to a survey, 58% of respondents reported watching videos on their smartphones every day, and 36% reported watching videos longer than five minutes every day (On Device Research, 2015).

These changes in media receiver behaviours also had a great effect on changes in the features of media contents: demand for new and intriguing contents and advancements in broadcasting communication technology led to the birth and prosperity of one-person media broadcasting. According to the survey report presented recently by Nasmedia (2019), 90.6% of the Korean respondents aged 10 to 39 have watched one-person media broadcasting, and the three most popular subjects of one-person media broadcasting watched by them were food, game (e-sports), and beauty (make-up). In addition, the growing trend of one-person media is becoming noticeable to the point that it threatens TV broadcasting. Given the rapid development of mobile technology and improved accessibility to contents, one-person media appears to have very promising prospects for the future (Mezzomedia, 2017).

As individual media creators develop their contents and expand their user base, a new ecosystem, which builds a fandom and creates profit of media, has formed. As the exportability and influence of one-person media creators' video contents increase through the use of YouTube, SNS such as Facebook and Instagram, and Internet broadcasting channels, the business value of one-person media contents increases as well. Accordingly, product promotion via one-person media video has surfaced as a major form of influencer marketing, surpassing the prior usability of power bloggers (Shon and Kim, 2017). A symbiotic structure was established wherein enterprises provide the environment for content production and distribution by offering an effective platform and visible or invisible compensation, and one-person media creators provide superior contents for users and bring in stable traffic based on the number of their followers (DMC Media, 2016).

Numerous enterprises now pay attention to the influence and domain expansion of one-person media creators because one-person media broadcasting offers the advantage of a low-cost marketing channel, and one-person media contents can help meet the desire and growing need for diverse contents consumable on mobile devices, since smartphones are widely used as personal media devices (Kim, 2017). One-person media contents are produced and distributed to receivers in many different ways according to the individual personality and attributes of the creator. The themes range widely from food to beauty, fashion, games, travelling, and so on. Thus, one-person media creators approach young people with fresh topics and a unique personality, and often gain huge popularity similar to that of celebrities in pre-existing media (Mezzomedia, 2017; Yoo et al., 2018).

2.2 Review of previous studies on one-person media's effect

Mini homepages and blogs, earlier forms of one-person media, began to grow in the early 2000s, and an academic approach to the phenomenon arose around the same time. However, most of these studies were concerned with the socio-cultural or user behaviour perspectives, such that few studies examined one-person media as a new channel of communication for marketing. This counterevidence suggests that one-person media were not commercially used much at that time. Starting in the mid-2000s, however, explorative studies related to commerciality began to be published. Moon (2005) examined the market usability and promotion strategies of digital media, including mini homepages and blogs; Jung (2006) analysed the profit structure and growth factors of blogs; and Chiang and Hsieh (2011) analysed the factors that affect motivation and selection in consumers who use blogs to obtain product information.

In the late 2000s, as research on blogs was published in many different fields of study, studies on the advertising effect of one-person media also emerged. For example, Choi (2009) conducted research on variables that affect the early acceptance of advertisements on one-person media. According to his research, media (mini homepage) involvement, attitude toward advertising in general, innovative tendency, and cognitive desire were found to exert a significant effect on the acceptance of mini homepage advertisements, whereas the length of internet use was found to exert an insignificant effect. Pal and Kapur (2010) surveyed the operational status and perception of enterprise blogs among employees from 55 companies in the US, Europe, and Asia, and identified anticipation that blog marketing would generate a positive image for enterprises and contribute to brand building. According to Hong and Jun (2016), who analysed the persuasive effect of branded contents provided by MCNs, suitability to the product, creator novelty, and semi-social interaction exerted a significant effect on the responses (intention to share, attitude toward the contents, purchase intention) of viewers who watched a one-person creator's advertisement video, and that the pattern of effect could change depending on the product category.

Although studies on one-person media have been conducted from an analytical perspective in various fields with the increase in interest in and use of one-person media a social phenomenon, few empirical studies relate to users' responses, and investigation on one-person media as the marketing platform remains highly inadequate. Furthermore, one-person creator videos provided through video platforms such as YouTube and Facebook Live are the most popular type of one-person media contents; however, few studies have attempted to test their marketing usability and effect. Therefore, it will be

valuable both academically and practically to derive implications from an analysis of factors influencing receivers' responses when one-person media broadcasting is used to promote products.

2.3 Effect of the perceived expertise of the information source

One-person media creators' diverse personalities and distinguished contents have far-reaching power through word-of-mouth marketing in the social network environment. Underlying the growth of one-person media broadcasting was the creators' expanding role (content creator and communicator), which offered receivers a fresh stimulation not before seen in the pre-existing broadcasting structure (Kim, 2017). Therefore, creators as information sources can become influencers able to exert an even greater impact on the acceptance of contents than pre-existing media (Shon and Kim, 2017). In other words, the role of the information source that delivers the message can have a significant impact on the attitude of a receiver (Ohanian, 1990; Pornpitakpan, 2004). It is accordingly possible to postulate that the effect of the message will change based on the receiver's perception of the one-person media creator.

Studies on the attributes and persuasive effects of a spokesperson as an information source have been conducted actively in the field of communication and psychology. The most significant factors for categorising information sources include perceived expertise, trustworthiness, and attractiveness (Kahle and Homer, 1985; Ohanian, 1990). Of these, the present study considered perceived expertise to be an essential attribute of the one-person media creator as an information source. This is based on the belief that a message deliverer's credibility largely determines the positive response of the receiver when a persuasive effect is intended by including product information or benefits in one-person media contents; and that expertise as a preceding condition affects the credibility of the one-person media creator as perceived by the receiver. In fact, the reason why enterprises progressively utilised blogs and power blogs run by individuals for blog marketing, which was very popular in recent years, is that they recognised the blogger's expertise to be the most important factor in their influence (Yun et al., 2012).

Hovland et al. (1953), who introduced the concept early in the study of communication, defined expertise as "the extent to which a communicator is perceived to be a source of valid assertion." This early definition is still used today. Notably, the concept of expertise as discussed in the process of persuasion refers not to the actual attribute of the information source, but to the perceived attribute as seen by the receivers. As this definition implies, the speaker's expertise as perceived by the receiver directly affects the credibility of the message (Eiser et al., 2009; Ohanian, 1990). Petty and Cacioppo (1981) also argued that the persuasive effect of a message varies based on the receiver's perception of the speaker's expertise. They considered that perceived expertise, in particular, is the factor affecting effective persuasion in the absence of the receiver's ability or motivation to process the message.

Consequently, perceived expertise is based on the receiver's conviction that the speaker of the message has professional knowledge in the relevant field and objectively delivers the necessary information by which to judge the product. Previous studies that surveyed the effect of perceived expertise confirm that the receiver's perception of the information source's expertise exerts a significant influence on persuasive effect. For example, Jun and Choi (2011) analysed consumer responses based on the characteristics

of the information source in online blogs, and showed that highly perceived expertise in a blogger leads to a positive response from the receiver. In addition, Fink et al. (2004) confirmed that the perceived expertise of an athlete in an advertisement was a more influential factor than physical attractiveness on advertising effect.

Thus, previous studies on the effect of information source attributes demonstrate that highly perceived expertise in an information source generally leads to a higher persuasion effect. Based on this, the present study established the following hypotheses, under the postulation that the perceived expertise of the one-person media creator, the information source, will exert a positive influence on communication effect.

Hypothesis 1a A high level of perceived expertise in a one-person media influencer delivering a product message will positively affect the receiver's attitude toward the message.

Hypothesis 1b A high level of perceived in a one-person media influencer delivering a product message will positively affect the receiver's behavioural intention.

2.4 Effect of the perceived commerciality of the message

Due to the rapid increase in market growth and the number of one-person media users (both creators and viewers), the marketing usability of one-person media is also increasing. The business strategy that seeks to utilise a media hub with heavy consumer traffic has naturally increased the interest of enterprises in one-person media and their potential utility value. Accordingly, more and more enterprises view one-person media creators as new influencers, and try to utilise them as 'covert' product endorsers. This phenomenon is a result of the expectation that recommendation by a third party will offer a higher and more cost-effective persuasion effect because it is more reliable than unilateral product messages such as advertisements. The phenomenon can be seen in many previous cases that used power blogs for marketing (Soh, 2012; Scott, 2017).

In some cases, however, creators of one-person media channels (such as personal blogs) used for marketing were paid by the enterprise to provide only advantageous information and hide disadvantageous information, causing harm to multiple unidentified individuals. This phenomenon raised ethical issues about the truthfulness of bloggers (Ko, 2011); it also implies the normative social perception that personal channels on social media must make their commerciality public to receivers, and similarly that hiding commercial intention is an ethical violation committed by both the enterprise and the information source. This in turn implies the general expectation that a receiver's perception of the information source's commercial intention will exert a negative effect on persuasion.

In this light, the truthfulness perceived by the receiver in the information source's message can be a crucial factor affecting the credibility and acceptability of the message. Although the creator who provides and takes responsibility for the contents is indeed important as a factor in the credibility of the information from the contents or review (Pornpitakpan, 2004), how the receiver perceives the messages is important with respect to whether the message is based on personal experience or belief, expertise, or compensation such as commercial sponsorship. The receiver's perception – that is, how the receiver perceives the commercial intention of the enterprise underlying the message

given by the information source – can be a significant factor influencing both the credibility of the information source and the persuasive effect of the message.

Prior studies on communication effect based on perception of commercial intention have been conducted mainly in the form of analysis of how the truthfulness of the model endorsing a product in an advertisement affects the responses of the receivers. Among these studies, a notable empirical study was conducted by Han and Tinkham (2007). Based on the attribution theory, they investigated how receiver behaviour changed depending on the attribution type: whether the receiver attributed the intention of the model in the testimonial advertisement to the model's conviction in the product's value (dispositional attribution) or to the commercial compensation (situational attribution). The results of the analysis showed that the advertising model's intention to endorse the product was highly attributed to situation even in testimonial advertisements, but this situational attribution did not exert any negative influence on advertising effect. This finding indicates that perception of the communicator's commercial intention does not necessarily generate negative attitudes in the context of advertising, in which everyone is aware of the commerciality.

The persuasion knowledge model is another useful theoretical framework to explain the influence on communication effect of the receiver's perception about commercial intention of the communicator. According to this model, when a receiver (target) comes across a message and perceives the information source (agent)'s communication intention to be intentional or manipulative – that is, when the receiver has a high level of persuasion knowledge – the communicator's persuasion effect is expected to decrease (Friestad and Wright, 1994). This relationship has been shown in communication effect studies applying the persuasion knowledge model. For example, commercial or impure intention perceived by the receiver was found to exert a negative effect on the receiver's attitude, according to Aguirre-Rodriguez (2013), who discovered that the receiver's persuasion knowledge influences the scarcity appeal effect, and to Kim (2005) who analysed the effect of public service campaigns with respect to persuasion knowledge.

With regard to the one-person media environment, in which – unlike advertising – most contents are communicated in a non-commercial context, there is almost no research concerning the persuasion effect generated by perception of commercial intention. Nevertheless, based on the aforementioned theories and the findings of previous studies, it is possible to predict that persuasion effect will manifest differently depending on the receiver's perception of commercial intention, even in the one-person media context. Accordingly, the present study established the following hypotheses.

Hypothesis 2a A high level of perceived commerciality in the product message of a one-person media influencer will negatively affect the receiver's attitude toward the message.

Hypothesis 2b A high level of perceived commerciality in the product message of a one-person media influencer will negatively affect the receiver's behavioural intention.

In addition, the two independent variables, perceived expertise and perceived commerciality, are expected to have an interaction effect aside from the main effects on the dependent variable. This is based on the assumption that both the message factor and the attribute factor of the information source, the one-person media creator, can influence

the receiver's attitude toward message and behavioural intention in an interrelated context. In fact, Cho (2011) discovered that receivers demonstrated a tendency to interpret the same message differently depending on information source type (expert or non-expert) and commerciality. With regards to how these two variables interact and influence persuasion effect, however, it is difficult to predict the specific directionality based on previous theories and study findings. Thus, the present study established the following non-directional hypotheses and examined the pattern in detail based on the analysis results.

Hypothesis 3a When a one-person media influencer communicates a message, the perceived expertise and perceived commerciality will demonstrate a significant interaction effect on the receiver's attitude toward the message.

Hypothesis 3b When a one-person media influencer communicates a message, the perceived expertise and perceived commerciality will demonstrate a significant interaction effect on the receiver's behavioural intention.

3 Method

3.1 Sample design

The present study selected women in their 20s who reside in South Korea as subjects of the experiment. Nationality, gender, and age group were limited not only for convenient sampling, but also to ensure strong homogeneity of the sample group, which enables the researcher to select a one-person media topic with actual viewers in mind and to minimise the possibility of other influence from personal factors of the respondents as extraneous variables. Additionally, according to a report by Statista (2018) of all age groups, people between the ages of 18 and 29 have smartphones the most and use their smartphones for the longest time on a daily basis. Therefore, this study predicted that consumers in their 20s would watch one-person media broadcasts more frequently than other age groups.

A total of 240 subjects participated in this study. The participants received a text message with a survey link and took part in the experiment using their smartphones. Subjects were randomly divided into four groups varying in the level of perceived expertise and perceived commerciality. From the collected responses, a total of 157 were used for the statistical analysis, after exclusion of 22 incomplete or insincere responses, 29 responses with no experience of watching one-person media broadcasts, and 32 responses that greatly conflicted with the experiment manipulation. The number of responses used for final analysis was 34 (21.5%) in Group A (high expertise/high commerciality), 37 (23.4%) in Group B (high expertise/low commerciality), 42 (26.6%) in Group C (low expertise/high commerciality), and 45 (28.5%) in Group D (low expertise/low commerciality). The age of the respondents in the final sample ranged from 20 to 28, with an average age of 23.1. The majority of respondents (37, 23.6%) watched 1–2 hours of one-person media daily, followed by 10–30 minutes (32 respondents, 20.4%) and less than 10 minutes (25 respondents, 15.9%).

3.2 Experiment design

The present study selected the experimental method to gain sufficient validity in analysing the effect of each independent variable. Under each hypothesis, this study employed the 2×2 factorial design based on the level of the independent variables: perceived expertise of the influencer, and perceived commerciality of the message. Cosmetics were selected as the product category to be introduced through the one-person media in the experiment. This is because cosmetic products are generally high-involvement products for women in their 20s, the subjects of this study (Brisoux and Cheron, 1990), and it was expected that the degree of product involvement could be easily controlled. Cosmetic products were additionally considered to be highly practical and suitable because topics related to beauty, particularly women's makeup, are abundant in one-person media contents (Nam and Park, 2017). Since one-person media broadcasts are often watched on mobile media, this environment was recreated in the experiment by asking the respondents to watch the video on their smartphone or tablet PC for a certain amount of time prior to filling in the questionnaire.

3.3 Experimental video production

Because four experimental groups – perceived expertise (high/low) \times perceived commerciality (high/low) – were needed to test the hypotheses, it was necessary to produce four one-person media videos as stimuli. A woman in her 20s, who belongs to the same demographic group as the target subjects of this study, was recruited to act as one-person media broadcast creator and information source of the product message. This woman is a makeup expert, and has experience creating her own YouTube videos. Similar to other beauty contents circulating on the Internet, the contents of the experimental videos included a demonstration of nude and colorful makeup and introduction of cosmetic products. To control the possibility of influence by extraneous variables other than the different elements in the four experiment videos, this study standardised the product introduction process, the video background, the structure of comments, the background music, and the running time (75 seconds). The experimental videos were uploaded to YouTube, the most popular video site with the most one-person media video contents. Some images captured from the experimental videos are presented in Appendix.

3.4 Operational definitions of variables

The first independent variable, perceived expertise, was manipulated in this experiment. Specifically, based on Jeon (2016)'s study, which manipulated the expertise of the information source based on work experience, this study differentiated the video introduction screens by selectively showing the creator's work experience, allowing the subjects in different groups to perceive her makeup expertise differently. The high-expertise videos displayed the caption '9 years of experience' inserted next to the title 'Makeup Artist'; the low-expertise video did not display any caption regarding work experience. To test the success of the experimental manipulation, separate items were included in the questionnaire to check whether the subjects perceived the influencer's expertise as the researchers intended. Based on the scales suggested by Ohanian (1990)

and Roberts (2010), five items were extracted and revised to fit the present study and measured using a 7-point Likert scale (see Table 1 for details).

The second independent variable, perceived commerciality, was also manipulated in the experimental videos. As in the case of perceived expertise, the study differentiated the subjects' perception by selectively inserting a caption. Specifically, the high-commerciality videos showed the caption "All products in this video were sponsored," whereas the low-commerciality video showed no caption. This was based on the likelihood that receivers will presume an influencer is delivering a message for commercial compensation when they recognise that the product in the video is a sponsored product. Likewise, where no caption is given regarding sponsorship, receivers are likely to perceive the message as the product of the influencer's actual experience or professional knowledge. To test the success of the experimental manipulation, the two following items were included in the questionnaire: "The woman in the video is explaining the effect of the product based on her belief" and "The woman in the video is explaining the effect of the product based on the sponsorship or the request of the cosmetic manufacturer." In addition, the high-commerciality group was asked whether they noticed the displayed caption about sponsorship while watching the video.

Table 1 Reliability test results of measurement items on each variable

<i>Variable</i>	<i>Measurement items</i>	<i>Cronbach's alpha</i>
Perceived expertise	The woman in the video has a high degree of expertise in the field of makeup.	.930
	The woman in the video has a great deal of experience with the field of makeup.	
	The woman in the video has much knowledge in the field of makeup.	
	The woman in the video appears to have skills related to makeup.	
	The woman in the video appears to be credible.	
Attitude toward the message	The content introduced in the video is trustworthy.	.858
	The content introduced in the video is useful.	
	The content introduced in the video is interesting.	
	The effect of the product seems to be great.	
Behavioural intention	I am willing to buy the product introduced in the video.	.846
	I am willing to recommend the product introduced in the video to others.	
	I am willing to search for more information about the product introduced in the video.	

The dependent variable of attitude toward the message was measured by four items using a 7-point Likert scale, based on a revision of the scale used by Hallahan (1999) to fit the present study's experimental situation. The other dependent variable, behavioural intention, was measured by three items using a 7-point Likert scale (see Table 1 for details). To measure product involvement level as a way of controlling the influence of potential exogenous variables, the following three statements were included in the questionnaire: "Colourful makeup products are important to me," "Colourful makeup

products are relevant to me,” and “Colourful makeup products are a great interest of mine.”

To evaluate the goodness of fit and internal consistency of the aforementioned statements, reliability was analysed using the collected data. Cronbach’s alpha was found to be .930 for perceived expertise, .858 for attitude toward the message, and .846 for behavioural intention, all high scores exceeding .8. Based on this result, multiple statements used for the measurement were found to have adequate reliability (see Table 1).

4 Results

4.1 *Test of experimental manipulation*

Basic analysis was performed to test whether the experimental manipulation of the perceived expertise (high/low) of the one-person media creator and the perceived commerciality (high/low) of the message functioned as intended. First, after calculating the average value of the five measurements of perceived expertise, 32 responses that deviated from the intent of the manipulation were excluded from analysis. The result of an independent samples t-test on the final sample showed a significant difference in the perceived expertise level between the two groups; the average value of the high expertise group was 5.046 and the average value of the low expertise group 2.405 ($t = 20.569$, $p < .001$).

To check the responses to the perceived commerciality, the subjects were given two statements – whether the product endorsement by the woman in the video was based on her own conviction, or whether it was based on the enterprise’s sponsorship or request – to measure perceived commerciality, and the average of each was compared. The result of an independent samples t-test showed that the average score indicating that the endorsement was based on personal conviction was higher in the low-commerciality group ($M_{high} = 2.44$, $M_{low} = 4.79$; $t = -12.142$, $p < .001$), whereas the average score indicating that the endorsement was based on the enterprise’s sponsorship or request was higher in the high-commerciality group ($M_{high} = 5.36$, $M_{low} = 2.32$; $t = 20.255$, $p < .001$). The difference in these groups was also statistically significant, confirming that the experimental manipulation was successful.

4.2 *Test of hypotheses*

To simultaneously test the three hypotheses, product involvement was processed as a covariate and MANCOVA was performed. The results of the analysis showed that perceived expertise exerted a significant effect on both dependent variables (attitude toward the message and behavioural intention), whereas perceived commerciality exerted a significant effect only on attitude toward the message. In addition, interaction effect between the two independent variables was significant on both attitude toward the message and behavioural intention (see Table 2).

The results of a t-test on each independent variable for in-depth analysis showed a statistically significant difference in the average score between the two groups. As shown in Table 3, the group with a higher degree of perceived expertise demonstrated a more positive attitude toward the message ($t = 14.322$, $p < .001$) and more positive behavioural

intention ($t = 12.124, p < .001$) than the group with a lower degree of perceived expertise. In contrast, the result of a t-test on perceived commerciality showed no significant difference between the groups for either attitude toward the message ($t = 1.518, p = ns$) and behavioural intention ($t = -1.118, p = ns$), as shown in Table 4. The results of MANCOVA confirmed its significant influence on attitude toward the message, but when equality of variance is postulated, a slightly different result is demonstrated with regard to significance determination. Nevertheless, with regard to the persuasion effect of a product message through one-person media, perceived expertise was shown to be a more influential factor than perceived commerciality.

Table 2 MANCOVA results of main effect and interaction effect of independent variables

<i>Dependent variable</i>	<i>Independent variables</i>	<i>Sum of squares</i>	<i>df</i>	<i>Mean square</i>	<i>F</i>	<i>Sig.</i>
Attitude toward the message	Perceived expertise (A)	157.168	1	157.168	242.179	.000
	Perceived commerciality (B)	2.930	1	2.930	4.515	.035
	AxB (interaction effect)	10.511	1	10.511	16.197	.000
Behavioural intention	Perceived expertise (A)	151.343	1	151.343	166.023	.000
	Perceived commerciality (B)	3.001	1	3.001	3.291	.072
	AxB (interaction effect)	6.841	1	6.841	7.505	.007

Table 3 t-test results of the effect of perceived expertise

<i>Dependent variable</i>	<i>Experimental group</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>t</i>	<i>Sig.</i>
Attitude toward the message	High expertise	70	4.809	1.016	14.322	.000
	Low expertise	87	2.728	.739		
Behavioural intention	High expertise	70	4.238	1.260	12.124	.000
	Low expertise	87	2.215	.670		

Table 4 t-test results of the effect of perceived commerciality

<i>Dependent variable</i>	<i>Experimental group</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>t</i>	<i>Sig.</i>
Attitude toward the message	High commerciality	75	3.822	1.102	1.518	.131
	Low commerciality	82	3.500	1.538		
Behavioural intention	High commerciality	75	2.987	1.310	-1.118	.265
	Low commerciality	82	3.236	1.481		

The two independent variables, which were shown to have statistical significance according to the MANCOVA results, also showed an interaction effect between them. As illustrated in Figure 1 and Figure 2, when the degree of perceived expertise is high, attitude toward the message and behavioural intention receive more positive responses only if perceived commerciality is low, whereas when the degree of perceived expertise is low, a more positive persuasion effect is demonstrated when the degree of perceived commerciality is high.

According to the above analysis, Hypothesis 1, regarding the main effect of perceived expertise, and Hypothesis 3, regarding the interaction effect between the two independent variables, were fully supported; Hypothesis 2, regarding the main effect of perceived commerciality, was partially supported.

Figure 1 Interaction effect of the two independent variables on attitude toward the message

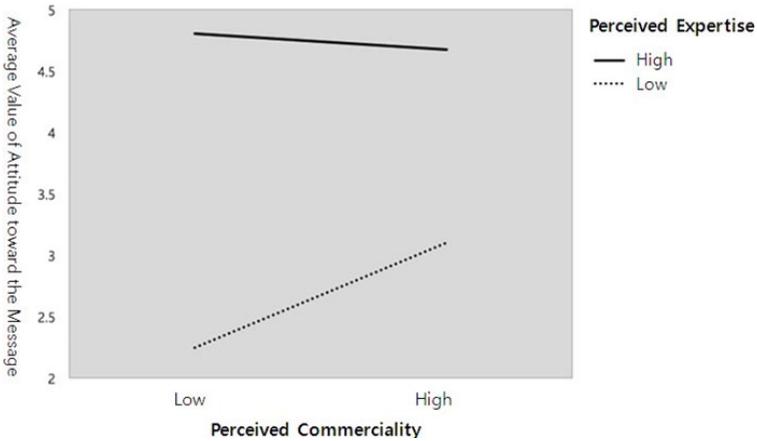
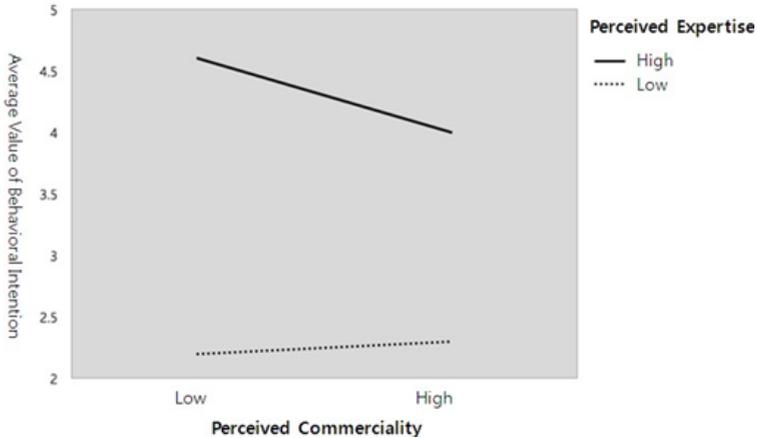


Figure 2 Interaction effect of the two independent variables on behavioural intention



5 Conclusions and discussion

5.1 Summary of findings and implications

The old paradigm of information and media, characterised by unilateral delivery of information and passive reception on the part of the consumer, has advanced into an age that allows consumers to participate actively and exert great influence in the process of information production and distribution. This change in environment provided the opportunity for development of one-person media and vitalisation of the video content market. Enterprises also have begun to pay great attention to this new and promising communication channel and are gradually increasing their attempts to strategically utilise one-person media for marketing communication. Such a phenomenon also implies the demand for new academic perspectives and expansion of the research scope. In other words, because the success of one-person media indicates the shifts from mass media to

niche media, from enterprises' voices to consumers' voices, from limited to diverse and exhaustive information, it is essential to conduct in-depth and multilateral research from both theoretical and practical perspectives. Against this background, the present study selected a topic that has not yet received adequate academic attention and analysed the communication effect of and factors influencing the effect of product messages in one-person media videos. The main findings and implications are as follows.

First, the perceived expertise of the influencer, or the one-person media creator, was found to be an absolute factor influencing the response of the information receivers. This result confirms the assumption that when product information is directly or indirectly communicated through a one-person media video, the content creator as the information source must be credible, and that perceived expertise plays a key role in generating credibility. In other words, when receivers have strong motivation to obtain information using one-person media, their acceptance of the information will be greatly affected by how they perceive the expertise of the information source (influencer). In this study, higher perception of the influencer's expertise led to a more positive persuasion effect, matching the findings of previous studies that tested the information source effect in advertising. In the same context, it is possible to draw practical implications. When an enterprise strategically utilises one-person media to promote their product, either directly or indirectly, they should consider the influencer's expertise as the crucial criterion for the credibility of the information, and they should present information proving the influencer's expertise to ensure a better persuasion effect.

Second, counter to the assumption, the perceived commerciality of a product message in one-person media was found to have a meagre influence on persuasive effect. The results of the analysis showed that recognition of commercial intention causes a negative attitude in receivers toward the message itself, but the influence is insignificant. In particular, the effect was weaker on behavioural intention, such as intent to purchase products or search for further information. This finding partially supports the basic postulation of the persuasion knowledge model: when message receivers recognise persuasion intent in the information source, they build defensive mechanisms, decreasing the persuasive effect. This leads to the speculation that it is difficult to fully expound on consumer behaviours in the new media environment using the pre-existing theoretical frameworks; thus, it is imperative to revise the previous theories, to present a new consumer theory, or to test the current theories in a more assertive manner.

Third, the two independent variables were found to have a statistically significant interaction effect on both attitude toward the message and behavioural intention. Specifically, when perceived expertise is high, attitude toward the message and behavioural intention grow more positive when perceived commerciality is low. On the contrary, when perceived expertise is low, attitude toward the message and behavioural intention grow more positive when perceived commerciality is high. This finding is related to the influence of perceived commerciality, which was examined by testing Hypothesis 2a and Hypothesis 2b. It also indicates that this variable does not necessarily exert a negative influence on persuasive effect. To understand this finding, it is necessary to thoroughly consider the context of communication via one-person media. Products in a video, when they are used to provide helpful information from a non-celebrity much like the receivers themselves, can give an impression of commerciality similar to that of an indirect advertisement (i.e., product placement). However, if the information source is reliable, the product itself can become a piece of information. Therefore, even when

receivers recognise the commercial intention of an enterprise underlying the introduction of a product, for example by a displayed statement about sponsorship, they may not be repelled by the product message.

Given this, consideration and interpretation of situational contexts requires further empirical study and theoretical discussion to improve the explanatory power and predictability of this new phenomenon. For example, the meagre influence of perceived commerciality was a notable discovery of this study, and some recent studies also discovered that recognition of commerciality does not necessarily have a negative consequence in the social media environment, despite the prediction to the contrary. Lee and Moon (2015) determined that the degree of commerciality perceived by SNS users does not exert a significant effect on their attitude toward advertisements. Kwon et al. (2018) also confirmed the insignificant effect of perceived commerciality on native advertisements, which are intermingled with general contents in the mobile environment. The present study also derived its results from a similar context. Based on this insight, one can speculate that even when a receiver perceives the involvement of commerciality in contents by one-person media influencers on social media, it does not have a negative effect if the receiver places greater value on the usefulness of the information itself. Although this may be a reasonable assumption, it is imperative to conduct a follow-up study for a clearer interpretation of this research's results.

5.2 Limitations of the study and directions for follow-up research

Although the present study produced several meaningful results, as a single study it is subject to some limitations. Efforts to overcome these limitations are in line with the directions for follow-up research.

First, this study is limited in terms of the experiment participants. The sample for this study was limited to women in their 20s to control as much as possible for the potential influence of other demographic and lifestyle variables, and to take the realistic condition of the experiment into consideration. However, due to age and gender constraints, the study's findings require careful consideration in their generalisation. In addition, the age range of those who own smartphones and use social media is expanding, as is the age group that has access to mobile video contents. This implies that the level of interest in one-person media and the spectrum of receivers have increased. A further limitation is that this experiment was conducted in one country, and so fails to reflect the influences of cultural factors. In follow-up research, therefore, it is suggested to expand the sample size by selecting subjects with consideration for various factors, including age group, gender, and nationality (cultural zone).

Second, this study selected beauty content as the theme for the experiment videos, using cosmetics and makeup as materials in consideration for the general involvement level of the experimental participants. However, consumer persuasion effect can vary depending on product type, and one-person media video contents cover a wide range of topics. Because it is likely that there will be no limit to the topics covered on one-person media in the future, the findings of this study are limited to generalise them. Therefore, follow-up studies should consider various content topics, reflect them in the experimental design, and utilise one attribute of the contents as a variable to test the communication effect of one-person media from a new angle.

Third, the present study manipulated the experiment by selectively inserting a caption about product sponsorship with regards to the perceived commerciality, one of the

independent variables. In reality, however, there are many cases in which sponsorship is not disclosed, even though the one-person media contents are sponsored by an enterprise. In such cases, there must be a noticeable deviation in the level of commerciality perceived by the receiver. In addition, when a statement about sponsorship is not displayed, the receiver may doubt the ethics of the one-person media creator. Therefore, the present study is limited in that the perceived commerciality manipulated for the experiment cannot reflect the real-life situation. In designing a follow-up study, it will be essential to secure as much validity and practicality as possible. Moreover, it is crucial to observe the progression of one-person media and to reflect the changes in the theme and design of the study.

As an additional suggestion for the framework of follow-up research, the influence of other factors aside from perceived expertise of the influencer and perceived commerciality of the message can be tested. For example, it is possible to consider the perceived attractiveness of the one-person media creator (an attribute of the information source) or the perceived similarity between the influencer and the receiver. In terms of message, it will be meaningful for follow-up research to test other framing factors (e.g., offering comparative information about similar products or not, revealing negative information about the product or not).

With the continuing development of media, enterprise marketing avenues are growing more diversified day by day. Therefore, it is expected that continuous interest in and empirical analysis of one-person media, as well as in the effects of other new media, can provide theoretical implications for academic research and practical implications for actual marketing communication.

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Appendix

Captured images of one-person media videos used for the experiment

Figure A1 (a) High perceived expertise (b) High perceived commerciality (see online version for colours)



(a)



(b)

Note: Caption “All products in this video were sponsored.”

Figure A2 (a) High perceived expertise (b) Low perceived commerciality (see online version for colours)



(a)



(b)

Figure A3 (a) Low perceived expertise (b) High perceived commerciality (see online version for colours)



(a)



(b)

Note: Caption “All products in this video were sponsored.”

Figure A4 (a) Low perceived expertise (b) Low perceived commerciality (see online version for colours)



(a)



(b)