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**INFORMATION PAGE ON THE NEW ACADEMIC AND
THEORETICAL CONTRIBUTIONS OF THE DISSERTATION**

Dissertation Title: *The impact of homophily and storytelling in video marketing on purchase intention: The roles of affective involvement, perceived story credibility, and product type*

Major: Business Administration

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Doctoral Candidate: Nguyen Thi Thuy

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Institution: University of Finance – Marketing

Supervisor 1: Dr. To Anh Tho

Supervisor 2: Dr. Tran The Nam

CONTRIBUTIONS OF THE DISSERTATION

The findings of this dissertation make several theoretical contributions to explaining the impact of video marketing on consumers' purchase intention, as well as practical contributions to marketing communication management in businesses. Specifically, the contributions are as follows:

1. Theoretical Contributions

First, the research findings contribute to extending and reinforcing the role of stimuli in the Stimulus–Organism–Response (S-O-R) theory in explaining the impact of video marketing on purchase intention. While previous studies have mainly focused on stimuli related to information characteristics, information source characteristics, and video techniques, this study adds storytelling as a content strategy stimulus in video marketing communication. In addition, the study further supports the role of homophily as an important stimulus in the S-O-R theory while introducing a new perspective on the target of homophily. Rather than examining homophily between consumers and content creators, this study focuses on homophily with the character who appears directly in the video. This perspective is consistent with storytelling communication, in which the character is central to the process of conveying the message.

Second, the research findings contribute to extending the understanding of the internal psychological states within the Organism component of S-O-R theory in explaining the impact of video on purchase intention. Two psychological states are incorporated to capture distinct aspects of information processing, namely the emotional and cognitive dimensions: Affective involvement and Perceived story credibility. Rather than approaching credibility from the conventional perspectives of the information source or the information itself, the study examines another aspect of credibility associated with the communication message through perceived story credibility. The study also takes a different approach to the emotional responses elicited by video content. Prior research has commonly examined viewers' emotional states in terms of emotional attachment, emotional engagement, or emotional reactions. In contrast, affective involvement captures the extent to which viewers connect with and become immersed in the emotions conveyed by the video.

Furthermore, the research contributes to extending the Elaboration Likelihood Model (ELM) in terms of persuasive cues and the boundary conditions of the persuasion process. The results indicate that homophily has a stronger effect on perceived story credibility for high-involvement products, supporting the ELM proposition that as involvement increases, consumers are more likely to process information through the central route. However, storytelling has a stronger effect on perceived story credibility for products with low involvement, while the relationships involving affective involvement are not moderated by product type. This finding suggests that, in video marketing communication, storytelling can function as a distinctive persuasive cue that enhances the perceived credibility of stories about low-involvement products while generating relatively consistent emotional responses across product groups. This extends the ELM by showing that the effectiveness of processing routes is influenced not only by involvement but also by the communication strategy and the nature of the persuasive cue.

2. Practical Contributions

The results provide practical insights for marketing managers and content creators in understanding how purchase intention develops through video marketing communication. The empirical evidence points to storytelling as an important content

strategy, while homophily with the characters presented in the video also plays a meaningful role. Both factors contribute to purchase intention through different aspects of consumers' responses, particularly by creating emotional connections and shaping perceived story credibility. In practice, businesses and content creators can make greater use of storytelling by combining its different dimensions and, at the same time, pay attention to the choice of characters appearing in the video. Selecting characters who are perceived as similar to the target audience may help establish a stronger emotional connection and make the story more credible to viewers. These responses, in turn, can contribute to a higher purchase intention.

The results further suggest that consumers do not respond to video communication in exactly the same way across different product groups. Storytelling and homophily were found to generate affective involvement for both the high-involvement and low-involvement product groups, indicating that their ability to evoke emotional responses is relatively consistent across the two product groups. The pattern is different for perceived story credibility. Storytelling has a stronger effect on perceived story credibility when the video promotes a product in the low-involvement product group, whereas homophily has a stronger effect for products in the high-involvement product group. Thus, the persuasive effect of a video cannot be considered independently of the product group being communicated. Depending on the response they seek to achieve, marketing managers and content creators may need to adjust the use of storytelling and the selection of characters accordingly. For products in the low-involvement group, greater emphasis can be placed on storytelling to enhance perceived story credibility, while homophily may be more appropriate for products in the high-involvement group. Where the primary objective is to create affective involvement, either approach can be considered across the two product groups.