



Antecedents of Trust in Brand Post on Brand Awareness and its Impacts to Purchase Intention

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ABSTRACT

This research aimed to analyze the affect of informative value, entertainment value, expertise, trustworthiness, attractiveness and similarity from trust in brand posts variables and its impact to brand awareness and purchase intention. PLS-SEM used to evaluate the empirical data obtained by purposive sampling and earned 273 respondents who met requirements through a questionnaire which distributed online. The results indicate that from this four of antecedents, namely informative value, entertainment value, trustworthiness and similarity along with mediating variable trust in brand post had a positive and significantly affect to brand awareness and purchase intention. The strongest affect was occurred in similarity and informative value. Meanwhile, the strongest direct effect on purchase intention was found on brand awareness. It said that positive affect from brand awareness on purchase intention was higher than trust in brand post to purchase intention, thus the results of this research were confirmed the theory of consumer trust in influencing brand awareness and consumer intention in making purchases.

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1. Introduction

In early 2020, Indonesia was announced by the World Bank as an upper-middle income country, in the same group as China, Turkey, Brazil and South Africa. This achievement has turned into a challenging and unique phenomenon. Could be said challenging because Indonesia has managed to record impressive or extraordinary economic growth. And it is also considered unique because though the Indonesian people feel the negative effects from the Covid-19 pandemic, especially in terms of the economy, the current research which conducted by Deloitte Southeast Asia (2021) shows that Indonesian consumer sentiment is still positive, only down slightly compared to pre-COVID-19 era. This positive sentiment seems encourage the optimism from stakeholders in forecasting Indonesia's economic growth in the future. Indonesian economy is predicted to grow by 4.5% in 2021 and strengthen in 2022 by reaching 5% [1].

Economic growth in Indonesia before the covid pandemic era was recorded quite high, Indonesian economy in 2017 grew 5.07 percent higher than the one in 2016 who reached 5.03 percent, 2018 grew 5.17 percent higher than the 2017 achievement, and in 2019 grew 5.02 percent [2]. This economic growth were also has an impact to the growth of automotive industry in Indonesia. According to the data from Gaikindo, the automotive industry sector has general contributes with an average of 20 percent per year to the national GDP and absorbs as many as 17.5 million workers. This automotive industry in the country continues to be accelerated and make a significant contribution to the national economy, despite that is a sector that has been severely affected by the Covid-19 pandemic.

With these Covid-19 pandemic, automotive business players have begun to switch their marketing strategies to digital platforms, as one of ways and spearheads in capturing potential consumers in the midst of a pandemic. The lack of promotional activities in showrooms and the absence of large exhibitions also make digital innovation one way to reach consumers. The marketing strategy of switching to a digital platform is not without reason, because based on a survey from the Indonesian Internet Service Providers Association (APJII) till the second quarter of 2020, the number of Indonesian internet users was 196.7 million people or 73.7 percent of the total population of Indonesia [3]. Through this phenomenon, several companies, including PT Mitsubishi Motors Krama Yudha, have used social media platforms through content marketing strategies to brand their products or services by creating and modifying their information messages attractively in social media platforms and used brand ambassadors or Automotive influencers services to market their products.

To market their products, PT. Mitsubishi Motors Krama Yudha collaborated with Rifat Sungkar as brand ambassador and influencer of Mitsubishi's low mpv unit, Xpander. Rifat Sungkar as an Indonesian racer in cooperation with PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) officially launched a rally racing team named XPANDER Rally Team (XRT) at the GAIKINDO Indonesia International Auto Show (GIIAS) automotive exhibition. However, quoted from the company's internal data related to the MMKSI Youtube engagement data, Mitsubishi Motors Indonesia still has not received a very good predicate or still gets a B+ score. The second phenomenon is through this significant growth of social media platforms, PT. Mitsubishi Motors Krama Yudha can use this opportunity to build brand awareness of Mitsubishi Xpander as Mitsubishi's first LMPV vehicle by creating good reviews in order to achieve better digital marketing and get higher views and comments as well as likes so that the total grade from social media platform of PT. Mitsubishi Motors Krama Yudha would be even better. The third phenomenon is, beside needs to shaped the trustworthiness and brand awareness with a digital marketing strategy, it also requires to formed the purchase intentions which build by various marketing strategies, one of that is the use of digital social media in the form of advertisements or reviews which carried out by someone who is considered as an expertise or qualified on the field.

Research [4] were analyzed the impact of influencer marketing to social media platforms (YouTube, Instagram, Vine, Snapchat, or personal blogs) which combine the value of influencer content and credibility. This research not only investigate on the role of interactive platform capabilities and individual consumer differences in influencer marketing but also identify the

critical boundary conditions or influence mechanisms on branding and consumer behavior. As the target variable in this research trust in brand post plays an important role because it explains the brand trust that measured from how much customer trust in the product. According to the phenomena and adjust from the research model that has been conveyed, this research will examine the independent variables of informative value, entertainment, expertise, trustworthiness, attractiveness and similarity to the dependent variable brand awareness and purchase intention which will be tested empirically, especially on LMPV Mitsubishi Xpander brand that uses Rifat Sungkar as its influencer.

2. Theory

This research was arranged based on the theory of the impact from trust in brand post or can be called credibility on brand awareness and purchase intention through analysis on influencer Rifat Sungkar to Mitsubishi Xpander Brand.

Rapid growth of technology caused the quickest spread of information which occur in just seconds through a variety of media. This requires producers to be more creative in exploring the right strategy in providing information about their products to consumers. Advertising is one of the most common tools used by producers to direct communication persuasively to the target audience.

Through advertising which increasingly developed and leads to persuasive communication, celebrity endorsers are needed to help companies market their products and services. Celebrity endorsers have five dimensions or commonly known as TEARS, namely Trustworthiness, Expertise, Attractiveness, Respect, and Similarity [5]. Trustworthiness (trust) refers to the honesty, integrity and trust able from the sender of message, expertise refers to the knowledge, experience and skills from the message giver that is related to the brand itself. Physical attractiveness is an celebrity's attraction which is not only means by physical appearance but also intelligence, attitude, personality, lifestyle and so on. Respect is the appreciation to the celebrity because of their achievements or intelligence. Similarity refers to the level of similarity between celebrities and the audience such as age, gender, culture, and so on [5].

3. Methodology

The type of research were based on the time of data collection, and classified as a cross-sectional research with quantitative correlational. The research object was informative value, entertainment value, expertise, trustworthiness, attractiveness, and similarity as independent variables with trust in brand post as mediating variable and brand awareness and purchase intention as the dependent variable. The data was taken in form of a questionnaire which distributed online with sample criteria is a social media users with an age of more than 17 years, and having seen a Mitsubishi Xpander advertisement and knowing an Indonesian automotive influencer, namely Rifat Sungkar. The data collection technique used purposive sampling and sample was determined by the Lemessow formula because the number of respondents could not be ascertained [6], then sample of 273 respondents was obtained. The data analysis method used multivariate analysis with PLS-SEM modeling to validate the research hypothesis.

3.1 Hypothesis

In the study relates to informative value based on Ducoffe in [7], new information, relevant, timely, useful, and valuable relate to a product or brand will driven customers to make the right decisions and become the main reason for consumer acceptance [8]. Trust in brand post is a specific belief in integrity and competence. Trust in brand post could be defined as the client's positive belief that someone can rely on the company to deliver the promised service [9]. In previous research [10, 4], it has been confirmed that there is a significant correlations between informative value and trust. Derived from this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 1: Informative value has a positive affect to trust in brand post.

In terms of entertainment value, participants rated their agreement with five revised statements based on the existing literature, which measured the entertainment value they felt from the video content being pleasant, fun and relaxing while watching the video [11]. According to Ducoffe, the entertainment value of advertising value theory also captures the affective dimension and describes the function of advertising in satisfying the entertainment needs of consumers [7]. Thus it will meet consumer needs and beliefs about a product [12]. According to Lau & Lee, brand trust is an important aspect which leads clients to make a decisions to purchase a products [13]. Previous research were confirmed that there is a significant correlations between entertainment value and trust in brand post [14, 4]. Based upon this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 2: Entertainment value has a positive affect on trust in brand post.

The expertise concept is often refers to qualifications [15]. In other words, it shows the expertise of communicators on their profession [16]. A person who demonstrates his/her multi skills or his/ her professional reputation will greatly affect a person's perceived relates to expertise and trust in a product. Previous research have shown that communicators or influencers with higher expertise have a particularly positive affect on attitude change [17]. Research [18, 4], were also confirms that expertise has a positive affect in increasing trust in brand posts. Derived from this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 3: Expertise has a positive affect on trust in brand post.

Trustworthiness refers to the ability to be trusted, honesty and integrity from the celebrity itself [5]. There are many factors that determine trust, such as perception factors that precede trust, as well as the context and behave from the influencers that can ruined or strengthen the trust in a brand. According to Lau & Lee, brand trust is expressed as a client's willingness to trust a brand with risk because their expectation towards the brand will provide positive results [13]. Several research were confirmed that there is a significant link between trustworthiness and trust in brand post [18, 4]. Derived from this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 4: Trustworthiness has a positive affect on trust in brand post.

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Attractiveness is the physical attractiveness, such as beauty, good looks, facial expressions, body style and appearance which suppose to please to look at in terms of the concept of attractiveness of certain groups [5]. Celebrities who have physical attractiveness will support a product and hugely impact to advertised products and brands so it will lead to positive beliefs about a product [5]. With count to the role of credibility source on consumers, prior research argued that credibility source in the concept of attractiveness affects the advertising on consumers in outcomes such as consumer attitudes toward advertising and brands [19, 4]. From this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 5: Attractiveness has a positive affect on trust in brand post.

Gestalt theory says that similarity is something which has equivalent tendency to be seen as an object which has quality, appearance and similar features [20]. Similarity is an important attribute because it is easier for consumers relate to an endorser who has the same characteristics with the consumer itself [5]. Through this similarity, it is hoped that it will increase consumer confidence in the product as stated in the research results [21, 4]. In accordance with this statement, the proposed hypothesis that could be conveyed as:

Hypothesis 6: Similarity has a positive affect to trust in brand post.

Trust in brand post is a specific belief in integrity and competence. According to Lau & Lee, brand trust is an aspect that leads customers in making decisions to purchase the products. Through this brand trust, customers will elevate their trust in the brand though it may contains risks [13]. According to Kotler, a brand can be understood as a name, term, symbol, image, or a combination of these factors used to confirm the seller's product and differentiate from other competitors' products [22]. By the role of consumer trust in brands is to increase brand awareness [4]. In accordance with this statement, the proposed hypothesis that could be written as:

Hypothesis 7: Trust in brand post has a positive affect to brand awareness.

Brand awareness is reveal to be one of the critical issues when consumers think about a particular service or product category and familiarity relates to particular brand name [5], then both famous and new brands are forced to maintain their brand name and awareness among consumers and attract the market and new customers. Build up brand awareness and business image by means on the Internet is relatively easy, because it allows marketers to receive a wider impact from the online marketing [22], that will lead to purchase intention on the product [4]. Based on this statement, the proposed hypothesis that could be written as:

Hypothesis 8: Brand awareness has a positive affect to purchase intention.

Purchase intention could be defined as a combination of the purchaser's concern and likelihood in buying a product. Purchase intention is also considered as a tendency from a customer to buy a product, the higher the consumer's desire to buy a product, the greater the purchase intention [23]. Purchase intention can be affected by personal preferences and the unpredictability shown in certain situations [23]. This personal preference will arise if someone receives benefits from the advertisements that he/she sees specifically Dao in [4] found that perceived advertising value positively affect online purchase intention among social media users in Vietnam. Related to this statement, the proposed hypothesis that could be written as:

Hypothesis 9: Trust in brand post has a positive affect to purchase intention.

4. Result and Discussion

Outer model analysis is the first test in SEM-PLS modeling which purposes to reveal the validity and reliability of the data. In the first test of the outer model stages, it was found that 36 research indicators met the required limit (> 0.708) [24]. Then, in construct reliability tested, it was also found that cronbach's alpha value from all research variables was above 0.7 with composite reliability between 0.7 to 0.95 [24], so it was decided from these two test categories, that whole indicators and research variables was declared reliable and can be used further to measure the construct.

In the construct validity test, it was found that the AVE value of all variables had met the requirements (> 0.50) [24]. In addition, discriminant validity testing using the heterotrait-monotrait ratio (HT/MT) shows that the HT/MT values of all variables have also met the requirements (< 0.90) [24], so that from these two test categories the indicators and research variables are mutually exclusive. overall are declared valid and appropriate to measure their respective constructs.

Second analysis in PLS-SEM modeling is the inner model analysis which used to appraise the correlation between latent variables. In the multicollinearity test, it was found that the VIF value of all variables was below 3.00 or according to the requirements [24], so this research model was ideal and free from multicollinearity problems.

In the R^2 test analysis, it shows that R^2 values for trust in brand post, brand awareness, and purchase intention were 0.584, 0.304, and 0.443, respectively. This indicates that the variables on this research model can be moderately predict the dependent variable [24]. Then, from the f-Square analysis it was found that trust in brand post variable has the largest affect size on brand awareness (0.436) so it can be interpreted that this trust in brand post has a substantial impact on brand awareness and necessary to remember in forecast the brand trust.

In the Q^2 analysis, it was detected that brand awareness had a low relevance predictive ability (0.198), while trust in brand post, and purchase intention had moderate relevance predictability (0.338, and 0.367). Then in a follow-up analysis by Q^2 -Predict, it was found that the Q^2 -Predict value of brand awareness and purchase intention was in the category of moderate relevance prediction (0.228, and 0.296), and trust in brand post came in the category of strong relevance prediction (0.545). Thus from both analysis, it can be stated that the model is able to forecast the same output if there are variations in the input data which applied in this research.

The analysis from this research hypothesis test used a review of two empirical data, namely the significance test and the coefficient (one-tailed). If the T-Statistics value is > 1.645 (T-Table) then the coefficient value is positive, or it can be said that the hypothesis is supported/verified.

Table 1
Significance Analysis

No	Path	Standardized Coefficient	T-Statistics	Significance	Result
H1	Informative Value -> Trust in Brand Post	0.263	3.268	Significant	Hypothesis Supported
H2	Entertainment Value -> Trust in Brand Post	0.178	2.175	Significant	Hypothesis Supported
H3	Expertise -> Trust in Brand Post	-0.069	1.074	Not Significant	Hypothesis Not Supported
H4	Trustworthiness -> Trust in Brand Post	0.166	2.309	Significant	Hypothesis Supported
H5	Attractiveness -> Trust in Brand Post	-0.068	0.942	Not Significant	Hypothesis Not Supported
H6	Similarity -> Trust in Brand Post	0.498	7.431	Significant	Hypothesis Supported
H7	Trust in Brand Post -> Brand Awareness	0.551	13.029	Significant	Hypothesis Supported
H8	Brand Awareness -> Purchase Intention	0.421	7697	Significant	Hypothesis Supported
H9	Trust in Brand Post -> Purchase Intention	0.333	5.299	Significant	Hypothesis Supported

Quoting to the significance analysis above, brand awareness has the strongest impact to purchase intention with amount of 0.421. Then, from the nine hypothesis in the research framework which has been tested, seven hypothesis were found to have strongly results with positive coefficient values. Exclude the H3 and H5, the results were not significant, so the hypothesis was not supported.

From the indirect affect test, the strongest impact with a coefficient of 0.275 is occurred on similarity path through trust in brand post and impact to brand awareness. Then, on the path of trust in brand post through brand awareness which affects purchase intention with a coefficient of 0.232. Therefore, these findings strengthen previous research relates to the important role from similarity and trust in brand posts.

In the IPMA analysis, it was found that trust in brand post variable is in the right quadrant, so it can be said that this variable has shown good performance and recognizes as an important notes by respondents in this case is those respondents who have seen and watched Mitsubishi Xpander reviewed advertisements by influencer Rifat Sungkar.

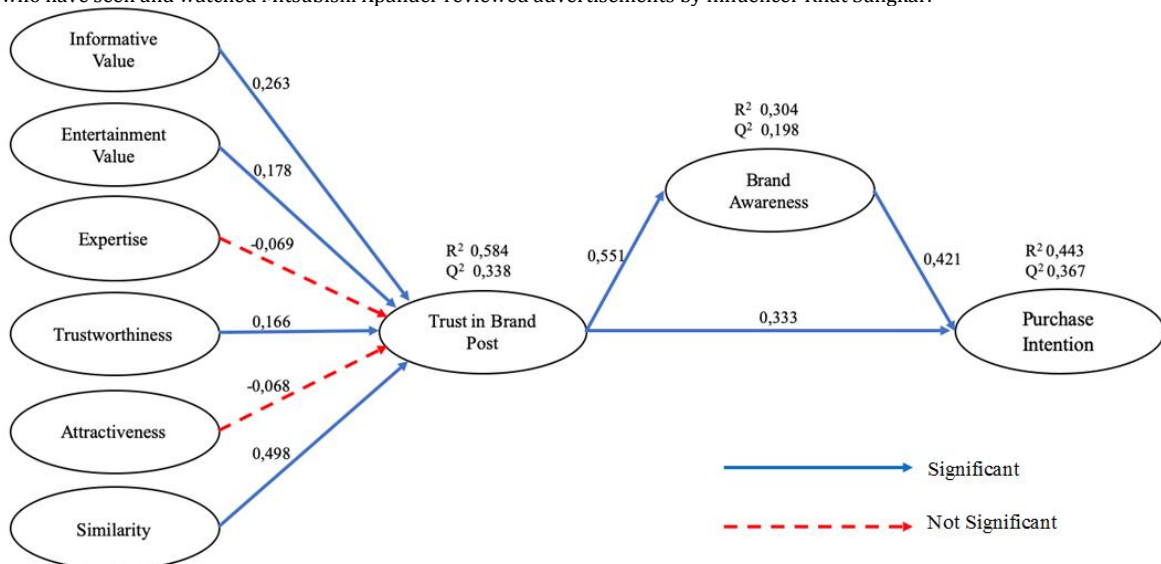


Fig 1 Empirical Model

4.1 Discussion

This research has purpose to examine the impact caused by antecedents of trust in brand post on brand awareness and its impact on purchase intention. The framework of this research was modified from previous research on social media [4], and empirically tested on respondents who had seen and watched Mitsubishi Xpander review advertisements by influencer Rifat Sungkar.

Build up from the results of this research framework test, there are two independent variables which seems not significant, namely the negative expertise variable that occurs because influencer Rifat Sungkar is someone who is known as a racer or rally

driver, therefore respondents felt that Rifat Sungkar is not suitable to explaining this cars in technical terms. This findings at the same time was confirmed that this results were contrary to research [18, 4], which declared the opposite statement. The attractiveness variable also has a negative impact because the majority of respondents in this research were men, most of whom have a negative influence on the attractiveness variable, Thus, respondents are not interested or judge the appearance of the influencer Rifat Sungkar. This research findings were confirmed that this results were contradict to research [19, 4], which stated that the attractiveness concept has positive affects towards advertising on consumers in improving trust in brand posts.

The independent similarity variable in this research model has the strongest significant affect on trust in brand post. This finding were in line with research [4] which earned similar results. This finding were also explains that this similarities between the influencers and the respondents, the high similarity of characteristics such as the similarity of views, appearance or lifestyle of the influencers and also the similarity of interests which in this case characterizes the lifestyle of automotive enthusiasts and also their views as automotive enthusiasts towards the assessment of an automotive brand product. so it will be able to increase consumer trust in Mitsubishi Xpander.

The mediating variable from brand awareness has a significant affect on purchase intention compared to the impact caused by trust in brand post directly to purchase intention. This finding has provides information that the value of purchase intention as an independent variable can be stronger with assist of brand awareness as an mediating variable.

In this research, Shimp's theory were applied and it can be confirmed that the TEARS model can be used in this research framework, however there are two variables in this research whereas Shimp's theory do not apply or having different affect which is a negative one, such as attractiveness and expertise. This research findings were also show that the similarity variable is the most influential variable on trust, while previous research which conduct by [4],stated that informative and trustworthiness are the most influential on trust in brand post.

5. Conclusions

Elicited from empirical test results, the conclusions that could be draw from this research are:

- a. Informative value, entertainment value, trustworthiness, and similarity are convinced to have a positive and significantly affect to trust in brand post.
- b. Expertise and attractiveness are not proven to have a positive and significantly affect to trust in brand post.
- c. Trust in brand post is convinced to have a positive and significantly affect to brand awareness and purchase intention.
- d. Brand awareness is convinced to have a positive and significantly affect to purchase intention.

The strongest affects in online media that respondents noticed based on the results from the data shows that the highest advertising is in the type of online media (television, online media, videotron), so the suggestion for MMKSI in terms of advertising is the utilization of generated content (UGC) user as one of marketing content in the latest era. Consumer's trust to the reviews that PT. Mitsubishi Motors Krama Yudha Sales Indonesia (MMKSI) has is strongly influenced by the similarity factor between consumers and influencers, so that in the future MMKSI were advised to choose influencers who have similarity values which closer to the consumers in order to increase trust from Mitsubishi Xpander reviews. The value of information (informative value) has a real impact to brand awareness and then affects to the purchase intention on Mitsubishi Xpander, therefore in the future it is necessary to emphasize to its better explanations and delivery of information materials from influencers, and as for that MMKSI need to enrich the information material that influencers can convey to consumers to fill its value to that consumers need. Besides information value, entertainment value were also greatly impact to brand awareness and which affecting purchase intention as well, therefore it is recommended for MMKSI to create another content which topics are relate to consumers and families, such as content about travel experiences or vacations with Mitsubishi. Xpander, Thereby the influencers content will be more pleasant to watch.

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