

BEYOND THE HYPE: DEINFLUENCING

IMPACT ON CONSUMERS' PURCHASE INTENTIONS,
PERCEIVED VALUE AND INFLUENCER TRUST

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Title: Beyond the Hype: Deinfluencing - Impact on Consumers' Purchase Intentions, Perceived Value and Influencer Trust

Abstract:

This thesis examines the impact of deinfluencing trends on TikTok on consumers' purchase intentions, perceived value, and trust in social media influencers (SMIs). Through an experimental study, participants were exposed to either positive or negative eWOM in TikTok videos. Results show that positive eWOM significantly enhances purchase intention and perceived value, while negative eWOM reduces them. Trust in SMIs significantly predicts purchase intention in both groups. Mixed eWOM did not significantly affect trust in influencers, suggesting balanced content maintains trust. These findings highlight the importance of positive eWOM and trustworthy influencer relationships in digital marketing.

Keywords:

De-influencing, influencing, consumer purchase intention, social media influencer trust, eWOM, TikTok, perceived value

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1 Introduction

1.1 Background

While scrolling on TikTok in the early months of 2023, it was almost impossible not to come across the term 'de-influencing,' particularly within the beauty-focused community of the platform. The trend has since then gained substantial traction, evidenced by the proliferation of content surrounding it. As of today, it has garnered approximately 32,300 videos under the hashtag #deinfluencing on TikTok (TikTok, 2024), amassing over 1.5 billion views (Scott, 2024).

The surge in popularity of the 'de-influencing' trend coincided with heightened concerns regarding the pervasive influence of influencers promoting various products and services. Stemming from a desire to challenge the prevailing culture of conspicuous consumption perpetuated by influencer marketing, this trend emerged as a notable counter-reaction.

Yet beyond the demand for greater transparency from social media users, a growing consumer fatigue—and sense of consumer guilt, particularly against the backdrop of global war and eco-anxiety—has also motivated the trend toward de-influencing. 'Especially in the current climate, any kind of shopping feels almost dystopian,' says Venetia La Manna, co-founder of Remember Who Made Them (Chokrane, 2023). This sentiment reflects a broader societal shift towards more conscious consumption practices and a reevaluation of the values propagated by influencer culture.

The “Mascaragate” scandal is one noteworthy catalyst that has boosted the trend. Fans of the beauty creator Mikayla Nogueira speculated that she had used the Ardell Whispies (fake lashes) in a paid review of the L’Oréal Telescopic Lift Mascara, causing the video to go viral (Chokrane, 2023). This incident, among others, underscored growing disillusionment with influencer endorsements and the perceived authenticity of sponsored content. In response, individuals began creating and sharing 'de-influencing' content as a means of subverting traditional marketing narratives and fostering more critical consumer attitudes.

1.1.1 TikTok

TikTok is a mobile app that allows users to watch, create, and share short videos online (D'Souza, 2024). The format of the videos tends to lean towards entertainment and comedy, but infotainment is increasingly being used as a format (ibid.). It is a notable app due to its high levels of engagement and addictive quality, and it was launched in its current format in 2018 (ibid.). As of January 2024, the majority (85,3%) of TikTok users fall within the age range 18-44 (We Are Social, & DataReportal, & Kepios, & Meltwater, 2024) and the average US adult user will in 2024 on average spend 58 minutes per day on the platform according to a forecast done by eMarketer (Aho Williamson, 2023). TikTok, is ranked as the 5th most popular social network worldwide as of January 2024, boasting a staggering 1.562 billion active monthly users (We Are Social, & DataReportal, & Meltwater, 2024), making it an influential platform with substantial implications for businesses.

1.2 Research Gap

The validity of researching how de-influencing videos in comparison to influencing videos affect consumers' purchase intention, the perceived value of the product, and trust in the social media influencer, is firmly grounded in the contemporary consumer landscape. In today's information-rich environment, consumers are bombarded with a constant stream of information and opinions coming from sources ranging from family, friends, advertisements and news to social media. According to Razorfish, a marketing agency, influencers fall into three categories during different stages of the proposition acquisition process: key influencers, social influencers, and known peer influencers (Baines et al., 2019, p. 55). Among these, known peer influencers (family members and friends for example) are the most persuasive, while YouTube creators and anonymous peer reviewers exert the most influence during the proposition evaluation and selection phases (the "consideration" phase) (Sheldrake, 2011, as cited in Baines et al., 2019, p. 55). This underscores the considerable sway that creators and influencers hold over their followers when considering a product or service.

García-de Frutos and Estrella-Ramón's (2021) research paper showed that consumers are more inclined to refrain from shopping due to the influence of videos dissuading

them from buying certain products. By examining the impact of de-influencing videos on consumer purchase intention, the perceived value of the product and trust in the social media influencer, companies and influencers can gain deeper insights into the effects of short video-based reviews on consumers. This understanding would enable them to adjust their strategies and responses in today's saturated market.

Social media continues to play a significant role in shaping consumers' behaviors (Papp, 2022), which further underscores the relevance of our research. Trends and viral videos on TikTok can significantly impact consumer spending, as evidenced by the \$3.840 billion in global annual consumer spending on the platform in 2023 (Data.ai, 2023).

Despite the abundant research on consumers' purchase intention, eWOM, and influencer marketing, there remains a notable empirical gap in understanding of how consumers respond to video-based reviews especially negative ones (García-de-Frutos & Estrella-Ramón, 2021). As of April 2024, no peer-reviewed research has been conducted on de-influencing, and most existing bachelor theses on the subject are qualitative, one notable is Ekvall & Mellberg (2023) who examined consumers' experience of de-influencing on TikTok. Therefore, exploring this study area contributes to filling a relevant gap in current literature and provides valuable insights for academia and businesses.

1.3 Research Questions & Purpose

The central purpose of this thesis is to measure how de-influencing videos in comparison to influencing videos affect consumers' purchase intention, the perceived value of the product, and trust in the social media influencer. By employing a quantitative experiment, we strive to empirically test the influence of de-influencing content (in the form of eWOM valence) on consumers' purchase intention, the perceived value of the products mentioned, and trust in the influencer. Consequently, the aim is to address the following research questions:

- To what extent do de-influencing and influencing videos on TikTok shape consumers' perceptions of products, and how does this influence their purchase intentions?

- How do de-influencing and influencing videos on TikTok differ in their impact on viewers' trust in the social media influencer (content creator)?
- Comparatively, how does exposure to de-influencing content on TikTok influence viewers' perceived value of the product and purchase intentions compared to exposure to influencing content?

1.4 Delimitations

Given the constraints of this study, being a bachelor's thesis, it leads to the need for specific delimitations. Due to the time and financial constraints related to it being a bachelor's thesis, it was primarily decided to limit the age range to 18-44 who make up the majority (85.3%) of TikTok users in 2024 (We Are Social, & DataReportal, & Kepios, & Meltwater, 2024).

Consequently, this research focuses on two specific demographic groups: Generation Z, comprising individuals born between 1997-2012, and Millennials, born between 1981-1996 (Brunjes, 2019). In 2024, this corresponds to individuals aged between 18-43 years old, excluding minors due to the additional resources required to obtain their consent compared to adults (Lenhart, 2013).

Due to the time limitations, the research is solely centered on TikTok. As the trend originated on the platform and had a higher reach there, it was natural to limit it to TikTok only. This decision enables us to focus exclusively on video content, unlike social media platforms like Instagram, which incorporate various media formats like videos and pictures. Additionally, our research is restricted to videos in English since it is one of the world's most-spoken languages with around 1.5 billion speakers globally (Statista, 2024).

2 Theoretical background and Hypotheses

2.1 Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth (eWOM) can be defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet”

(Hennig-Thurau, Gwiner, Walsh, & Gremler, 2004, p. 39). The features of the internet enable a different range of eWOM formats. Some examples are images, texts and videos. Nevertheless, the lion's share of the literature has solely focused on written eWOM (You et al., 2015) and more precisely on product reviews (Purnawirawan et al., 2015; Hsu et al., 2013; Floyd et al., 2014). Video-driven WOM, identified as a distinct subset of eWOM, has lately been given the name vWOM (Bi et al., 2019). vWOM allows for vivid demonstrations which are more persuasive compared to other forms of eWOM because it is being perceived by viewers as an in-person recommendation (Bi et al., 2019). Both vWOM and eWOM influence the opinions of customers and offer firms fresh ways to engage (or disengage) with consumers at reduced costs (Barreto and Ramalho, 2019).

Moreover, it is also important to take into account the valence of eWOM, that can be positive and negative. For the most part positive eWOM consists of recommendations stemming from satisfying product experiences (Kim et al., 2019). On the other hand, negative eWOM entails unfavorable opinions and complaints regarding a specific company or brand (Wetzer et al., 2017). While negative and positive eWOM share similarities in behavior, they generate opposite effects on the evaluations and final purchase decisions of consumers (Babić-Rosario et al., 2020). Worth highlighting is also that there is a stronger influence exerted by negative eWOM on these decisions and evaluations relative to that of positive eWOM messages (Lee and Cranage, 2014).

Furthermore, the eWOM process can be divided into three different phases consisting of eWOM creation, eWOM exposure and eWOM evaluation (Babić-Rosario et al., 2020). With regards to the creation phase, it encompasses contributions from consumers ranging from original content to content shared from businesses, influencers as well as other costumers (Gong et al., 2017). It is noteworthy to point out that eWOM created by influencers is deemed more valuable and reliable compared to promotional content coming directly from brands (Hsu et al., 2013). In terms of the subsequent phase, the development of eWOM exposure occurs as other costumers are exposed to eWOM from creators and take notice of it. It has been observed that an increasing number of consumers are turning to eWOM during their spare time as a form of entertainment due to the vast amount of humorous eWOM content available and the presence of influencers as content producers (Choi and Behm-Morawitz, 2017). Lastly, when it

comes to eWOM evaluation, it can be explained as the stage where recipients of eWOM evaluate eWOM to make more informed purchasing decisions (Risselada et al., 2018). Every one of these different eWOM phases has the potential of being analyzed through the lens of the consumer, who is a sender and receiver of eWOM (Kannan and Li, 2017), but also from the perspective of companies that manage and leverage these exchanges to achieve better outcomes (Gong et al., 2017).

Finally, because of the evolving landscape within eWOM literature, the definition of eWOM has been updated and now states the following: “eWOM is consumer-generated, consumption-related communication that employs digital tools and is directed primarily to other consumers” (Babić-Rosario et al., 2020, p. 427). The definition underscores the essential elements for the development of theory within eWOM. These elements include the source (the customers), the message (consumption-related), and lastly the recipients (mainly fellow customers).

2.2 Social Media Influencers & Social Media

Influence, in essence, can be described as the ability to sway behavior. According to Cambridge University (n.d), influence can be defined in the following way: “to affect or change how someone or something develops, behaves or thinks”. In social media, influence is as relevant as ever with individuals rarely detaching from their phones and habitually checking and scrolling on social media platforms, making them pivotal for marketing endeavors (Khan et al., 2024). The rise of social media as a dominant force stem from its role as a transformative tool for shaping perspectives, emotions, and attitude (Luo and Zhong, 2015). This surge has also given rise to Social Media Influencers (SMIs) (Cox et al., 2009). These individuals, categorized as independent third parties—everyday people who wield significant influence over public opinion through their posts, blogs, and short videos on social media platforms (Freberg et al., 2011), have emerged as the most direct and potent channels for reaching target audiences (Lou and Yuan, 2019). Alongside the convenience of online shopping compared to traditional brick-and-mortar stores (Xu et al., 2021), the Internet has fostered a distinct preference for online retail experiences.

Influencers are valued by consumers for their relatability and message credibility (Boerman, 2020; Lou and Yuan, 2019). SMI's impact goes beyond follower count, as the quality of their relationships and similarity to followers foster emotional connections (De Veirman et al., 2017; Reinikainen et al., 2020; Ladhari et al., 2020). Trust and autonomy in opinion leaders play a pivotal role in consumer decisions (Lou and Yuan, 2019). Lou and Yuan (2019) point out that when customers are searching for a product or service, they tend to place confidence in influencers' recommendations when it comes to what they should buy. Fredberg et al. (2011) identified SMIs as "[...] a new kind of unaffiliated third-party endorsers who alters audience perceptions via posts, videos, blogs, and other social media mediums". According to Khan et al. (2024), "the success of SMIs do not depend on their attractive personality", unlike, mainstream superstars, "[...] but much depends on the content they promote to their followers and their acceptance.". They risk losing their influence if their content is poorly accepted, which to some degree was true in the case of the "Mascaragate" incident with Mikayla Noguira.

2.2.1 Social Media Influencer Trust

Trust can be explained as faith in the authenticity and reliability of someone's actions, characterized by integrity, sincerity, fairness, responsibility, supportiveness and selflessness (Morgan and Hunt, 1994). From a marketing perspective, trust plays a pivotal role in shaping consumer behavior, influencing aspects like loyalty and intention to buy (Neumann et al., 2021; Cheng et al., 2024; Kim and Kim, 2021). In the era of digitalization, research indicates that trust and online content have a positive impact on customers (Hu et al., 2019; Zhang and Wang, 2021). Within the tourism industry, for example, it has been found that social media influencer (SMI) trust positively influences customers' purchase decisions (Pop et al., 2022). As mentioned in the section above trust is an important ingredient for influencers to be relevant. Jess Hunichen, a co-founder of the talent management agency Shine based in Toronto, said in an interview with CBC (Benchetrit, 2023) that "Trust is the number one commodity that these influencers have" and "If they lose that with their audience, this whole thing goes away for them and they don't want that". This further supports the importance of trust in the influencer.

2.3 De-Influencing

De-influencing as a concept originated at TikTok around January 2023, a content creator (@sadgrlswag) helped push the term into vitality by posting a long list of trendy accessories, devices, and even books not-to-get (Chokrane, 2023) and other creators soon followed suit. The trend could be seen as a reaction against the influencing culture. Initially, it was a genuine appeal to push back against influencer culture; overspending and viral haul videos were part of an unethical and unsustainable system of capitalism which moved at the speed of trends on the platform according to Jennings (2023). However, it turned into an ingenious sales pitch where people tagged their posts with *#deinfluencing* to post negative reviews of products, perceived as not worth the consumer's money and instead telling them to buy different products (Jennings, 2023). In the online article by Pearl (2023), Vanessa Flaherty argues that influencing and de-influencing are essentially the same thing, that is, online creators guiding consumer purchasing decisions. She also points out that it is about building trust with one's audience. When CBC News spoke with Canadian creators, industry and marketing experts they stated that "de-influencing is a content strategy in itself" (Benchetrit, 2023). In the same article it was also mentioned that with the rising cost of living, content creators try to build trust with audiences who no longer can afford expensive influencer-endorsed products. Certain TikTok influencers, having experienced certain products as disappointments or a waste of money, opted to steer their followers away from these trendy, pricey items and instead recommended cheaper, more functional alternatives (Benchetrit, 2023). Instead of saying "Buy this, this, and this", they opted for "Don't buy this it's not worth it, buy this cheaper option instead" (which the influencer also might be paid to endorse), giving the videos a mixed message.

2.3.1 Anti-Consumerism & Anti-Hauls

"Anti-consumption literally means *against* consumption." (Lee et al., 2009) and is not an inherent economic threat from a marketing perspective since enhanced quality of life is dependent on improving both quantity and quality of consumption (Lee et al., 2009). Consumers on social media platforms often tend to find themselves seeking validation through material possessions as they try to radiate a picture-perfect life to their surroundings. The constant search for validation through consumption is what gave rise

to the theory of anti-consumerism (Lee, 2022; García-de-Frutos & Estrella-Ramón, 2021). According to Lee (2022), many consumers cite financial motivations as the reason for engaging in anti-consumption behavior.

In traditional “haul” videos the creator showcases its recent purchases and encourages the viewer to buy the products. Anti-hauls are the opposite as they instead encourage the viewer to rethink their consumption habits and make more mindful choices (Wood, 2021). Wood (2021) divides “the reasons *why* anti-haul vloggers claim consumption should be reduced, and how they go about engaging and persuading consumers (and themselves) to resist and reduce purchases of beauty products” into five themes; politics of representation (of gender, race and sexuality in the beauty industry); environment; “not for me”; “too much”; and shopping “smart”. From this García-de-Frutos & Estrella-Ramón (2021) deduced that “the anti-consumption reasons behind anti-hauls are a mix between personal and moral concerns, but do not seem to be based on actual performance.”. In an anti-haul from Thrifty Beauty (2018), it is stated that the goal is to “talk you out of” buying something (cited in Woods, 2021). Woods (2021) summaries the connection between anti-hauls and anti-consumerism well in the following quote “Anti-hauls represent a form of anti-consumerism that recognises that, in consumer capitalism, it may not be achievable to wholly resist or refuse consumerism.”.

2.3.2 De-influencing as Negative and Mixed Valence eWOM

De-influencing videos present a dual message, as highlighted in the aforementioned sections. Initially centered around anti-consumption sentiments, the trend evolved to incorporate sales pitches for alternative products. Consequently, what began as solely negative eWOM valence transformed into mixed-valence eWOM as TikTok creators began endorsing alternative products.

Previous research on consumer perceptions of reviews and the eWOM effect, it is evident that the valence of electronic word-of-mouth (eWOM) messages plays a crucial role in shaping attitudes and behaviors. Studies such as those conducted by Park and Lee (2009) and East, Hammond, and Lomax (2008) have provided valuable insights into the varying impacts of positive and negative eWOM on consumer decision-making. While some research suggests that negative information may be perceived as more helpful and credible (Doh & Hwang, 2009; Mudambi & Schuff, 2010), others indicate

that mixed reviews could lead to decreased perceived value and trustworthiness (Edwards & Edwards, 2013).

2.4 Consumer Purchase Intention

Consumer purchase intention is broadly considered to be the subjective probability that someone purchases a product (Dodds et al, 1991). It is also a reliable measure of actual behavior, meaning a customer's tendency to purchase products or services (Kalwani and Silk, 1982). Purchase intentions can arise from a consumer feeling very interested in various information about the product obtained through for example the experiences of people who have used them (Ayub & Kusumadewi, 2021). Additionally, a person's purchase intention is influenced by the value of a product, when considered high by the consumer it makes them intend to make a purchase (ibid.). In terms of social media Egertz et al. (2019) found a positive correlation between consumers' purchase intention and their attitudes toward SMIs. Social media platforms facilitate the exchange of information, ratings, and responses, fostering trust and mitigating insecurities, thereby increasing the willingness to purchase products from firms (Bong, 2017 as cited in Majeed et al., 2021).

2.4.1 Perceived Value

According to Ayub and Kusumadewi's (2021) research article "perceived value is a consumer assessment carried out by comparing the benefits the profit that can be received at the expense of a product.", to simplify it, perceived value consists of two main factors: benefits received and the sacrifice by a customer (Sosanuy et al., 2021). A good (bad) perception would constitute an increase in (loss of) consumer purchase intention (Ayub and Kusumadewi, 2021; Hidayanto et al., 2017). In Chang and Wildt's (1994) study, they delved into the intricate connection among price, product attribute information, and purchase intention. Drawing from the literature by Olson and Jacoby (1972) and Zeithaml (1998), they proposed that the relationship between product attributes, price, and purchase intention is influenced by several intervening constructs, such as perceived price, perceived quality, and perceived value. According to Chang and Wildt (1994) perceived value and purchase intention are two different measures of separate constructs, as perceived value can be formed independently of participation in

a transaction. According to their research perceived value is a key variable affecting purchase intention and the two are positively correlated. In general, this would mean if a product were perceived to have low (high) value it is either due to low (high) quality, high (low) price, or both, then the purchase intention is expected to be low (high).

2.5 Hypotheses

While negative and positive eWOM share similarities in behavior, they generate opposite effects on the evaluations and final purchase decisions of consumers (Babić-Rosario et al., 2020). Positive eWOM enhances purchase intention whereas negative eWOM diminishes it (Bailey, 2004, Xia and Bechwati, 2008). Furthermore, video-driven eWOM is considered particularly persuasive because it offers vivid demonstrations that make viewers perceive it as in-person recommendations (Bi et al., 2019). An example that confirms the strong relationship between video-driven eWOM and purchase intention is the research paper provided by Garcia-de Frutos and Estrella-Ramón (2021). In this study it was shown that consumers are considerably more inclined to refrain from shopping due to the influence of videos dissuading them from buying certain products. Based on the literature, we expect positive video-driven eWOM to have a positive impact on purchase intention, while the de-influencing with its negative eWOM message will drive it down. This expectation also leads us to make a reasonable prediction regarding the difference between the combined (of two products) effect on purchase intention of the de-influencing video and the influencing video. A video containing mixed eWOM messages about the products – one positive and one negative – should have a combined lower purchase intention than a video containing only positive eWOM about both products because the negative review has a stronger impact (Lee and Kreinage, 2014). Overall, we arrive at the following hypotheses:

H1.1: eWOM will have a positive effect on **purchase intention**.

H1.2: Mixed eWOM, compared to positive eWOM, will result in a lower combined purchase intention for both products.

A previous investigation into influencer marketing on social media has underscored the crucial role of trust, which was shown to have a significantly positive effect on purchase intention (Saima and Khan, 2021; Alkan and Ulas, 2023). Moreover, another recent study, focusing on Indian social media influencers has explored how trust within the community shapes online purchase intentions. The results of that study indicated that trust in community members has a positive impact on purchase intention online (Alam et al., 2022). Additionally, Khan et al.'s (2024) study looked at how the credibility of the post and trust in SMI affected purchase intention, with the credibility of the post as a mediator. It was found that trust in SMI had a significant positive influence on online purchase intention (Khan et al., 2024). Kim and Kim (2021) examined in their study the mediating effect of trust between source credibility/attractiveness and purchase intention. They reasoned that “followers have a positive attitude and a high purchase intention toward the product recommended by the influencer” and that if followers trust the influencer, the relationship is deemed valuable and increases the effectiveness of the (influencer's) message. Their findings indicated a significant positive relationship between trust and purchase intention, highlighting the pivotal role trust plays in influencing consumers' purchasing decisions.

Based on this research into trust, both in the influencers' communities and the SMIs, and its connection to purchase intention, we hypothesize that:

H1.3: Trust in content creator (SMI) positively affects consumers' purchase intention.

Edwards and Edwards (2013) argue that conflicting information in mixed reviews might leave individuals uncertain and unable to make informed judgments, thus diminishing the informative value and eWOM effect of the reviews. This perspective aligns with the concept of information intensity proposed by Floh, Koller, and Zauner (2012), which suggests that stronger stimuli in either direction (positive or negative) will produce stronger responses, while mixed stimuli will produce weaker responses.

Given these insights, it is reasonable to hypothesize that the valence of eWOM messages will influence trust in the content creator. Specifically, drawing on the findings from Kim & Gupta (2012) and Edwards & Edwards (2013), it is expected that mixed eWOM compared to positive eWOM will generate less trust for the content

creator. This hypothesis is motivated by the observed patterns in consumer perceptions and behaviors regarding the credibility and value of eWOM messages, as well as prior research indicating the impact of review valence on attitudes and intentions.

Thus, the proposed hypothesis seeks to contribute to our understanding of how the valence of eWOM messages influences trust in content creators, drawing on the insights provided by previous research in the field.

H1.4: The valence of eWOM messages will influence **trust in the content creator (SMI)**, with positive eWOM messages generating higher trust compared to mixed eWOM messages.

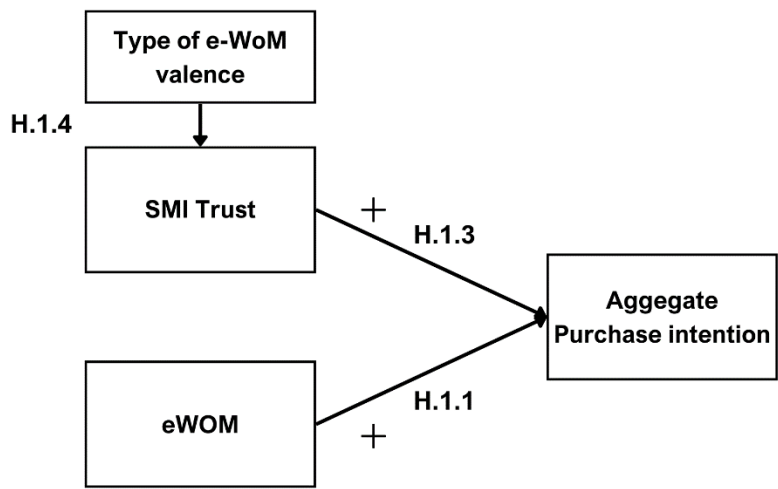


Figure 1. Summary and drawing of Hypotheses H.1.1-1.4 (excluding H.1.2)

For product which eWOM message valence is being manipulated

Prior research suggests that eWOM valence significantly impacts consumer purchase intentions. Positive eWOM tends to increase purchase intentions by enhancing consumer trust and confidence in a product, whereas negative eWOM decreases trust and confidence by highlighting unfavorable reviews and negative experiences. As

negative reviews tend to have stronger effects on consumer and drawing on the theory of planned behavior, it is hypothesized that:

H2.1: Negative eWOM will lead to lower purchase intentions compared to positive eWOM.

Negative eWOM is likely to reduce the perceived value of a product by emphasizing its drawbacks and potential risks. When consumers are exposed to negative reviews, their assessment of the product's value diminishes due to perceived lower benefits and higher sacrifices. Thus, consistent with the research on perceived value, negative eWOM valence (reversed to negative) should lead to a lower perceived value of the product. Specifically, Sheng et al. (2022) highlighted that negative eWOM communicated by credible vloggers decreases perceived value by increasing perceived risks and reducing perceived benefits. This aligns with findings from multiple studies presented in their research indicating that negative eWOM leads to lower perceived value due to the heightened awareness of potential drawbacks.

Therefore, it is hypothesized that negative eWOM about the first product will negatively affect its perceived value compared to positive eWOM. This hypothesis is grounded in the expectation that negative eWOM will emphasize negative aspects and risks, thus lowering the perceived benefits and overall value of the product.

H.2.2 Negative eWOM will negatively affect the perceived value of the product compared to positive eWOM.

The research conducted by Sheng et al. (2022) demonstrates the mediating role of perceived value in the relationship between eWOM and purchase intentions. The study shows that perceived value is a critical intermediary that translates the effects of eWOM into consumer purchase intentions. Negative eWOM, by reducing the perceived value of a product, directly impacts consumers' purchase intentions. The findings from Sheng et al. (2022) supported the hypothesis that perceived value mediates the relationship between negative eWOM and purchase intention, highlighting the vital role of perceived value in consumer decision-making processes.

Drawing from the mediation framework established by Chang and Wildt (1994) and Shang et al. (2022), we hypothesize that perceived value will mediate the negative relationship between negative eWOM valence and purchase intention, such that more negative eWOM leads to lower perceived value and subsequently lower purchase intention.

H2.3: Perceived value mediates the relationship between eWOM and purchase intention.

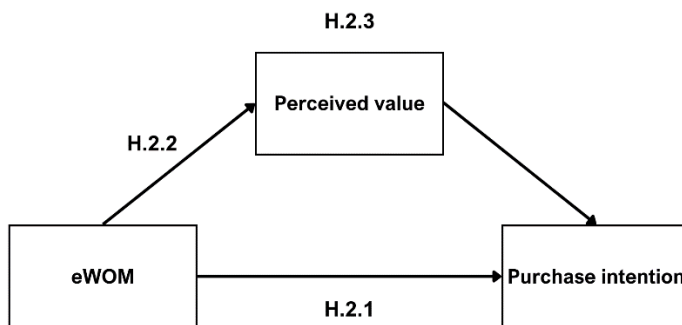


Figure 2: Summary and drawing of hypothesis H2.1-2.3.

3 Methodology

The forthcoming section will discuss the methods and scientific approach used in the thesis's preparatory and main study. The research design of both studies will be discussed, as well as the reliability, validity, and measures utilized within the main study.

3.1 Research Design

A research design must be established by the researchers, when conducting research (Bell et al., 2019). The research design regards how researchers view the relationship between theory and research, and the type of research strategy they choose to employ.

The scientific approach employed can be of two types deductive or inductive. Regardless of which is chosen, it will have implications for the selected research strategy. Each research strategy is comprised of ontological and epistemological assumptions that guide the investigation of the research question. Individuals have an active role in the social construction of social reality (ibid.), and the researchers' assumptions concerning the existence of social phenomena, or the “understanding of what reality is” (p.29, Bell et al., 2019) is the ontological position. It can be of two types: objectivist or constructionist (Bell et al., 2019) and the chosen position determines the researchers' epistemological stance. The epistemological position is a particular understanding of how we gain knowledge of the “reality” of the ontological position (p.29, Bell et al., 2019).

In this thesis a *quantitative* research methodology is employed, and the scientific approach is *deductive*. This entails that the formulation of the research questions is done based on existing research. Moreover, this means that the X hypotheses formulated in this study are grounded in existing research, as delineated in the literature review (Bell et al., 2019). The thesis then adapts an ontological stance of *objectivism* -in alignment with its deductive approach-, positioning that reality exists independently of social actors (p. 35, ibid.). Following this means that the epistemological assumptions are those of *positivism*, which means that it is appropriate to gather the data through direct observation or measure it using surveys or other means (Bell et al., 2019)

This experiment aims to simulate the experience on TikTok as closely as possible, and an interviewer's presence would likely interfere with how people typically consume social media. Digital tools help facilitate the seamless distribution of the survey, especially since it allows “two different versions” of the same questionnaire under the same link and could allocate them 50/50 to respondents without the authors' interference. Subsequently, another dimension of effectiveness and convenience was added to the usage of the self-completion questionnaire. In this context, the collection method of the data was considered appropriate even though there are limitations to a deductive approach. Such limitations may be confirmation bias stemming from deductive thinking as the information researchers look for aligns with their expected result. To mitigate this risk, the authors have discussed it to try to mitigate risks.

3.2 Experiment Design

An experimental design is used for this thesis. It, therefore, uses quantitative comparison to examine how the two dependent variables vary between the two groups subjected to different conditions or levels of the independent variable (Bell et al., 2019). The independent variable, the *stimulus*, which is tested and manipulated in this study is eWOM in the form of a TikTok video created by the authors. There were two groups formed: the control group and the experimental group. The control group was shown a TikTok influencing video (positive eWOM) and the experimental group was shown a de-influencing video (negative eWOM). In both TikTok videos the same two products were featured, the Glow Recipe Watermelon Glow PHA + BHA Pore-Tight Toner (Glow Recipe Toner for short) and the Round Labs Dokdo Toner (Round Labs Toner). The difference between the videos was in the influencing videos both products were endorsed, but in the de-influencing video the Glow Recipe Toner was being “de-influenced” meaning negative eWOM, and the Round Labs Toner was endorsed. The videos were part of the fill-out self-questionnaire and questions were asked both before and after the TikTok video was shown. Questions regarding the four dependent variables and mediating variables were asked after the video. Hence, it was a 2x1 experiment as visualized in Table 1.

Table 1. A visualization of the experiment design and the number of participants per group

	De-influencing-Influencing Video (negative eWOM)	Influencing-Influencing Video (positive eWOM)
n	42	50

3.3 Preparatory Study

3.3.1.1 Selection of Platform for the Video

As previously mentioned, the de-influencing trend originated on TikTok and has the most content produced under the *#deinfluencing* compared to other social media platforms. TikTok has 32,300 posts under the hashtag (TikTok, 2024), compared to 10,307 posts on Instagram (Instagram, 2024) and 1524 videos on YouTube (YouTube,

2024). Additionally, TikTok has approximately 1.582 billion monthly active users as of January 2024 (We Are Social et al., 2024c), and 85.3% of its user base is between 18 and 44 years in 2024 (We Are Social et al., 2024a). In 2024 TikTok's penetration in Sweden was 42.4% compared to 55.3% in the U.S. (We Are Social, 2024b), which is the equivalence of 3.57 million Swedish users (DataReportal et al., 2024) and 150 million U.S. users (We Are Social, 2024b), making it an influential social media platform. Hence, it was naturally chosen as the social media platform.

3.3.1.2 Experimental Stimuli Development

Building upon the design employed in Lee et al.'s (2009) study, this thesis focuses on manipulating the video element as eWOM (compared to Lee et al.'s written online reviews) to investigate the impact of negative and mixed valence eWOM on the dependent variables and mediators. This is achieved by replacing the *influencing* (positive eWOM) of one product (out of two) in a TikTok video, with negative eWOM, thereby *de-influencing* it instead. As the experiment features two products, there is also the element of the mixed valence message between the two videos. This is done using Lee et al.'s (2009) concept of valence-extremity in eWOM can provide valuable insights into measuring consumer perceptions of eWOM stimuli, particularly considering that the two videos represent opposing ends of the spectrum. This framework allows for a nuanced understanding of how positive and negative eWOM influences are perceived by consumers, thereby enhancing our analysis of the experimental stimuli.

To create the video and its stimuli, multiple analyses were conducted to ensure the de-influencing video closely resembled authentic TikTok deinfluencing content. The analysis in Appendix A revealed that out of the 69 de-influencing videos examined, only 12 videos showcased a single product, while 48 presented multiple products being de-influenced (Table A3). Moreover, among the 69 videos, 14 featured additional product recommendations after the initial "de-influencing" segment (Table A4). This is why it was decided to include two stimuli products in the two videos. The experimental group would get a de-influencing-influencing video, with the first product being de-influenced and the second being influenced (first negative eWOM, second receiving

positive eWOM). The control group would feature an influencing-influencing video, meaning both products getting influenced (both positive eWOM).

3.3.1.3 Selection of Manipulation

For product selection in the experiment, the choice of the stimulus was based on the two following criteria (Mizerski, 1982):

1. The product should be one that participants would use and purchase.
2. The product should be one that participants would be interested in seeking other consumers' opinions about.

A content analysis was performed on the first 100 videos that showed up when searching *de-influencing* in the search bar on TikTok (see Appendix A). Out of the 100 videos, 69 were deemed to be de-influencing videos (Table A2). The main categories of products featured in the de-influencing videos were makeup, beauty (which included skincare, makeup, and hair products), and skincare (Table A3). Naturally, the product search became limited to beauty products exclusively. This was further supported by the content analysis in Appendix B as the most popular product category for de-influencing videos was beauty (Table B4), followed by makeup.

Upon closer examination of the brands featured in the analyzed de-influencing videos, Glow Recipe and Rare Beauty emerged as consistently mentioned brands, as indicated in Table A5 and Table B3. Due to the budget restraints and one of the authors' familiarities with Glow Recipe's 'Watermelon Glow PHA + BHA Pore-tight Toner', which ranked among the top-mentioned products, it was the product to be de-influenced (manipulated) in the experiment. Conversely, the 'Dokdo Toner' from Round Labs was chosen as the influenced (controlled) toner in both videos. This decision was based on its widespread popularity on TikTok, with approximately nine million videos referencing it (see Figure C1) and having similar properties to the Glow Recipe Toner. Additionally, one of the authors already possessed this product, contributing to cost and time savings, by not having to go on a hunt for another one.

3.3.1.4 Pre-study to Create the Manipulation Video

To properly create two TikTok Videos, one influencing and one de-influencing, with the two chosen products, an additional 54 videos were watched under the search terms such as “glow recipe watermelon toner de-influencing”, “glow recipe watermelon toner”, “de-influencing glow recipe toner”, and “glow recipe toner buy” in different variations (see Appendix D). These were looked at based on the type of video it was and if they included the Glow Recipe Watermelon Toner, along with the tone of the influencer and a short description of what was said in the videos (Table D1).

From the initial pool of 54 videos, 19 were selected based on specific criteria, primarily featuring the Glow Recipe Toner. Additional selection criteria included content creators visibly showing their face (with only two exceptions), the video explicitly referencing de-influencing either in the caption or verbally within the content or being categorized as an 'influencing' video. Subsequently, each of these videos underwent annotation, focusing solely on segments discussing the Glow Recipe Toner. The analysis revealed recurring themes emphasized by real content creators regarding the product. Notably, descriptors such as 'TikTok viral,' 'worth it,' 'break-out,' and 'irritation' were common, alongside properties like pore-tightening, exfoliating, glowing effect, appealing packaging, and pleasant fragrance. These were then used in the creation of two TikTok videos, with the addition of the size and price of both products.

3.3.2 Pre-study - Test of the Manipulation

A pre-study was held using a convenience sample of 28 people to test if the two videos were perceived correctly. The two videos (influencing and deinfluencing) were created by one of the authors using the material and insights found during the content analysis. They were distributed via anonymous link through Qualtrics XM. Out of the 28, 15 received the deinfluencing video (manipulation) and 13 responded to influencing video (control group). Out of the 28 respondents, 22 (79%) correctly identified if both products were being talked positive about by the content creator. While not as high as hoped, it was still deemed acceptable. For the main survey it was deemed that the word positive and both should be bolded during that question, to make it clearer. The preparatory study used the same questions as the main study, except that it did not have as many demographics' questions (see section 3.4.2 for more information). When

respondents were asked about the valence of the message the content creator conveyed about the Glow Recipe Toner, the mean score for the influencing video was $M_{\text{influencing_gr}} = 2.55$, and for the treatment group $M_{\text{deinfluencing_gr}} = -2.91$. This clearly showed that the manipulation worked. For the Round Labs Toner there was a shift as well between the two videos, but not nearly as great as for the Glow Recipe Toner ($M_{\text{influencing_rl}} = 4.18$, $M_{\text{deinfluencing_gr}} = 3.36$), which we deemed acceptable. Therefore, it was decided to go forward with the two videos to the main study.

3.4 Main study

3.4.1 Respondent profile

The respondents of this thesis were between the ages 18-43 as they represent the two generations, Millennials and Generation Z, which makes up for the majority of TikTok users worldwide. There was no exclusion basis on if the respondents had used TikTok before as we were mainly analyzing the phenomenon of deinfluencing and its effect regardless of if the viewer knew what it was. Regardless, 84% of those who replied to the survey, TikTok users. As the app has a worldwide user base, we chose to conduct the experiment in English to be able to capture international survey respondents that way and not limit it to Swedish speakers. It also meant it was possible to distribute the questionnaire all over the world with services such as SurveySwap.

Table 2. TikTok Statistics for Sample

Characteristic	N	Gender		
		Overall, N = 92 [†]	No, N = 42 [†]	Yes, N = 50 [†]
Use TikTok	92	77 (84%)	35 (83%)	42 (84%)
How long use tt for 92				
1-2 years		12 (13%)	6 (14%)	6 (12%)
3-4 years		35 (38%)	19 (45%)	16 (32%)
5 years or more		15 (16%)	5 (12%)	10 (20%)
Don't use TikTok		17 (18%)	8 (19%)	9 (18%)
Less than 1 year		13 (14%)	4 (9.5%)	9 (18%)
Daily TikTok Usage 92				
0-29 min		14 (15%)	6 (14%)	8 (16%)
1-2 hours		23 (25%)	12 (29%)	11 (22%)
3-4 hours		14 (15%)	7 (17%)	7 (14%)
30-59 min		18 (20%)	5 (12%)	13 (26%)
5 hours or more		4 (4.3%)	3 (7.1%)	1 (2.0%)
Don't use TikTok		19 (21%)	9 (21%)	10 (20%)

[†] n (%)

In the end this led us to have respondents from six countries: Sweden, Germany, France, Luxembourg, Netherlands, and Malaysia. The majority of respondents were female, 71%, and most respondents were between 18-22 years old (41%) (table 3). This was not seen as a problem especially since most of the deinfluencing videos were made by females and featured beauty products (table A2, A3) which typically are more geared to

Table 3. Overview of the sample's demographics

Characteristic	Control Group			Characteristic	Control Group		
	Overall, N = 92 [†]	No, N = 42 [†]	Yes, N = 50 [†]		Overall, N = 92 [†]	No, N = 42 [†]	Yes, N = 50 [†]
Gender				Completed education			
Female	65 (71%)	32 (76%)	33 (66%)	Below high school	2 (2.2%)	0 (0%)	2 (4.0%)
Male	26 (28%)	10 (24%)	16 (32%)	Graduate (master)	10 (11%)	6 (14%)	4 (8.0%)
Prefer not to say	1 (1.1%)	0 (0%)	1 (2.0%)	High school	38 (41%)	18 (43%)	20 (40%)
Age				Undergraduate (bachelor)			
18-22	43 (47%)	18 (43%)	25 (50%)	Employment status			
23-27	37 (40%)	17 (40%)	20 (40%)	Employed	26 (28%)	15 (36%)	11 (22%)
28-32	9 (9.8%)	6 (14%)	3 (6.0%)	Other	2 (2.2%)	1 (2.4%)	1 (2.0%)
33-37	2 (2.2%)	1 (2.4%)	1 (2.0%)	Self-employed	1 (1.1%)	0 (0%)	1 (2.0%)
37-43	1 (1.1%)	0 (0%)	1 (2.0%)	Student	63 (68%)	26 (62%)	37 (74%)
[†] n (%)				[†] n (%)			

women. Students made up for 68% of the sample and the completed education level with highest number of people was undergraduates. Out of the 162 people who started responding to survey, 112 completed it and out of those only 92 met all the pre-determined requirements (i.e. control questions, attention checks, correct perception of the manipulation).

3.4.2 Questionnaire

The self-completion questionnaire, constructed in English to accommodate international respondents, particularly those who are TikTok users, consisted of 12 blocks. The first block encompassed an introduction providing general information and the estimated completion time. This was then followed by GDPR information regarding the respondent's rights and how their data was to be handled. The section concluded by asking respondents if they consented to participating in the survey. Respondents were presented with the options: "Yes, I am above 18 and have read the information above, and consent to participate in this study." and "No, I do not consent to participate in this study". If they did not consent, they were directed to the end of the survey.

Blocks 2 to 12 comprised a total of 45 questions, including 8 matrix-style and 18 individual questions, with one attention check and two control questions. Block 3 and 4 focused on the independent variable (eWOM valence) in the form of de-influencing, utilizing videos displaying either influencing or de-influencing scenarios, alongside a control question to ensure the participants watched the video provided.

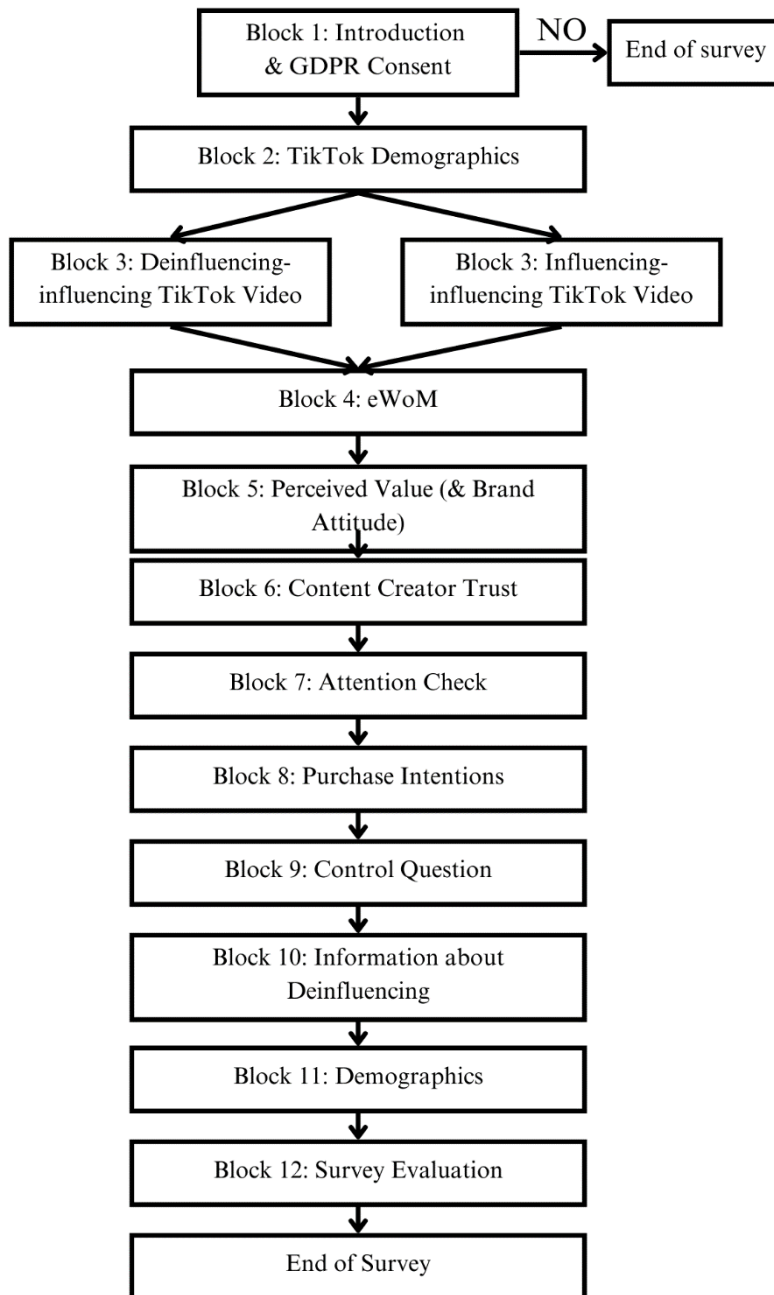
Valence/extremity eWOM measures developed by Lee et al. (2009) were employed.

Block 5 explored perceived value drawing from Likert-type 7-point scale measurements by Wu et al. (2012). Block 6 assessed content creator trust with a 7-point Likert-type scale, adapted from Kim & Kim (2021) scales of influencer trust.

Block 7 featured an attention check, while Block 8 measured purchase intention using a semantical differential scale (Dodds et al. 1991). Block 9 comprised another control question. Block 10 investigated respondents' familiarity with de-influencing, followed by information from an online article, and measured attitudes towards de-influencing using Crites et al. (1994) Likert 7-point scale regarding issue attitude.

Block 11 gathered demographic information including gender, age, employment status, completed education level, and country of residence. Finally, Block 12, the last part of the survey provided a survey evaluation, to allow respondents to assess the quality of the survey.

Figure 1. An overview of the questionnaire's layout and division of blocks



3.4.3 Independent Variables & Mediators

Electronic word-of-mouth

In this thesis, the independent variable is electronic word-of-mouth (eWOM) valence. The scale utilized to measure this variable was adopted from Lee et al. (2009), an 11-

point scale (-5 to +5) and respondents to the survey were asked to rate how positive or negative the content creator (SMI) talked about the respective products. As outlined in sections 2.3.2 and 2.5, the effects of eWOM valence can vary significantly depending on whether the messages are positive, negative or mixed. Typically, positive eWOM enhances consumer's purchase intentions, while negative eWOM reduces them. Mixed eWOM on the other hand can lead to varied consumer responses based on the balance of positive and negative information.

Content Creator Trust (SMI trust)

Another crucial component in amplifying the message presented by an SMI (Social Media Influencer) is the trust placed in them by their audience. Trust is a pivotal factor for SMIs and content creators alike, as it significantly influences the effectiveness of their messaging. In this study, SMI trust serves as an independent variable and is measured using a scale adapted from Kim and Kim (2021) and Kennedy et al. (2001). This scale assesses the level of trust respondents have in the SMI after viewing the TikTok video.

Respondents rated their agreement with several statements on a 7-point Likert scale, anchored by "Strongly disagree" and "Strongly agree". The specific items included:

- The content creator can be relied upon on her content.
- I believe what this content creator says and that they would not try to take advantage of the followers.
- The content creator is straightforward and honest even though their interests are involved.
- The content creator would not tell a lie even if they could gain from it.

These items were indexed to form a composite trust score, with higher scores indicating greater trust in the SMI.

Perceived Value

Perceived value is another critical component influencing consumer behavior and decision-making. In this study, perceived value is used as an independent variable, measured using a scale adapted from Wu et al. (2012). This variable captures the

consumer's overall assessment of the product's worth based on the benefits received versus the costs incurred.

Respondents rated their agreement with several statements on a 7-point Likert scale, anchored by "Strongly disagree" and "Strongly agree". The specific items included:

- This product is good value for money.
- The expected price for this product is acceptable.
- This product is considered to be a good buy.
- This product appears to be a good bargain.

3.4.4 Dependent Variables

Purchase Intention

The dependent variable in this study is purchase intention, which can be broadly defined as the likelihood that a consumer will buy a product based on their current attitudes and perceptions. This variable is crucial as it serves as a reliable predictor of actual purchase behavior (Dodds et al., 1991). To measure purchase intention, a semantic differential scale adapted from Dodds et al. (1991) was used, assessing the respondents' inclination to purchase the product after viewing the TikTok video. Respondents rated three items on this scale:

- The likelihood of purchasing this product is: (Very low to Very high).
- The probability that I would try this product is: (Very low to Very high).
- My willingness to buy this product is: (Very low to Very high).

The scores for these items were indexed to form a composite purchase intention score, with higher scores indicating a greater intention to purchase the product.

3.5 Data Collection & Analysis

3.5.1 Data Collection

The questionnaire was distributed to participants through various channels, including email outreach to Stockholm School of Economics (SSE) students, placement of QR codes on campus tables, and utilization of our social media platforms to get a larger

reach. Additionally, we employed SurveySwap, a service facilitating questionnaire exchange between students and researchers. The incentive on SurveySwap is receiving points in return for answering surveys - longer surveys rewarded with more points - which in turn can be used to get answers from other users on the platform. To maintain respondent privacy and prevent bias, individuals completed the survey in private settings, and no information about the questionnaire or its content was disclosed beforehand to avoid influencing responses.

3.5.2 Data Quality

In the beginning, 162 participants started answering the survey, however, to be included in the study, all questions had to be completed. Consequently, 50 answers were excluded due to incomplete submissions. Furthermore, participants who failed the control questions, as determined beforehand, were excluded together with anyone above 43 (age cut-off). As a result, while initially 112 complete responses were available, 20 were subtracted due to these exclusions. The study, therefore, relied on data from 92 participants who completed the survey and passed the four control questions: forming the basis for the subsequent data analysis.

3.5.3 Data Analysis

The responses gathered through Qualtrics XM served as the basis for the data analysis. The analysis of the responses was conducted using the software R and its companion R Studio. To ensure accuracy, low-quality responses were excluded from the analysis. Hypotheses were tested employing independent t-tests, Wilcoxon Rank Sum Test and Preacher–Hayes bootstrap method.

3.6 Reliability & Validity

3.6.1 Reliability

Bell et al. (2019) describe *reliability* as “the consistency of a measure of a concept” (p.172). The reliability of measures applied in research is vital and requires that the measures are repeatable, stable and consistent (Bell et al., 2019). Cronbach's alpha stands as a widely accepted method for assessing reliability. This test evaluates the internal consistency of multi-indicator measures by computing the mean of potential

split-half reliability coefficients (Bell et al., 2019). The Cronbach's alpha coefficient varies between 0 and 1, with 0 denoting no internal reliability and 1 indicating perfect internal reliability. While the academic norm suggests an acceptable internal reliability level of approximately 0.7-0.8, Cho and Kim (2015) caution against rigid adherence to a specific threshold. They claim that obtaining an alpha of 0.7 provides no meaningful benefit over a value of 0.69.

Another approach that can be utilized to assess reliability involves using the test-retest method. This method entails posing identical questions to participants at two different time points to compare their responses. A strong correlation between responses reflects high stability, whereas a weaker correlation implies lower stability. Nonetheless, employing this alternative method in this study presents difficulties because of its use of an anonymous digital self-response survey and time constraints. Additionally, this method is subject to limitations, such as the passage of time affecting respondent answers, potentially skewing results. Taking the above-mentioned limitations and the characteristics of our study into consideration, we decided that the most suitable way to measure reliability was by computing Cronbach's alpha.

Cronbach's alpha was calculated for all multi-item measures (e.g., Dodds et al., 1991; Wu et al., 2012; Kim and Kim, 2021). Individual experiment scores fell within the range of 0.61 (perceived value-glow recipe, influencing) to 0.96 (purchase intention-round labs, de-influencing), whereas aggregate scores ranged from 0.80 to 0.95. Although one of the items exhibited an alpha below 0.7, almost all of the remaining aggregate or individual items had an alpha above 0.8. Moreover, despite certain scale adjustments, Cronbach's alpha results closely matched the results that were reported in the original studies. This makes the study's internal reliability acceptable. A detailed overview of the computed Cronbach's alphas for multi-item dependable variables can be found in **Table 2**.

Table 4. Summary of Cronbach's alphas.

Variable	Aggregate	Deinfluencing	Influencing	Result Original	Original Study
----------	-----------	---------------	-------------	-----------------	----------------

Perceived Value - Glow Recipe	0.88	0.84	0.61	0.93	Wu et al., (2012)
Perceived Value - Round Labs	0.80	0.77	0.82	0.93	Wu et al., (2012)
Content Creator Trust	0.88	0.85	0.85	0.89 (Kim & Kim, 2021)	(Kennedy et al., 2001; Kim & Kim, 2021)
Purchase Intention - Glow Recipe	0.93	0.90	0.90	0.93	Dodds et al., 1991
Purchase Intention - Round Labs	0.95	0.96	0.94	0.93	Dodds et al., 1991
Aggregated Purchase Intention	0.90	0.86	0.91	0.93	Dodds et al., 1991

3.6.2 Validity

Ensuring the validity of measures stands as a pivotal component in research endeavors. According to Bell et al. (2019), validity encapsulates "the integrity of conclusions generated from a piece of research" (p. 46). When validity is low, there arises a concern regarding the alignment of the study's measurements with reality, underscoring the importance of high validity. Several methods, such as testing for convergent, face, content, discriminant, concurrent, or predictive validity, can be applied to evaluate validity (Bell et al., 2019). Additionally, in quantitative research, Bell et al. (2019) suggest that reliability precedes validity, a notion supported by the establishment of measures' reliability in the section before this (Section 3.6.1).

According to Bell et al. (2019, p. 174) face validity examines how well a measurement captures the "content of the concept in question". It basically tests whether the measurement reflects the intended concept. To ensure face validity in this academic work, we adopted published and validated measurements and scales from reputable sources in the field (such as Dodds et al., 1991 & Wu et al., 2012). By incorporating measurement techniques and questions drawn from existing research, as outlined in the

methodology section, we assert that our study's measurement practices align with established standards from comparable studies.

3.6.3 Survey Evaluation

The questionnaire's final section called for respondents to evaluate its quality. There were three questions which the respondents responded to on a 7-point Likert scale (Table 2). They were there to better understand if the question formulation and answer options were clear, and any perceived attempt to bias responses. Notably, 91% and 93% of participants affirmed the adequacy of questions and answers, respectively. Out of all 92 respondents, 10% believed the questions tried to influence their responses to different degrees, which might have something to do with the nature of the experiment looking into purchase intention. Table 3 presents a summary of these evaluation findings.

Table 5. Summary of Survey Evaluation

Questions	N = 92 ^t	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat Agree	Agree	Strongly agree
The questions were clearly formulated	92	1 (1.1%)	1 (1.1%)	2 (2.2%)	4 (4.3%)	10 (11%)	40 (43%)	34 (37%)
The answer options were clearly formulated	92	0	1 (1.1%)	1 (1.1%)	4 (4.3%)	11 (12%)	32 (35%)	42 (46%)
The questions tried to influence my answer in any way	92	29 (32%)	34 (37%)	7 (7.6%)	13 (14%)	5 (5.4%)	1 (1.1%)	3 (3.3%)
^t n (%)								

4 Results

In the methodology chapter, this study aims to evaluate the influence of eWOM as the independent variable on the dependent variables purchase intention and brand attitude, with trust and perceived as mediators. This is tested with a 2x1 experiment (section 3.2) to investigate these relationships. Specifically, it examines the impact of eWOM on purchase intention and brand attitude. Hypotheses are tested using t-tests and Wilcoxon Rank Sum Test, (significance level set at 5% to detect potential variations between the means of the experimental groups) and for mediators the Preacher–Hayes bootstrap method. The findings presented in this section concerns a significance level of 5% ($p < 0.05$).

4.1 eWOM Manipulation

In terms of the manipulation of the video, it was important that it both was interpreted correctly by the watcher (which was a problem with the formulation in the pre-survey, which caused multiple answers turning invalid) and that the effect corresponded to the content. Although there were some issues in the pre-survey with people not paying proper attention to the video, it still yielded a satisfactory results as more than the majority were able to detect if the one or both products were “influenced”, meaning that the two videos were used in the main study as well, although with a slight change in the control question by bolding “**both**” and “**positive**”, which showed substantial improvement for the main study. The same scale (-5 to 5) regarding the valence/extremity of how the respondent felt the content creator communicated regarding each item was used (eWOM valence of the message). For the Glow Recipe Toner in the de-influencing video, the median score was -3, and for the influencing video, it had a median score of 3, showing that the “treatment” had the intended effect in line with the pre-study. The Round Labs Toner had a median score of 4 in the influencing video and a 3 for the de-influencing video, showing that the eWOM valence was about the same and hence satisfactory due to the positive interpretation.

As can be seen in Table 4 below, the mean scores varied slightly between the pre-study and the main study. As the distance grew between the control and treatment group in the main study, the authors deemed the effects of the manipulation to be satisfactory.

Table 6. Overview of the means of the independent variable (eWOM) in pre- and main study (possible score between -5 to 5)

Mean eWOM Valence Score of Product Message in Video (rounded to two digits)						
Product	Pre Study			Main Study		
Video Scenario	Glow Recipe Toner (Mean)	Round Labs Toner (Mean)	Combined (Mean)	Glow Recipe Toner (Mean)	Round Labs Toner (Mean)	Combined (Mean)
Influencing-Influencing (pos-pos eWOM)	2.55	4.18	3.36	2.92	4.00	3.46

Deinfluencing- Influencing (neg-pos eWOM)	-2.91	3.36	0.23	-3.36	3.50	0.07
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Table 7. Overview of sd of IV (eWOM) in pre- and main study

SD eWOM Valence Score of Product Message in Video (rounded to two digits)						
Product	Pre Study			Main Study		
Video Scenario	Glow Recipe Toner (SD)	Round Labs Toner (SD)	Combined (SD)	Glow Recipe Toner (SD)	Round Labs Toner (SD)	Combined (SD)
Influencing-Influencing (pos-pos eWOM)	3.64	0.87	1.73	0.83	4.00	0.89
Deinfluencing- Influencing (neg-pos eWOM)	2.47	2.06	1.56	0.89	3.50	0.07

4.2 Hypotheses Testing

Before conducting the independent t-tests, Wilcoxon Rank Sum Test, Spearman's rank correlation test, and the Preacher–Hayes Bootstrap method, an overview of the data was created to better do an initial descriptive analysis. All variables were also tested for normality using the Shapiro-Wilk Test and Levene's Test for homogeneity of variances (see appendix G and H).

Table 8. Overview of the aggregate initial descriptive statistics

Variable		Purchase Intention		Perceived Value		Content Creator Trust	
Group	n	Mean	SD	Mean	SD	Mean	SD
Control	50	4.01	1.48	5.59	0.85	4.49	1.65
Experimental	42	3.04	0.94	3.86	0.73	3.95	1.56
Total	92	3.57	1.35	4.80	1.18	4.24	1.62

Note: PI – Purchase Intention, PV – Perceived value, CC – Content Creator

4.2.1 Hypothesis 1 – Aggregate eWOM Effect on Purchase Intention and Content Creator (SMI) Trust

H1.1: eWOM will have a positive effect on purchase intention.

Descriptive statistics reveal that the mean purchase intention (PI) in the control group is 4.01 (SD = 1.48), while the mean PI in the experimental group is 3.04 (SD = 0.94). A two-sample t-test was conducted to compare the mean PI between the control and experimental groups. The t-test yielded a significant p-value ($p < 0.05$), indicating a significant difference in purchase intention between the control and experimental groups. Specifically, positive eWOM in the control group led to higher purchase intention compared to negative eWOM in the experimental group. These results support H1.1, suggesting that positive eWOM positively affects purchase intention.

H1.2: Negative eWOM, compared to positive eWOM, will result in a lower combined purchase intention for both products.

The group exposed to negative e-WoM indicated a lower purchase intention level compared to the group exposed to positive e-WoM. The mean purchase intention for the negative e-WoM group was 3.04 (SD = 0.94), while the mean purchase intention for the positive e-WoM group was 4.01 (SD = 1.48). An independent t-test was conducted to compare the purchase intention means between the groups, revealing a statistically significant difference, $t(69) = -3.18$, $p = 0.002$, $\alpha = 0.05$.

Therefore, Hypothesis H1.2 was empirically supported as the findings suggest that negative e-WoM significantly reduces purchase intention more than positive e-WoM increases it.

H1.3: Trust in the content creator (SMI) positively affects purchase intention.

Descriptive statistics indicate that the mean content creator trust (CC Trust) in the control group is 4.49 (SD = 1.65), while the mean CC Trust in the experimental group is 3.95 (SD = 1.56). Spearman's rank correlation test was conducted to examine the relationship between CC Trust and PI within each group. The correlation test yielded significant positive correlations in both groups ($p < 0.05$), indicating that trust in the content creator is positively associated with purchase intention in both the control and

experimental groups. These results support H1.3, suggesting that higher trust in the content creator (SMI) positively affects purchase intention.

H.1.4: The valence of eWOM messages will influence trust in the content creator (SMI), with mixed eWOM messages generating lower trust compared to positive eWOM messages.

The mean trust level reported by participants exposed to the de-influencing video (mixed eWOM) was 3.95 (SD = 1.56), while the mean trust level for those exposed to the influencing video (positive eWOM) was 4.49 (SD = 1.65). An independent t-test was conducted to compare the trust levels between the two groups. The t-test results indicated no statistically significant difference in trust levels, $t(69) = -1.13$, $p = 0.261$.

To further validate these findings, a Wilcoxon rank sum test was performed. The results of the Wilcoxon rank sum test also showed no statistically significant difference in trust between the groups exposed to mixed eWOM (de-influencing video) and positive eWOM (influencing video), $W = 1247$, $p = 0.1227$

Therefore, Hypothesis H1.4 was not supported, indicating that mixed eWOM does not significantly reduce trust in the SMI compared to positive eWOM.

4.2.2 Hypothesis 2: Relationship between eWOM valence, perceived value and purchase intention

H2.1: Negative eWOM will lead to lower purchase intentions compared to positive eWOM.

Descriptive statistics reveal that the mean purchase intention (PI) in the control group is 4.01 (SD = 1.48), while the mean PI in the experimental group is 3.04 (SD = 0.94). A two-sample t-test was conducted to compare the mean PI between the control and experimental groups. The t-test yielded a significant p-value ($p < 0.05$) of 0.0002737 (see appendix G, Welch Two Sample t-test), indicating a significant difference in purchase intention between the control and experimental groups. The mean purchase intention was lower for the negative eWOM group compared to the control group with positive eWOM. Combined with the significant difference between the two groups, these results support H2.1, indicating that negative eWOM negatively affects purchase intentions compared to positive eWOM.

H2.2: Negative eWOM will negatively affect the perceived value of the product compared to positive eWOM.

Descriptive statistics show that the mean perceived value (PV) in the control group is 5.59 (SD = 0.85), while the mean PV in the experimental group is 3.86 (SD = 0.73). A two-sample t-test was conducted to compare the mean PV between the control and experimental groups. The t-test yielded a significant p-value ($p < 0.05$), indicating a significant difference in perceived value between the control and experimental groups. These results support H2.2, indicating that negative eWOM about the first product negatively affects its perceived value compared to positive eWOM.

H2.3: Perceived value mediates the relationship between eWOM and purchase intention.

For the control group, the Average Causal Mediation Effect (ACME) estimate was 0.019 with a p-value of 0.85, indicating that the mediation effect is not significant. The Average Direct Effect (ADE) estimate was 1.095 with a p-value of less than $2e-16$, indicating a highly significant direct effect. The total effect was estimated at 1.114 with a p-value of less than $2e-16$, indicating a significant total effect. The proportion mediated was 0.017 with a p-value of 0.85, indicating that the proportion mediated is not significant. These results indicate that perceived value does not mediate the relationship between eWOM and purchase intention in the control group. The direct effect and total effect are significant, indicating that eWOM directly affects purchase intention.

For the experimental group, the ACME estimate was 0.0991 with a p-value of 0.122, indicating that the mediation effect is not significant. The ADE estimate was 0.2837 with a p-value of 0.020, indicating a significant direct effect. The total effect was estimated at 0.3828 with a p-value of 0.004, indicating a significant total effect. The proportion mediated was 0.2590 with a p-value of 0.126, indicating that the proportion mediated is not significant. These results indicate that perceived value does not significantly mediate the relationship between eWOM and purchase intention in the experimental group. The direct effect and total effect are significant, indicating that eWOM directly affects purchase intention.

4.3 Summary of Hypotheses

Based on the results of our hypotheses testing, the data provided significant support for five out of the seven hypotheses. The differences in means among the subject groups were statistically significant in most cases, demonstrating strong empirical backing for the proposed hypotheses, except for H.2.3, which was not supported by the data (see table 7)

Table 9. Summary of Hypotheses

H.1.1	eWOM will have a positive effect on purchase intention.	Supported
H.1.2	Negative eWOM, compared to positive eWOM, will result in a lower combined purchase intention for both products.	Supported
H.1.3	Trust in SMI positively affects consumers' purchase intention.	Supported
H.1.4	The valence of eWOM messages will influence trust in the content creator (SMI), with mixed eWOM messages generating lower trust compared to positive eWOM messages.	Not supported
H2.1	Negative eWOM will lead to lower purchase intentions compared to positive eWOM.	Supported
H.2.2	Negative eWOM will negatively affect the perceived value of the product compared to positive eWOM.	Supported
H.2.3	Perceived value mediates the relationship between eWOM and purchase intention.	Not supported

5 Discussion

The primary goal of this thesis was to examine the influence of de-influencing videos on TikTok on key consumer behavior metrics, specifically purchase intention, perceived value, and trust in social media influencers (SMIs). Our investigation centered on the hypotheses formulated to understand these effects better. The results provided significant support for several hypotheses, indicating strong empirical evidence for the impact of eWOM valence on consumer behavior.

Social media is crucial for today's marketers as these platforms allow for the facilitation of the exchange of information, ratings, and response (Bong, 2017 as cited in Majeed et al., 2021), in real time. Through this they are fostering trust and mitigating insecurities and in turn increasing willingness to buy the products in question (Bong, 2017 as cited

in Majeed et al., 2021). The findings revealed that positive eWOM significantly increases purchase intention, while negative eWOM reduces it. This aligns with prior research that highlights the critical role of eWOM in shaping consumer decisions. The significant difference in purchase intention between the control (positive eWOM) and experimental (negative eWOM) groups underscores the power of social media content in influencing consumer behavior. Marketers should be aware of the substantial impact that negative reviews and de-influencing content can have on potential customers. Therefore, maintaining a positive online presence and addressing negative feedback swiftly is crucial for brands aiming to sustain high purchase intentions.

Our study supported the hypothesis that negative eWOM decreases perceived value. This is consistent with findings by Sheng et al. (2022), who demonstrated that negative eWOM, by increasing perceived risks and reducing perceived benefits, lowers the overall perceived value of a product. In line with Zeithaml's (1988) conceptualization of perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given, our findings suggest that negative eWOM significantly diminishes perceived value. Consequently, brands should focus on enhancing perceived value by emphasizing product strengths and effectively mitigating negative perceptions through strategic communication when their products are being de-influenced and talked about.

The study also found that trust in content creators (SMIs) positively affects purchase intention. Both the control and experimental groups demonstrated a positive correlation between SMI trust and purchase intention, confirming that higher trust in the content creator leads to greater consumer purchase intention. This finding aligns with the work of Lou and Yuan (2019), who found that trust in SMIs significantly boosts consumer engagement and purchase intentions. Authenticity, transparency, and consistent engagement are key factors that contribute to trust and, consequently, to higher purchase intentions.

Contrary to the hypothesis, mixed eWOM did not significantly reduce trust in the SMI compared to positive eWOM. This finding suggests that while mixed reviews may introduce some uncertainty, they do not necessarily erode trust in the influencer. This could imply that consumers differentiate between the influencer's trustworthiness and

the mixed content they present, recognizing that influencers may share a balanced view that includes both pros and cons. This highlights an opportunity for influencers to provide balanced content that can still maintain trust while offering a nuanced perspective.

5.1 Future Research

This study opens several avenues for future research. One important direction is to examine the long-term effects of deinfluencing trends on consumer loyalty and brand perception. Additionally, future studies could investigate the role of different types of influencers (e.g., micro vs. macro influencers) in shaping consumer behavior through eWOM. Understanding these dynamics could provide deeper insights into how brands can effectively manage their online presence and leverage influencer partnerships. Furthermore, cross-cultural studies could explore how cultural differences impact the reception and effectiveness of eWOM, providing a more global perspective on these phenomena. By addressing these areas, future research can build on the findings of this thesis and contribute to a more comprehensive understanding of deinfluencing, eWOM and consumer behavior in the digital age.

5.2 Replication Crisis

The ongoing replication crisis in social sciences, highlighted by researchers such as Dreber and Johannes (2019), underscores the importance of replicability in empirical studies. The replication crisis refers to the growing recognition that a significant portion of published research findings may not be reproducible when the same methods are applied to new data sets. This has profound implications for the validity and generalizability of research conclusions.

In the context of this thesis, which investigates the impact of de-influencing trends on TikTok on consumer behavior, the replication crisis is a pertinent consideration. The experimental design and data collection methods employed in this study aimed to provide robust and reliable insights into the effects of electronic word-of-mouth (eWOM) on purchase intentions, perceived value, and trust in social media influencers

(SMIs). However, several factors inherent to the study may influence the replicability of the results.

Firstly, the study sample, although systematically selected, leaned towards convenience sampling due to time constraints. This may limit the generalizability of the findings to broader populations. Additionally, the dynamic and rapidly evolving nature of social media platforms like TikTok means that consumer behaviors and perceptions can shift quickly, potentially affecting the stability of the results over time.

Secondly, the specific context of TikTok and the unique characteristics of its user base may also pose challenges for replication. Social media trends and the influence of content creators are subject to rapid changes, influenced by various external factors such as platform algorithms, viral content dynamics, and shifting user demographics. These factors could lead to different outcomes if the study were replicated under slightly different conditions or at a different time.

Furthermore, while this study focused on the direct and indirect effects of eWOM, perceived value, and SMI trust on purchase intentions, it did not account for other potentially moderating variables such as cultural differences, individual consumer traits, or the varying credibility of different influencers. These unexamined factors could affect the replicability of the findings.

Given these considerations, it is crucial for future research to attempt replications of this study's findings. Replicating the study with different samples, in varied contexts, and over time would help validate the robustness of the results and contribute to a more comprehensive understanding of the phenomena studied. Additionally, incorporating replication as a standard practice can enhance the credibility and reliability of research in the field of social media marketing and consumer behavior.

Overall, while this thesis provides valuable insights into the effects of de-influencing on TikTok, acknowledging the potential impact of the replication crisis highlights the need for ongoing research efforts to ensure the findings are both reliable and generalizable across different contexts and time periods.

6 Conclusion

In summary, this thesis provides empirical evidence on the significant effects of eWOM on purchase intention, perceived value, and trust in SMIs. Positive eWOM enhances purchase intentions and perceived value, while negative eWOM detracts from these metrics. Trust in SMIs remains a crucial factor influencing purchase decisions, underscoring the importance for influencers and brands to foster genuine and trustworthy relationships with their audiences.

The study also highlights the nuanced role of mixed eWOM valence, suggesting that balanced content may not necessarily harm trust in influencers. These findings have practical implications for marketers and influencers aiming to navigate the dynamic landscape of social media marketing. Future research could further explore the long-term effects of de-influencing trends and their broader impact on consumer behavior.

7 Appendices

Appendix A

Content Analysis of 100 TikTok Videos under the search *deinfluencing*

Table A1: Overview of the 100 videos watched on 28 April 2024

Type of Video	Date Posted	TikTok Creator	Video Link
Deinfluencing	20230730	@livekindly	https://www.tiktok.com/@livekindly/video/7261699849953791278
Deinfluencing	20230419	@livekindly	https://www.tiktok.com/@livekindly/video/7223864989889711402
Deinfluencing	20240315	@livekindly	https://www.tiktok.com/@livekindly/video/7346666206813867307
Deinfluencing	20230125	@alyssastephanie	https://www.tiktok.com/@alyssastephanie/video/7192719318566882606
Deinfluencing	20230730	@brookelyncampbell	https://www.tiktok.com/@brookelyncampbell/video/7261698380961680683
Deinfluencing	20230208	@mishagrimes1	https://www.tiktok.com/@mishagrimes1/video/7197795079593987333
Deinfluencing	20230617	@melainaleah	https://www.tiktok.com/@melainaleah/video/7245562876696530178
Deinfluencing	20240324	@casuallykatiee	https://www.tiktok.com/@casuallykatiee/video/7338965813778550059
Deinfluencing	20230718	@pamelapedrozaa	https://www.tiktok.com/@pamelapedrozaa/video/7257251657988214059
Deinfluencing	20240408	@gardeniaguev	https://www.tiktok.com/@gardeniaguev/video/7355417222522850606
Deinfluencing	20230215	@kathleendeo	https://www.tiktok.com/@kathleendeo/video/7200503336813055278
Deinfluencing	20230127	@valeriafride	https://www.tiktok.com/@valeriafride/video/7193122514799742251
Deinfluencing	20230130	@jess.cliftonn	https://www.tiktok.com/@jess.cliftonn/video/7194279625080524074
Deinfluencing	20230206	@elysiaberman	https://www.tiktok.com/@elysiaberman/video/7332258969232100650
Deinfluencing	20240228	@elysiaberman	https://www.tiktok.com/@elysiaberman/video/7340668970523004202
Deinfluencing	20240111	@mahaaa.c	https://www.tiktok.com/@mahaaa.c/video/7322953705387609350
Deinfluencing	20230308	@imhannahcho	https://www.tiktok.com/@imhannahcho/video/7208245609428569386
Deinfluencing	20230330	@julianashiel	https://www.tiktok.com/@julianashiel/video/7216244562983914779
Deinfluencing commentary	20240418	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7359234087992823071
Deinfluencing commentary	20240413	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7357420906202811678
Deinfluencing commentary	20240412	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7356802161939942686
Deinfluencing commentary	20231025	@ehxdell	https://www.tiktok.com/@ehxdell/video/7293679054551616811
Deinfluencing commentary	20230208	@olybre	https://www.tiktok.com/@olybre/video/7197747822790348078
Deinfluencing commentary	20240107	@depressiondotgov	https://www.tiktok.com/@depressiondotgov/video/7321132971111550238
Deinfluencing/Influencing	20230826	@delreyjunkie	https://www.tiktok.com/@delreyjunkie/video/7271463846697553158
Influencing	20230921	@nursebrat	https://www.tiktok.com/@nursebrat/video/7281093221122411819
Influencing	20230207	@sam_thegirl	https://www.tiktok.com/@sam_thegirl/video/7197211667434966277
Deinfluencing	20230202	@overcoming_overspending	https://www.tiktok.com/@overcoming_overspending/video/7195667544370384170

Type of Video	Date Posted	TikTok Creator	Video Link
Deinfluencing	20240325	@vanilla_swirlxx	https://www.tiktok.com/@vanilla_swirlxx/video/7350385338281364741
Deinfluencing	20240331	@sarah.kidwai	https://www.tiktok.com/@sarah.kidwai/video/7352402674819747118
Deinfluencing	20231019	@livekindly	https://www.tiktok.com/@livekindly/video/7291690421434993962
Deinfluencing	20240124	@depressiondotgov	https://www.tiktok.com/@depressiondotgov/video/7327700207305608479
Deinfluencing	20231110	@livekindly	https://www.tiktok.com/@livekindly/video/7299951808485526827
Deinfluencing	20240127	@sabrina.sustainable.life	https://www.tiktok.com/@sabrina.sustainable.life/video/7328849740936842542
Deinfluencing	20240402	@elysiaberman	https://www.tiktok.com/@elysiaberman/video/7353382698075082030
Deinfluencing commentary	20240305	@livekindly	https://www.tiktok.com/@livekindly/video/7343010975521557803
Deinfluencing	20231015	@anastazia	https://www.tiktok.com/@anastazia/video/7290235322544262433
Deinfluencing	20230819	@mei_yap	https://www.tiktok.com/@mei_yap/video/7268922839065955586
Deinfluencing	20230224	@layanda1	https://www.tiktok.com/@layanda1/video/7203762615246408966
Deinfluencing	20230421	@livekindly	https://www.tiktok.com/@livekindly/video/7224611697875520811
Deinfluencing	20240124	@livekindly	https://www.tiktok.com/@livekindly/video/7327779260872052011
Deinfluencing	20230830	@juliempiedra1	https://www.tiktok.com/@juliempiedra1/video/7273159051733699882
Deinfluencing	20231202	@lifeofshauni	https://www.tiktok.com/@lifeofshauni/video/7308075067257228549
Deinfluencing	20230507	@therealskinreview	https://www.tiktok.com/@therealskinreview/video/7230321220691119361
Deinfluencing	20240326	@kikishaul	https://www.tiktok.com/@kikishaul/video/7350729085171092742
Deinfluencing	20231216	@depressiondotgov	https://www.tiktok.com/@depressiondotgov/video/7313212749633293611
Deinfluencing	20230815	@hydrationceo	https://www.tiktok.com/@hydrationceo/video/7267609540198272299
Deinfluencing	20240315	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7346712264268926239
Deinfluencing	20240414	@ally222_	https://www.tiktok.com/@ally222_/video/7357527082210954539
Deinfluencing	20240307	@mahaaa.c	https://www.tiktok.com/@mahaaa.c/video/7343390914632568070
Deinfluencing	20230323	@katie.org	https://www.tiktok.com/@katie.org/video/7213528224440126762
Deinfluencing	20230302	@morganturmermakeup	https://www.tiktok.com/@morganturmermakeup/video/7205752353411108142
Deinfluencing	20230130	@xoxoemira	https://www.tiktok.com/@xoxoemira/video/7194568910937673003
Deinfluencing	20230104	@minecraftfanpage6969	https://www.tiktok.com/@minecraftfanpage6969/video/7184617655578512645
Deinfluencing	20230902	@therealskinreview	https://www.tiktok.com/@therealskinreview/video/7274045910307441928
Deinfluencing	20230527	@eliseeatsplants	https://www.tiktok.com/@eliseeatsplants/video/7237702798245104939
Deinfluencing	20230127	@rebeczema	https://www.tiktok.com/@rebeczema/video/7193461245847047470
Deinfluencing	20240203	@pajamaqueen_	https://www.tiktok.com/@pajamaqueen_/video/7331484746851093806
Deinfluencing	20230405	@katie.org	https://www.tiktok.com/@katie.org/video/7218683111255575850
Deinfluencing/Influencing	20240328	@valeriafride	https://www.tiktok.com/@valeriafride/video/7351520595688852779
Influencing	20240416	@mirandawillcry	https://www.tiktok.com/@mirandawillcry/video/7358353998547569966
Other	20240107	@forevermylifestyleee	https://www.tiktok.com/@forevermylifestyleee/video/7321446162014162219
Deinfluencing	20240213	@casuallykatiee	https://www.tiktok.com/@casuallykatiee/video/7334959241859435819

Type of Video	Date Posted	TikTok Creator	Video Link
Deinfluencing	20230207	@michelleskdl	https://www.tiktok.com/@michelleskdl/video/7197509354889792774
Deinfluencing	20230130	@chloe.chapdelaine	https://www.tiktok.com/@chloe.chapdelaine/video/7194542332945992966
Deinfluencing	20240130	@naenae.on.that.beat	https://www.tiktok.com/@naenae.on.that.beat/video/7329906421930134827
Deinfluencing	20230208	@cloudsjoo	https://www.tiktok.com/@cloudsjoo/video/7197856198245321990
Deinfluencing	20231107	@lcgirard	https://www.tiktok.com/@lcgirard/video/7298853329797385514
Deinfluencing	20240304	@danielle.habel	https://www.tiktok.com/@danielle.habel/video/7342316976200600874
Deinfluencing	20230225	@seeraewrite	https://www.tiktok.com/@seeraewrite/video/7203979896756948266
Deinfluencing	20230210	@calistatee	https://www.tiktok.com/@calistatee/video/7198331252909280555
Deinfluencing	20240310	@depressiondotgov	https://www.tiktok.com/@depressiondotgov/video/7344797526702296350
Deinfluencing commentary	20230206	@olybre	https://www.tiktok.com/@olybre/video/7197058805186792747
Deinfluencing commentary	20231012	@friedpicklelvr	https://www.tiktok.com/@friedpicklelvr/video/7289108652642946347
Deinfluencing commentary	20231116	@nicoleee271	https://www.tiktok.com/@nicoleee271/video/7302094876395588910
Deinfluencing commentary	20231020	@overcoming_overspending	https://www.tiktok.com/@overcoming_overspending/video/7291794867607489838
Deinfluencing commentary	20231120	@betweenusgirlies	https://www.tiktok.com/@betweenusgirlies/video/7303373705810300191
Deinfluencing commentary	20231111	@elliewfrazier	https://www.tiktok.com/@elliewfrazier/video/7300308949603994923
Deinfluencing commentary	20231106	@elliewfrazier	https://www.tiktok.com/@elliewfrazier/video/7298407635349409067
Deinfluencing commentary	20240127	@nia.papayaa	https://www.tiktok.com/@nia.papayaa/video/7328868405744864554
Deinfluencing commentary	20230201	@kellsiebainmakeup	https://www.tiktok.com/@kellsiebainmakeup/video/7195002971384532226
Deinfluencing commentary	20240120	@vanilla_swirlxx	https://www.tiktok.com/@vanilla_swirlxx/video/7326311825220308229
Influencer commentary	20231230	@elm0zwrlld	https://www.tiktok.com/@elm0zwrlld/video/7318387797763624223
Life of an influencer	20230716	@los_chicaneros	https://www.tiktok.com/@los_chicaneros/video/7256513886386392366
News	20231211	@tvvision5	https://www.tiktok.com/@tvvision5/video/7311411153815522565
Other	20230308	@deinfluencingu	https://www.tiktok.com/@deinfluencingu/video/7208247151330102570
other	20220912	@deinfluencingu	https://www.tiktok.com/@deinfluencingu/video/7142495445833485614
Trend video	20240418	@thedaniaustin	https://www.tiktok.com/@thedaniaustin/video/7359316043619241258
Trend video	20240102	@cristian_derio	https://www.tiktok.com/@cristian_derio/video/7319599619611135238
Other	20230308	@deinfluencingu	https://www.tiktok.com/@deinfluencingu/video/7208240913196371246
Deinfluencing	20230527	@livekindly/video	https://www.tiktok.com/@livekindly/video/7237892254306815274
Deinfluencing	20240225	@jasperfausto	https://www.tiktok.com/@jasperfausto/video/7339425956475571461
Deinfluencing	20230531	@self.skin	https://www.tiktok.com/@self.skin/video/7239361539696872709
Deinfluencing	20230823	@mahaaa.c/video	https://www.tiktok.com/@mahaaa.c/video/7270621514347629829
Deinfluencing	20240121	@natalie_oneillll	https://www.tiktok.com/@natalie_oneillll/video/7326569591071706401
Deinfluencing	20231202	@livekindly	https://www.tiktok.com/@livekindly/video/7307854849562086702
Deinfluencing	20240224	@diegomoone	https://www.tiktok.com/@diegomoone/video/7339280823801236778
Deinfluencing	20240302	@thevioletfog	https://www.tiktok.com/@thevioletfog/video/7341826463538171178

Type of Video	Date Posted	TikTok Creator	Video Link
Deinfluencing	20231015	@isabelle.lux	https://www.tiktok.com/@isabelle.lux/video/7290302704709127454
Deinfluencing	20230211	@christina.mychas	https://www.tiktok.com/@christina.mychas/video/7198978904755801350

Table A2: Summary of the different (coded) types of TikTok videos that appeared under the search *deinfluencing*

Type Summary of the 100 TikTok Videos Watched					
Watched on 28 April 2024					
Type of Video:	Deinfluencing	Commentary on Deinfluencing	Influencing	Deinfluencing/Influencing	Other
Number of videos	69	17	3	2	9

Table A3: Breakdown of different statistics for the TikTok videos which type was coded as *deinfluencing*

Summary of Product Categories featured in Deinfluencing Videos							
Product Category:	Beauty	Makeup	Skincare	Amazon Must Haves	Fashion	Multiple	Other
Number of videos	15	17	4	3	1	11	18

Table A4: Further breakdown of the deinfluencing videos based on whether multiple products were featured or other products were recommended instead of deinfluenced product.

Breakdown if Multiple Products were Featured or Other Products were Recommended in the Deinfluencing Videos			
	Yes	No	Inconclusive
Multiple products featured	48	12	9
Other product recommended	14	40	15

Table A5: Brands mentioned four or more times in the 69 deinfluencing videos.

Brands Featured in the 69 Deinfluencing Videos

Mentioned 4 times or More

Brand:	NARS Cosmetics	Glow Recipe	Dyson	Charlotte Tilbury	Dior	Kosas	Milk Makeup	Rare Beauty	Summer Fridays
Number of mentions	4	8	4	16	10	5	4	7	5

APPENDIX B

Content analysis of the top 30 videos under the #deinfluencing on TikTok

Table B1: Overview of the top 30 TikTok videos under the #deinfluencing

Type of Video	Date Posted	TikTok Creator	Video Link
Influencing	20230303	@elikamusic	https://www.tiktok.com/@elikamusic/video/7206110284379852038
Deinfluencing	20230221	@cakefacereviews	https://www.tiktok.com/@cakefacereviews/video/7202541994097396993
Deinfluencing	20231015	@isabelle.lux	https://www.tiktok.com/@isabelle.lux/video/7290302704709127454
satiric deinfluencing	20230214	@igorbieski	https://www.tiktok.com/@igorbieski/video/7200132555889413418
Deinfluencing	20230606	@daus_mendoza	https://www.tiktok.com/@daus_mendoza/video/7241628800822398250
Deinfluencing commentary	20231020	@overcoming_overspending	https://www.tiktok.com/@overcoming_overspending/video/7291794867607489838
satiric deinfluencing	20230201	@bryleew_	https://www.tiktok.com/@bryleew_/video/7195082260800933162
Deinfluencing	20230125	@alyssastephanie	https://www.tiktok.com/@alyssastephanie/video/7192719318566882606
diy	20230322	@jess.cliftonn	https://www.tiktok.com/@jess.cliftonn/video/7213151516805434667
Deinfluencing	20230806	@grwcitlaly	https://www.tiktok.com/@grwcitlaly/video/7264319049549745454
Deinfluencing	20231009	@lcgirard	https://www.tiktok.com/@lcgirard/video/7287972437789199662
Deinfluencing	20230823	@mahaaa.c	https://www.tiktok.com/@mahaaa.c/video/7270621514347629829
satiric deinfluencing	20230418	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7359234087992823071
Deinfluencing	20230310	@_thatparticularmom	https://www.tiktok.com/@_thatparticularmom/video/7209022389236157739
Deinfluencing	20230323	@katie.org	https://www.tiktok.com/@katie.org/video/7213834104683564334
Deinfluencing/influencing	20230327	@katie.org	https://www.tiktok.com/@katie.org/video/7215009971849743658
Deinfluencing commentary	20231025	@ehxdell	https://www.tiktok.com/@ehxdell/video/7293679054551616811
Deinfluencing	20230807	@myemtv	https://www.tiktok.com/@myemtv/video/7264370873723981102
Deinfluencing	20230205	@michelleskdl	https://www.tiktok.com/@michelleskdl/video/7196785281385712901
Deinfluencing	20240422	@elysiaberman	https://www.tiktok.com/@elysiaberman/video/7360458532694707502
Deinfluencing/influencing	20240416	@mirandawillcry	https://www.tiktok.com/@mirandawillcry/video/7358353998547569966
Deinfluencing	20240115	@mirandawillcry	https://www.tiktok.com/@mirandawillcry/video/7358353998547569966
Deinfluencing	20231103	@autumnacord	https://www.tiktok.com/@autumnacord/video/7297248425286978859
Deinfluencing	20230323	@katie.org	https://www.tiktok.com/@katie.org/video/7213528224440126762

Type of Video	Date Posted	TikTok Creator	Video Link
Deinfluencing	20240315	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7346712264268926239
Deinfluencing	20231019	@livekindly	https://www.tiktok.com/@livekindly/video/7291690421434993962
satiric deinfluencing	20230412	@ranhitaa	https://www.tiktok.com/@ranhitaa/video/7356802161939942686
Deinfluencing	20240130	@naenae.on.that.beat	https://www.tiktok.com/@naenae.on.that.beat/video/7329906421930134827
Deinfluencing	20231228	@depressiondotgov	https://www.tiktok.com/@depressiondotgov/video/7317670586807880991
Deinfluencing	20230315	@kami.larae	https://www.tiktok.com/@kami.larae/video/7210785822453271854

Table B2: Type Summary of the 30 TikTok videos under the #deinfluencing

Type Summary of the 30 TikTok Videos under #deinfluencing						
Retrieved from TikTok, 29 April 2024						
Type of Video:	Deinfluencing	Commentary on Deinfluencing	Influencing	Deinfluencing/Influencing	Satiric Deinfluencing	Other
Number of videos	20	2	1	2	4	1

Table B3: Summary of products featured in the 22 deinfluencing coded videos under the #deinfluencing.

Exerpt of Brands Feautured in the 22 Deinfluencing Videos								
Mentioned 2 times or More								
Brand:	Stanley Cup	Glow Recipe	Dior	Olaplex	Kosas	Milk Makeup	Rare Beauty	Drunk Elephant
Number of mentions	4	4	4	4	2	2	2	2

Table B4: Breakdown of product categories in the 20 deinfluencing coded videos

Summary of Product Categories featured in the 20 Deinfluencing Videos					
Product Category:	Beauty	Makeup	Fashion	Multiple	Other
Number of videos	3	5	2	6	4

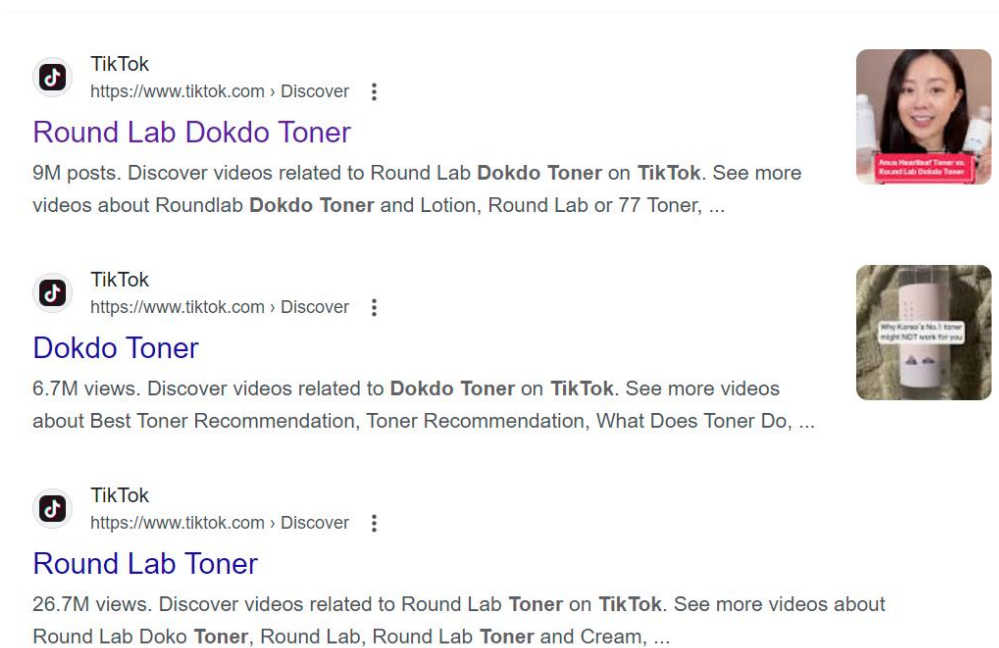
Table B5: If multiple products were featured in one video or if other products were recommended in the 20 deinfluencing coded videos.

Breakdown if Multiple Products were Featured or Other Products were Recommended in the 20 Deinfluencing Coded Videos			
	Yes	No	Inconclusive
Multiple products featured	16	4	0
Other product recommended	11	9	0

Appendix C

Screenshot from Google of the views and number of videos created with the Round Labs Dokdo Toner

Figure C1. Google search “dokdo toner tiktok”, showing results from TikTok. (9 May 2024). [screenshot from 9 May, 2024]



Appendix D

Content analysis of 52 TikTok videos found using ‘Glow Recipe Watermelon Toner’ in different variations as a search term, with a detailed examination of 19 videoFs

Table D1. Overview of 52 TikTok videos found using ‘Glow Recipe Watermelon Toner’ in different variations

Search term	Glow Recipe Watermelon Toner Featured in video	Type of Video	Date Posted	TikTok Creator	Video Link
glow recipe watermelon toner deinfluencing	Yes	competition	2023-12-24	@glowrecipe	https://www.tiktok.com/@glowrecipe/video/7316208778813213998
glow recipe watermelon toner	Yes	Deinfluencing	2024-01-11	@brookejeffymd	https://www.tiktok.com/@brookejeffymd/video/7322970863551401262
glow recipe watermelon toner	Yes	Deinfluencing	2023-05-14	@karlacruzbeauty	https://www.tiktok.com/@karlacruzbeauty/video/7244728741367139589
glow recipe watermelon toner	Yes	Deinfluencing	2023-05-12	@georgialbailey	https://www.tiktok.com/@georgialbailey/video/7232081172589841666
deinfluencing glow recipe toner	Yes	Deinfluencing	2023-11-14	@sophie.reneeartristry	https://www.tiktok.com/@sophie.reneeartristry/video/7301268264737361170
deinfluencing glow recipe toner	Yes	Deinfluencing	2024-04-25	@hotmessmommaaa	https://www.tiktok.com/@hotmessmommaaa/video/7361477744519056671
deinfluencing glow recipe toner	Yes	Deinfluencing	2023-07-09	@stellabvtran	https://www.tiktok.com/@stellabvtran/video/7253894038066089262
deinfluencing glow recipe watermelon toner	Yes	Deinfluencing	2023-11-10	@michaela.witter	https://www.tiktok.com/@michaela.witter/video/7299650092515036447
deinfluencing glow recipe watermelon toner	Yes	Deinfluencing	2023-02-14	@rosysarered_	https://www.tiktok.com/@rosysarered_/video/7199794760662486314
deinfluencing glow recipe	No	Deinfluencing	2024-01-25	@summerrlily	https://www.tiktok.com/@summerrlily/video/7327880085384498450
deinfluencing glow recipe	No	Deinfluencing	2024-02-23	@impulsivesabrina	https://www.tiktok.com/@impulsivesabrina/video/7338928196676537642
deinfluencing glow recipe	No	Deinfluencing	2024-02-20	@impulsivesabrina	https://www.tiktok.com/@impulsivesabrina/video/7337751531300605230
deinfluencing glow recipe	Yes	Deinfluencing	2023-06-17	@melainaleah	https://www.tiktok.com/@melainaleah/video/7245562876696530178
deinfluencing glow recipe	No	Deinfluencing	2023-06-24	@mia.mkc	https://www.tiktok.com/@mia.mkc/video/7248307120276245786
deinfluencing glow recipe	No	Deinfluencing	2024-04-30	@emmabetweenthepages	https://www.tiktok.com/@emmabetweenthepages/video/7363515688503348485
deinfluencing glow recipe	No	Deinfluencing	2023-01-25	@juliannamuisse	https://www.tiktok.com/@juliannamuisse/video/7192644731690618158
deinfluencing glow recipe	No	Deinfluencing	2023-05-04	@sydneybogh	https://www.tiktok.com/@sydneybogh/video/7229444597708197166
deinfluencing glow recipe	Yes	Deinfluencing	2023-10-25	@mahaaa.c	https://www.tiktok.com/@mahaaa.c/video/7293969147862600965
deinfluencing glow recipe	No	Deinfluencing	2024-01-06	@smoneyyz	https://www.tiktok.com/@smoneyyz/video/7354595964516142378
deinfluencing glow recipe	No	Deinfluencing	2023-02-27	@thebeautybloss	https://www.tiktok.com/@thebeautybloss/video/7197546102403452161
glow recipe watermelon toner deinfluencing	Yes	explain	2024-01-19	@skincareproductcoder	https://www.tiktok.com/@skincareproductcoder/video/7325585278998039851
deinfluencing glow recipe toner	Yes	explain	2023-11-14	@injxu_cosmetics	https://www.tiktok.com/@injxu_cosmetics/video/7301162681984093441

Search term	Glow Recipe Watermelon Toner Featured in video	Type of Video	Date Posted	TikTok Creator	Video Link
deinfluencing glow recipe toner	Yes	explain	2023-08-16	@emma.woodtke	https://www.tiktok.com/@emma.woodtke/video/7267704934672370949
Glow recipe toner buy	Yes	Influencing	2023-11-27	@mattie.skincare	https://www.tiktok.com/@mattie.skincare/video/7306241684705250593
Glow recipe toner buy	Yes	Influencing	2023-11-20	@katiefanggg	https://www.tiktok.com/@katiefanggg/video/7303634115767602437
Glow recipe toner buy	Yes	Influencing	2023-09-05	@saving.up689	https://www.tiktok.com/@saving.up689/video/7275202806414314798
Glow recipe toner buy	Yes	Influencing	2023-12-11	@lara.bhatia	https://www.tiktok.com/@lara.bhatia/video/7311110407576456450
Glow recipe toner buy	Yes	Influencing	2023-08-19	@ava.squote	https://www.tiktok.com/@ava.squote/video/7268844536716184875
Glow recipe toner buy	Yes	Influencing	2023-12-13	@aamnaadel	https://www.tiktok.com/@aamnaadel/video/7312164023850601760
Glow recipe toner buy	Yes	Influencing	2024-01-19	@glowrecipe	https://www.tiktok.com/@glowrecipe/video/7325935451372588331
Glow recipe toner buy	No	Influencing	2024-01-11	@glowrecipe	https://www.tiktok.com/@glowrecipe/video/7322970657476611370
Glow recipe toner buy	Yes	Influencing	2023-12-26	@laurenlord	https://www.tiktok.com/@laurenlord/video/7317026954215984385
glow recipe watermelon toner	No	Influencing	2024-01-08	@samanthafiora	https://www.tiktok.com/@samanthafiora/video/7321842364664974638
glow recipe watermelon toner	Yes	Influencing	2023-11-16	@imsandrachen	https://www.tiktok.com/@imsandrachen/video/7301919995720764718
glow recipe watermelon toner	Yes	Influencing	2023-03-06	@itsjimzen	https://www.tiktok.com/@itsjimzen/video/7207462767257832709
glow recipe watermelon toner	Yes	Influencing	2023-09-30	@sarailorenn	https://www.tiktok.com/@sarailorenn/video/7284657667782659374
glow recipe watermelon toner	No	Influencing	2024-01-06	@glowrecipe	https://www.tiktok.com/@glowrecipe/video/7321063399067094318
glow recipe watermelon toner	Yes	Influencing	2024-01-08	@lala_is_really_cool	https://www.tiktok.com/@lala_is_really_cool/video/7321544031098572078
glow recipe watermelon toner	Yes	Influencing	2023-07-09	@enjelmasryy	https://www.tiktok.com/@enjelmasryy/video/7253887070043737349
glow recipe watermelon toner	Yes	Influencing	2023-08-15	@sincerelylaure	https://www.tiktok.com/@sincerelylaure/video/7267664440789716266
glow recipe watermelon toner	Yes	Influencing	2023-06-23	@aesthetic_girls_0	https://www.tiktok.com/@aesthetic_girls_0/video/7247756218113051906
glow recipe watermelon toner	Yes	Influencing	2023-06-08	@glowrecipe	https://www.tiktok.com/@glowrecipe/video/7242424571092012331
glow recipe watermelon toner	Yes	Influencing	2022-02-27	@yashoras	https://www.tiktok.com/@yashoras/video/7069392213406469377
glow recipe watermelon toner	Yes	Influencing	2023-02-09	@danismith405	https://www.tiktok.com/@danismith405/video/7198175244295703851
glow recipe watermelon toner	Yes	Influencing	2023-09-07	@skinmadeclear	https://www.tiktok.com/@skinmadeclear/video/7275953394177576210
glow recipe watermelon toner deinfluencing	Yes	Influencing	2023-08-04	@ootd.crystal	https://www.tiktok.com/@ootd.crystal/video/7263563055743716650

Search term	Glow Recipe Watermelon Toner Featured in video	Type of Video	Date Posted	TikTok Creator	Video Link
deinfluencing glow recipe toner	Yes	Influencing	2021-03-17	@iiroshnii_	https://www.tiktok.com/@iiroshnii_/video/6940695632604679429
deinfluencing glow recipe toner	Yes	Deinfluencing/Influencing	2024-03-10	@martaylor6	https://www.tiktok.com/@martaylor6/video/7344532092732132650
deinfluencing glow recipe	Yes	Deinfluencing/Influencing	2023-08-26	@delreyjunkie	https://www.tiktok.com/@delreyjunkie/video/7271463846697553158
deinfluencing glow recipe	Yes	Deinfluencing/Influencing	2024-01-17	@matrandon	https://www.tiktok.com/@matrandon/video/7325119435948231969
deinfluencing glow recipe watermelon toner	Yes	Deinfluencing	2024-02-23	@shutup.grwm	https://www.tiktok.com/@shutup.grwm/video/7338880199842499886
deinfluencing glow recipe watermelon toner	Yes	Deinfluencing	2023-11-26	@yourstrulylil	https://www.tiktok.com/@yourstrulylil/video/7305627114202565894
deinfluencing glow recipe watermelon toner	Yes	Influencing	2024-03-20	@grwcitlaly	https://www.tiktok.com/@grwcitlaly/video/7348571845022469406

Table D2. Overview of the 19 videos analyzed in-depth.

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Informal	Deinfluencing	Let me deinfluence you here. I have some products that went kind of viral, or that went really viral. Just very popular products that I'm going to deinfluence you from right off the bat. This is the glow recipe. Zone. Okay. Okay. Um, if you want to literally destroy your face, this is your girl. She is filled with fragrance, like, to the brim. Like, probably this much of this is fragrance, and this much of it is skincare. Also, in my opinion, doesn't even smell like watermelon. It smells like cucumber with a little bit of watermelon. It's just not fun. I get paranoid of bringing this anywhere because it's glass, and I don't want it to break. I'm also not a fan of how sticky this makes my skin. Please don't buy this. Please don't buy this. Please don't.	De influencing yall #FIP #ForYou #ForYouPage #deinfluencing #deinfluencing #makeupdeinfluencing ##GRWM##GetReadyWithMe##GlowRecipe##DrunkElephant##Sephora# #Makeup##Skincare##Viral##fypシ	@shutup.grwm	https://www.tiktok.com/@shutup.grwm/video/7338880199842499886?is_from_webapp=1&sender_device=pc&web_id=7356488983772481057
Devastated	Deinfluencing	This toner broke me out so bad. So we all know this toner right? This is the Glow Recipe Watermelon Glow PHA + BHA Pore-tight Toner. It's viral on TikTok. Everyone has it, everyone loves it. As you can see I used it quite a bit. I really tried to like it, but it didn't work for me. I am really exposing myself with this picture here, but this is one of the better pictures. This is after I ruined my skin and I stopped using it for a week. This is actually the recovery photo. I even tried using it once-twice a week to see if it would make a difference. But it didn't, it still broke me out. And the Niacinamide Dew Drops also broke me out. So this entire line doesn't work for me. Although do I really like the smell of this one, it does smell like watermelon. And I love watermelon. So the scent is really nice, but it just broke me out so bad I will never use this again.	Broke me out so bad 🤔 . #glowrecipe #glowrecipewatermelon #glowrecipeproduct #acnebreakouts #greenscreen #skincarefail #wouldnotrecommend	@yourstrulylil	https://www.tiktok.com/@yourstrulylil/video/7305627114202565894

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Devastated	Deinfluencing	00:00 So apparently glow recipe ruined my face. 00:04 It feels like an allergic reaction, 00:06 but you can see like, 00:07 I'm literally breaking out everywhere. 00:09 I thought I heard some really good things about it. 00:11 Probably not. 00:12 Everyone in my comment section 00:14 was saying that they knew for sure it was glow recipe, 00:17 and they had the same reaction. 00:19 I'm gonna try to go as long as possible without 00:21 putting any makeup over it, 00:22 just so it doesn't irritate it more. 00:24 I've got things to do today, 00:25 like picking up my mom from the airport. 00:27 This is, like, day four, 00:29 and it doesn't feel like it's getting better. 00:31 Almost feels like it's getting worse. 00:32 And I went back to my original skincare routine. 00:34 I never have any breakouts at Tasha. 00:37 Like, do I need to set up an emergency facial 00:39 or something? Oh, my god.	Replying to @hamairaa we've found the culprit 🙄 thank you everyone 🙄 and be careful when using if you have sensitive skin! #glowrecipetoner #skincaregonewrong #breakoutacne #sensitiveskin	@michaela.witter	https://www.tiktok.com/@michaela.witter/video/7299650092515036447
Cautionary	Deinfluencing	Please stop using Glow Recipe or for that matter stop using any skincare brand without knowing what's actually in it and what you're putting on your face. The short answer for this question is no, Glow Recipe is not going to ruin your skin. They actually have some really lovely products. But as for any skincare brand or any new product we're introducing onto our skin, you need to know what you're actually putting on your face and what is actually in these skin care products. Especially if you have young skin or compromised skin, you need to be really careful. So let's go through some of Glow Recipe's most popular products and I will tell you what they are actually for and if they are appropriate for your skin. Okay so for the first ones I am going to mention, if you're young or have compromised skin, please do not use these. I know we all wanna be that TikTok girly that uses the BHA and PHA toner. But please, do not use this if you have young or compromised skin. To keep it very simple, if you see any products that has BHA, PHA, or AHA on it, it is a kind of exfoliant. And if you are young or if you have damaged skin, this is probably cause you more harm than good. The reason if you ever go into Mecca or you go into any store and people say don't use this if you are young. It is because it is too harsh for your skin and your skin doesn't need it yet. I know we all see hyped up products and think "Oh my gosh, I wanna use that too. I wanna be one of those girlies too". But sometimes using things we don't need yet is just going to cause us harm and it's going to make your skin purge and break out and honestly you're gonna end up having worse skin than you did to begin with. So once again, BHA, AHA, PHA, they're all exfoliants and they will strip your pores of build up, dirt, oils, any excess things that are clogging your pores. Which is great if you have oily or acne prone skin or if you notice texture. That is great but if you are young, if you are 12, 13, 10, 11, whatever you may be, this is not going to help you. It is gonna make it worse. And it may even "burn your skin". And what I mean by burn your skin is, it's going to create a lot of sensitivity because you don't need it. And it's too harsh for your skin. [...] video continues	Replying to @JennyIDCN educate yourself on your skincare please! #skincare #glowrecipe #glowrecipetoner #teenskinacne #skincareadvice	@sophie.reneartisty	https://www.tiktok.com/@sophie.reneartisty/video/7301268264737361170

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Frustration	Deinfluencing	So this is a deinfluencing video, toner edition. Glow Recipe Watermelon Toner, the viral Heartleaf korean toner, and the Beauty of Joseon?, Juseon?, Juseon? cleansing water. Do you see what these three have in common? There completely full because I can't use them! Yeah. All three of these broke me out like a 14-year old who just hit puberty. I have never been one to break out. I have never broken out as much in my entire life as after using any of these three toners. And I was soo excited about these two. Like this one yeah it smells great, but it came in a kit so like whatever. These two I really wanted them, like oh my gosh if you have sensitive skin, normal, combination, sensitive, non-acne prone. Just, just, let's skip these. Because I promise you, you are gonna regret it if you are anything like my skin type. There are great for some people but I heard it is like acne-prone skin types and oily.	#deinfluencing Toner addition. 🍌 #sensitiveskin #toners #avoid #anua #glowrecipe #beautyofjoseon	@hotmessmmaaa	https://www.tiktok.com/@hotmessmmaaa/video/7361477744519056671
complaining	Deinfluencing	Look I already have a skin issue, like look at this. But if you seen my other get ready with me's, I have never had this problem, right. Right. And I blame it on this toner. Ever since I've been using this, my skin like around this area has been so irritated. And now I just have a red blotch on my face. And like everytime I put moisturizer over it, it like burns and made like it like burns and made all like this part all read and like dry. I already hate my skin. Why did it have to make it worse? Someone tell me what's going on, please I need help.	never using glow recipe again 😞 #fypシ #skincare #glowrecipe #viralmakeup #model	@stellabvtran	https://www.tiktok.com/@stellabvtran/video/7253894038066089262
Down	Deinfluencing	As someone with sensitive skin these product by Glow Recipe did not work for me. The fragrance is heavy and though I love the smell of watermelon. It jus irritated my face and started burning. Do not recommed if you don't like fragrance	Not sensitive skin approved #deinfluencing #didntworkforme #fragrance #watermelonscent #skincare #lovethepackaging #glowrecipe	@rosysarered	https://www.tiktok.com/@rosysarered/video/7199794760662486314
Explanatory	Deinfluencing	Viral Sephora products I hate and alternatives. I just think these two products are so overhyped. This is so expensive and it doesn't even do anything. [...]	I love Anua products for my skin 🍌 #anuapartner #anuaskincare #anua #deinfluencing #skincare #brutallyhonest #honestreview #viralskincare	@mahaaa.c	https://www.tiktok.com/@mahaaa.c/video/7293969147862600965
Review	Deinfluencing	Products TikTok made go viral 00:02 that I don't think are worth your money. 00:04 Starting with the glow recipe toner. 00:06 My main problem is the fragrance. 00:08 I keep getting those comments since like, 00:10 there is no fragrance. 00:11 It's just the watermelon extract. 00:13 There is synthetic fragrance in it 00:15 and it causes my skin lots of irritation. 00:18 I've also had lots of people message me 00:20 saying it's given them cystic acne 00:22 and it's taking them months to recover from. 00:25 I get it's a poor type toner. 00:27 I find this toner extremely drying. 00:29 This is a chemical exfoliant 00:31 which I think a lot of people forget, 00:33 and you're not supposed to use this every single day. 00:35 I'm currently in the process of making a whole series 00:38 called skincare 1 0 one. 00:39 You can find more about the ingredients there, 00:41 but this I don't think is worth your money at all.	Deinfluencing trend 🍌 Part 3??? 🗣️👂👂 What products do you agree or disagree with? 🌟 Please remember this is my opinion 💕💕 Happy saturday everyone 🍌🍌🍌🍌 #viralproducts #viralproductsnotworththeype #deinfluencing #makeup #skincare #fragrance #drunkelephant #soldejaneiro #fyp #australia #tatcha #kosasconcealer	@melainaleah	https://www.tiktok.com/@melainaleah/video/7245562876696530178

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Educational/review	Influencing	<p>Welcome back. Should you bother buying it? Where I take a skin care product, breakdown everything you need to know, so you can decide if you should bother buying it. Today I'm gonna talk about the Glow Recipe Watermelon toner. I'll explain why. This has BHA, which I usually would not recommend for people with dry skin, but for this particular product, I would recommend it for all skin types, even people who are new to chemical exfoliators. Also has another chemical exfoliant, PHA, which works on the very top layers, getting rid of dead skin by reducing congestion in the pores. But first, let's look at what it claims to do. This claims to keep visible pores out of sight, as well as decongesting and toning the skin. The way it does this is with BHA, which is a chemical exfoliant that works deep inside the pores, reducing oil, clearing out blackheads and breakouts. Reducing oil and dead skin is able to make the pores appear smaller by the fact that there's less clogging them up, which makes them seem more visible. It's got watermelon extract, hyaluronic acid, and that's counteracting any dryness from the BHA. My only warning would be it does have a lot of extract, so if you know you're sensitive to that, or you know you're sensitive to fragrance, you might want to avoid it. If you're not and you're looking for something that's gonna exfoliate your skin, reduce blackheads and breakouts, while also hydrating it, this is a fantastic option.</p>	<p>Replying to @Juu Should you bother buying the Glow Recipe Watermelon Glow PHA + BHA Pore-Tight Toner? If you want to exfoliate your skin, reduce blackheads breakouts & congestion, while also hydrating the skin then yes! I have normal to dry skin and I really like this one from @Glow Recipe - it didn't dry me out at all. Do you agree with my review of the Glow Recipe Watermelon Glow PHA + BHA Pore-Tight Toner? What skincare product should I do next?</p>	@mattie.skincare	https://www.tiktok.com/@mattie.skincare/video/7306241684705250593
Sassy review	Influencing	<p>Here's a review from a bougie nurse, living downtown Toronto about the Glow Recipe Watermelon Glow Toner. So clearly I'm a huge fan because it's almost done and this is probably maybe the 5th or 6th bottle that I'm on now. Maybe even 10th, I don't know. But freaking love it. It has PHA and BHA in it, which are actually actually like exfoliants, and it does help with tightening your pores. But it also has hyaluronic acid in it, so it also hydrates. So it hydrates and it exfoliates at the same time. I'm not going to use it because I just did my skincare routine, but I'll show you the texture. So kind of like it's pretty soft and it does help my skin, you know, feel more supple and it helps, you know. Other skin care products absorb a little bit more and it kind of helps you helps with this glowy look too. So obviously I recommend it, and obviously I think you should buy it now. But otherwise if you want me to review any other products, DM me or comment. Love you guys!</p>	<p>Replying to @KulutzRN a fave! lol well this was fun 🍉💧💫 what else should i review? #glowrecipe #skincare #boujeenurse #watermelonglowtoner #fyp @Glow Recipe</p>	@itsjimzen	https://www.tiktok.com/@itsjimzen/video/7207462767257832709

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Mid energy	Influencing	You know something is good when you almost used up the entire bottle. I am about to do my skincare now. And I thought I would talk about it. Because, honestly, I didn't even realize I used up so much of it until today. And I have to say that I 100% understand the hype around this product. This is the Glow Recipe Watermelon BHA + PHA Pore Tight Toner. You know when I first started using this I did not think it would work for me. I thought it was a joke. I also for some reason I thought it was gonna be like, I thought it was gonna smell really really sweet, I thought it would be full of fragrance. But, it is not. It has the lightest fragrance ever. It feels so nice to apply. It feels like my skin is getting a drink. anyway, I have really sensitive acne-prone skin. Problematic skin if you will. This really helped with the appearance of pores. It definitely shrunk my pores. And I also feel like it helped with my acne and my acne scars. And I feel like a lot of it has faded because of this. And also although there is chemical exfoliants in this PHA + BHA, it is really really gentle. I use this every single night guys and it has not irritated my skin whatsoever. If you guys are considering purchasing anything from Glow Recipe, start off this with this. It is legit. I have used almost the whole thing. Try it out!	I'm a little late to the Watermelon Glow train but I'm finally on board!!! 🍉 @glowrecipe @touchprandevents #fyp #glowrecipe #skincare #skincaretok	@yashoras	https://www.tiktok.com/@yashoras/video/7069392213406469377
Energetic	Influencing	Hi guys! The Sephora Sale is coming up soon, so I am going to go through all my skincare products and tell you what is and what is not worth purchasing, so you don't waste money on products not worth purchasing. [...] Next, we have the Glow Recipe Toner. if you are someone who struggles with enlarged pores or texture, I definitely recommend this. This toner works amazing to reduce the look of my pores and it really helped my pores look less noticeable over time. It also really helped with my texture. I just feel like this toner is honestly amazing and it does have a really nice scent. it is not too overly scented and the scent does go away after you apply it. Not to mention the packaging is so cute, but I definitely recommend this toner. [...]	VIRAL SKINCARE PRODUCTS that are / are not worth purchasing !! #skincare #skincareproducts #viralskincareproducts #skincarereview #skincaremusthaves #skincarefavorites #iliathebasefacemilk #glowrecipe #glowrecipetoner #glowrecipestrawberry #glowrecipedewdrops #theordinaryhyaluronicacid #kosasdreambeam #summerfridayjetlagmask #tatchaskincare	@grwcitlaly	https://www.tiktok.com/@grwcitlaly/video/7348571845022469406
Review of multiple products	Influencing	Does glow recipe actually work? Is a question I get asked in my comment section every single day. I'm gonna break it down really simple for you. Start with the toner. Keep in mind this brand is called Glow Recipe, which emphasizes glowy skin. Personally, I love the toner. I use it almost every single day because I love the glow that it gives underneath my skincare and my makeup. I tried taking a break from the Glow Recipe toner to see if it actually did anything for my skin a couple months back, and without using the toner, my skin was not nearly as glowy or as hydrated. They call it a pore tight toner. Personally, I haven't noticed any difference in like the size of my pores. I solely use this toner because I love the way it feels and I just love the glow that it gives my skin every single day. The more consistent you are with it, the better your results.	does glow recipe actually work? #grwm #grwmstorytime #getreadywithme #skincare #glowrecipe #honestskincarereview #honestskincarereviews #glowrecipetoner #glowrecipewatermelon low #glowrecipeproducts #glowrecipereview	@sarailorenn	https://www.tiktok.com/@sarailorenn/video/7284657667782659374

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
2 weeks result	Influencing	I tested the Glow Recipe Watermelon Glow BHA+PHA Pre-Tight Toner for 2 weeks and documented the results. My skin concerns are dehydration and bumpy texture. The texture of this toner is lightweight and bouncy. It sinks into the skin without leaving any greasy residue. My skin immediately felt plump and hydrated after first use. It is formulated with BHA and PHA which targets skin texture, reduces appearances of pores and blackheads. After consistent use my skin felt hydrated, smooth and plump.	@glowrecipe #fyp #skincareroutine #skincare #skincaretips #chemicalexfoliation # Ad	@iiroshnii_	https://www.tiktok.com/@iiroshnii_/video/6940695632604679429
Give advice	Influencing	If no one has told you this, I wanna be the one who tell you this. Stop buying fullsize products. I still don't know why we still doing it in this economy. I got this Glow Recipe Toner as one of my Sephora birthday gifts, back in August. And I literally just finished the 25 ml. 25 ml and it took me this long to finish it, that's a whole semester. So I just had to get a new one. This is the mini 40 ml and it has like. It is the double of this. This is going to last me a whole year now. I cannot stress this enough, especially if you're like a university student and you're trying new products constantly. Please just be buying the minis. And I don't even have the space to store the big ass one. Like why would you need a big one? Buy, buy the minis. Buy the minis. Don't waste your money. That is my rant, have a good day.	i am quite passionate about this topic sorry #glowrecipe #glowrecipe #skincare	@lara.bhatia	https://www.tiktok.com/@lara.bhatia/video/731110407576456450
Review	Influencing	You're wondering if you should get the Glow Recipe Toner because you've heard people breaking out from it. Let me tell you how I feel about it as someone with dry, sensitive skin. Truth is, skincare is personal for everyone, and a product that may have worked for one person may not work for you. Just in general, with any skincare products, there's at least one person is not work for. This goes for any skincare product. There's at least one person it probably did not work for. I been using this for weeks now and I've definitely noticed that my pores are less noticeable and my skin just feels more hydrated. Makes my skin feel bouncy and just layers so well with my other skincare products. This coming from someone who's very sensitive to fragrance and skincare, but this scent is very minimal and it doesn't linger. Just with this toner, my skin looks very plump and glowy. Let me know if you tried this toner or your thoughts on it.	viral skincare products don't always work for everyone 🍉 #glowrecipe #watermelontoner #glowrecipe #skincarerereviews #drysensitiveskin #plumpskin	@imsandrachen	https://www.tiktok.com/@imsandrachen/video/7301919995720764718
Review	Influencing	These are my honest thoughts and opinions on the Glow Recipe Pore Tight toner. I love that it's made out of a glass bottle and you get a lot of product. This toner is very hydrating, but it's also supposed to help refine and make your pores look a little bit smaller. And as for textures, this is on the slimier side of toners. It's not slimy, but on the slimier side. The serum absorbs so quickly into my skin. Like I don't feel anything at all. Haven't seen a specific difference in my pores, but then yet again I haven't been using this as consistently as I should be. The one thing that you should know about this toner is that it does have a light watermelon artificial scent, so if you're a sensitive to scent, I definitely watch out for that. Overall I do really love Glow Recipe as a brand though. They have such high quality products and love the packaging. I have their other watermelon products as well. The toner pairs really well with the niacinamide Dew Drops for a glowy look at the morning or the sleeping mask for extra hydration at night. I've been wanting to try more Glow Recipes products, so let me know your favorite!	i want to try more glow recipe products!! what's YOUR fav? what should i try next? @Glow Recipe #goowrecipe #glowrecipe #glowrecipe #glowrecipe #glowrecipe #skincarerereview #skincareproducts	@sincerelylaure	https://www.tiktok.com/@sincerelylaure/video/7267664440789716266

Tone	Type of Video	Video Annotation	caption	TikTok Creator	Video Link
Review	Influencing	00:00 Purchase or Pass Toner edition and let's get into it. 00:03 And you all have a lot of toners as you guys can see. 00:07-00:37 [...] Purchase or pass 00:38 the Watermelon Glow Serum by Glow Recipe? 00:40 Purchase. Yep, 00:41 I purchased 00:42 this stuff makes your skin glow and it exfoliates, 00:45 but it will save your under the age of 15 00:48 or maybe even 14. 00:49 I wouldn't use this, 00:51 but this is a good toner. 00:52 That's exactly why I'm almost out 00:54 so just or pass the Essence Toner by Glor recipe 00:58 in my opinion. 00:59 This is my opinion 01:00 y'all. This toner, 01:02 it's so much better than this.	Purchase or past toner, edition #fyp #viral #grwm #skincare #skin #toner	@martaylor6	https://www.tiktok.com/@martaylor6/video/7344532092732132650

Appendix E

Manipulations created for, and used in both preparatory and main study

Video C1. The influencing-influencing version of the TikTok video shown in the preparatory- and main study



Link to video: <https://youtu.be/t4q2X6338m0>

Video C2. The deinfluencing-influencing version of the TikTok video shown in the preparatory- and main study



Link to video: <https://youtu.be/wiORiKmcFeQ>

Appendix F

Complete Questionnaire

Q1 Do you consent to taking part in this survey?

- Yes, I am above 18 and have read the information above, and consent to participate in this study.
- No, I do not consent to participate in this study.

End of Block: Start

Start of Block: TikTok demographics

Q2.1 Have you used TikTok before?

- Yes
 - No
-

Q2.2 If you use TikTok, how long have you used it for?

- Less than 1 year
 - 1-2 years
 - 3-4 years
 - 5 years or more
 - Don't use TikTok
-

2.3 If you use TikTok, approximately how much do you use it every day?

- 0-29 min
- 30-59 min
- 1-2 hours
- 3-4 hours
- 5 hours or more
- Don't use TikTok

End of Block: TikTok demographics

Start of Block: Deinfluencing-influencing TikTok Video

Imagine that you are in the market for a facial skincare product when, out of the blue, you stumble upon the following video by a content creator while scrolling through TikTok:

Watch the following video to the end:

If no video shows up, watch it from the following link in another tab and then return to the study: <https://youtu.be/wiORiKmcFeQ>

End of Block: Deinfluencing-influencing TikTok Video

Start of Block: Influencing-influencing Video

Imagine that you are in the market for a facial skincare product when, out of the blue, you stumble upon the following video by a content creator while scrolling through TikTok:

Watch the following video to the end:

If no video shows up, watch it from the following link in another tab and then return to the study: <https://youtu.be/t4q2X6338m0>

End of Block: Influencing-Influencing TikTok Video

Start of Block: eWOM

Q3 Please rate how positive or negative you think the content creator was about the following products in the video:

	Extremely negative (-5)	Extremely positive (5)									
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Glow Recipe Toner ()											
Round Labs Dokdo Toner ()											

Page Break

4 Did the content creator talk **positively** about **both** products?

- Yes
- No

End of Block: eWOM

Start of Block: Perceived value (Product) & Brand Attitude

Q5 Based on the information given about the Glow Recipe Toner, I believe that...

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
the Glow Recipe Toner is very good value for the money (2)							
the Glow Recipe Toner is considered to be a good buy (3)							

Q6 Based on the information given about the Round Labs Dokdo Toner, I believe that...

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
the Round Labs Dokdo Toner is very good value for the money (2)							
the Round Labs Dokdo Toner is considered to be a good buy (3)							

Page Break

Q7 Based on the information given, I feel that the brand Glow Recipe is

	1	2	3	4	5	6	7	
Bad								Good
Unappealing								Appealing
Unpleasant								Pleasant
Unfavorable								Favorable
Unlikeable								Likeable

Page Break

Q8 Based on the information given, I feel that the brand Round Labs is

	1	2	3	4	5	6	7	
Bad								Good
Unappealing								Appealing
Unpleasant								Pleasant
Unfavorable								Favorable
Unlikeable								Likeable

End of Block: Perceived value (Product) & Brand Attitude

Start of Block: Content creator- Trust

Q9 Answer the following statements about the content creator

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The content creator can be relied upon on her content (1)							
I believe what this content creator says and that they would not try to take advantage of the followers. (2)							
The content creator is straightforward and honest even though their interests are involved (3)							
The content creator would not tell a lie even if they could gain from it (4)							

End of Block: Content creator- Trust

Start of Block: Attention check

Q10 You are paying attention, right? Please answer watermelon

- Kiwi
- Watermelon
- Strawberry
- Melon

End of Block: Attention check

Start of Block: Purchase Intention

Q11.1 The likelihood of me purchasing the Glow Recipe Toner is

	1	2	3	4	5	6	7	
Very low								Very high

Q11.2 The probability that I would consider buying the Glow Recipe Toner is

	1	2	3	4	5	6	7	
Very low								Very high

Q11.3 My willingness to buy the Glow Recipe Toner is

	1	2	3	4	5	6	7	
Very low								Very high

Page Break

Q12.1 The likelihood of me purchasing the Round Labs Dokdo Toner is

	1	2	3	4	5	6	7	
Very low								Very high

Q12.2 The probability that I would consider buying the Round Labs Dokdo Toner is

	1	2	3	4	5	6	7	
Very low								Very high

Q12.3 My willingness to buy the Round Labs Dokdo Toner is

	1	2	3	4	5	6	7	
Very low								Very high

End of Block: Purchase Intention

Start of Block: Control Question

Q13 Which products were featured in the survey?

- Creams
- Moisturizers
- Toners
- Hair sprays

End of Block: Control Question

Start of Block: Information about de-influencing

Q14 Have you heard about de-influencing before?

- Yes
- No

Page
Break

"Deinfluencing is a new trend where influencers discourage their followers from buying certain products. Deinfluencing discourages individuals from purchasing unnecessary products, whether that be Ugg minis, hair products, or various other products.

The reasons for deinfluencing vary, but typically a content creator wants to urge people not to purchase a product or service that may:

- Cost far more than it should
- Consists of shoddy craftsmanship or poor quality
- Cause environmental harm or excess waste
- Cause physical or mental harm
- Be ethically questionable"

(Source: Chipmunk, 2023)

Q15 How do you feel about de-influencing?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (g)	Strongly agree (7)
I like de-influencing (1)							
I feel positive toward de-influencing (2)							
De-influencing is desirable (3)							
De-influencing is good (4)							

End of Block: Information about de-influencing

Start of Block: Demographics

Q16.1 What is your gender?

- Female
 - Male
 - Other
 - Prefer not to say
-

Q16.2 How old are you?

- 18-22
 - 23-27
 - 28-32
 - 33-37
 - 38-43
 - 44 and above
-

Q16.3 What is your highest level of completed education?

- Below high school
 - High school
 - Undergraduate (bachelor)
 - Graduate (master)
 - Doctorate (PhD)
-

Page Break

Q16.4 Employment status

- Student
- Employed
- Self-employed
- Unemployed
- Out of the workforce
- Other



Q16.5 In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

End of Block: Demographics

Start of Block: Survey Evaluation

Q17 Lastly, what did you think of the survey? Please answer the questions below.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The questions were clearly formulated (1)							
The answer options were clearly formulated (2)							
The questions tried to influence my answers in any way (3)							

End of Block: Survey Evaluation

Appendix G

Summaries of data analysis performed on H.1.1-1.4

Variable*	Control Group			Treatment Group		
	W	p-value	Normality	W	p-value	Normality
PI - Glow Recipe	0.95	0.08	Normal	0.98	0.20	Normal
PI – Round Labs	0.92	0.03	Not Normal	0.94	0.06	Normal
PV - Glow Recipe	0.97	0.15	Normal	0.99	0.30	Normal
PV – Round Labs	0.88	0.01	Not Normal	0.90	0.02	Not Normal
Content creator trust	0.96	0.05	Normal	0.93	0.04	Not Normal

* mean of score questionnaire items

Table 10. Interpretation of Levene's Test Results

Variable*	F Value	p-Value	Variance Homogeneity
eWOM	15.68	0.0001497	Not Equal
Perceived value	2.7464	0.101	Equal
Purchase Intention	13.735	0.0003632	Not Equal
Trust in Content Creator	1e-04	0.9944	Equal
*(combined and averaged before processing)			

welch Two Sample t-test

```
data: group1$combinedscore_pi and group2$combinedscore_pi
t = 3.7989, df = 84.201, p-value = 0.0002737
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 0.462105 1.477260
sample estimates:
mean of x mean of y
4.013333 3.043651
```

Appendix H

Summaries of data analyses performed on H.2.1-2.3

Table H.1. Shapiro-Wilk and Wilcoxon Rank Sum test purchase intention for Glow recipe product

Test	Group	W Statistic	p-Value	Interpretation
Shapiro-Wilk Test	Control Group	0.93373	0.007671	Not Normal
Shapiro-Wilk Test	Experimental Group	0.87658	0.0003081	Not Normal
Levene's Test	Overall	-	-	Not performed due to non-normality
Wilcoxon Rank Sum Test	Overall	W = 453.5	2.434e-06	Significant difference in purchase intention between groups

Appendix I

Disclosure of AI tools used

The AI tool *ChatGPT* by OpenAI was utilized to improve the overall language of the thesis by helping re-writing certain sentences and paragraphs that had a problem with structure, clarity, or coherency. Additionally, it was used for cutting down some of the paragraphs to ensure they did not get too lengthy and helped with some of the coding in rStudio. For the same reason, the free version of *Grammarly*, an AI spell- and sentence checker with the power to give suggestions of entire sentence re-writes, was also utilized. It greatly helped with the editing stage of the thesis as well as helped properly develop thoughts into functioning sentences. All outputs were thoroughly checked to make sure they were logical before changing anything in the text.

There are risks to using AI for re-writing such as text might be accidentally flagged as plagiarism if it removes the proper citations. Another issue is that it might exaggerate certain words, meaning that things might be blown out of proportion. It also tends to sometimes use overcomplicated words that make no sense in certain contexts. One of

the major issues when it comes to coding is that it does not always choose the method that is most effective or easy to understand, this is more resource-draining than trying to find written information on the internet. We hence tried to use it as little as possible for coding and checked with other sources to see that it was the proper method.

Overall, these AI tools sped up the editing process of the thesis a great deal. The improved clarity of the text will also make it easier for readers to understand in comparison to if they would have to read the original. The main insight from using AI tools for thesis writing is how it is a great tool for when you are trying to gather your thoughts and cannot explain them properly, which can really help with the writer's block. Despite the challenges with getting the right code (with little coding experience) in ChatGPT, it was an excellent tool when stuck to use to see if you were thinking along the right path.

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