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LAMPIRAN

LAMPIRAN 1: KUESIONER PENELITIAN

Pengaruh Konten dan Iklan terhadap Sikap dan Perilaku Konsumen

Kepada para partisipan yang saya hormati,
Salam sejahtera!

Perkenalkan saya Ribka Sekar Arumbi mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini sedang melakukan penelitian untuk skripsi dengan judul **Pengaruh Konten dan Iklan terhadap Keputusan Pembelian Konsumen di Media Sosial**, khususnya Instagram.

Penelitian ini bertujuan untuk mengetahui bagaimana konten dan iklan yang diterima konsumen dapat mempengaruhi sikap serta keputusan mereka dalam membeli produk, khususnya di industri kuliner. Hasil dari penelitian ini diharapkan dapat memberikan wawasan bagi pemasar untuk menciptakan konten yang lebih efektif.

Kriteria partisipan yang diharapkan dalam penelitian ini:

Pengguna aktif Instagram yang telah menggunakan Instagram dalam enam bulan terakhir. Pernah melihat atau berinteraksi dengan konten atau iklan dari akun Instagram Roka Ramen.

Jika Anda memenuhi kriteria tersebut, silakan lanjutkan dengan mengisi kuesioner berikut. Bacalah setiap pernyataan di bawah ini dengan saksama. Pilih angka yang paling sesuai dengan pendapat Anda terhadap iklan dan konten Roka Ramen di Instagram. Skala jawaban yang digunakan adalah:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5. = Sangat Setuju

Partisipasi Anda dalam penelitian ini sangat penting untuk menghasilkan data yang akurat. Kuesioner ini hanya membutuhkan waktu sekitar 7 (tujuh) menit untuk diisi. Semua jawaban yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

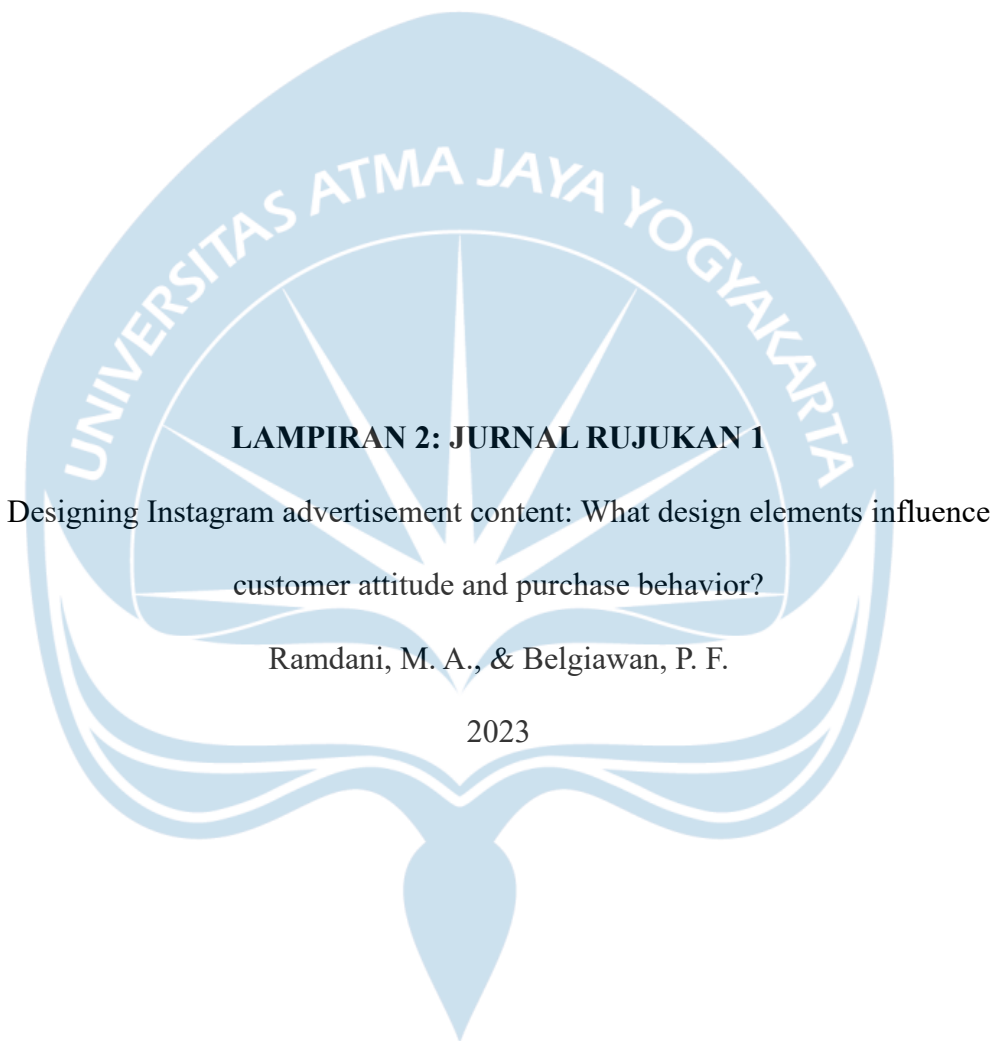
Saya sangat menghargai waktu dan perhatian Anda dalam mengikuti penelitian ini. Terima kasih banyak atas kesediaan Anda untuk berpartisipasi.

Jika Anda memiliki pertanyaan atau membutuhkan informasi lebih lanjut, Anda dapat menghubungi saya melalui ribkaarumbi@gmail.com.

Hormat saya,
Ribka Sekar Arumbi

No	Pertanyaan	Pilihan Jawaban				
Data Demografi						
1	Usia	18-24	25-34	35-44		
2	Jenis kelamin	Pria	Wanita			
3	Frekuensi penggunaan Instagram	Setiap hari	Beberapa kali seminggu	Beberapa kali sebulan		
4	Lokasi domisili	D.I. Yogyakarta	Lainnya			
No	Pertanyaan	STS	TS	N	S	SS
Warna						
1	Warna adalah faktor paling penting dalam iklan					
2	Warna membantu saya mengingat produk yang diiklankan					
3	Warna memberikan kesan menarik pada produk yang diiklankan					
4	Kombinasi warna dalam konten iklan merupakan cara terbaik untuk menyampaikan pesan					
5	Warna menumbuhkan minat saya terhadap konten iklan					
Tampilan Gambar Produk						
1	Tampilan gambar produk membantu saya membuat keputusan lebih cepat					
2	Saya lebih terpengaruh oleh tampilan gambar produk					
3	Tampilan gambar produk membantu saya mengingat iklan					
4	Tampilan gambar produk dengan konsep yang kuat secara emosional lebih efektif					
Desain						
1	Desain iklan dengan ide inovatif dan kreatif menarik perhatian saya					
2	Desain iklan yang menampilkan animasi menarik perhatian saya					
3	Desain iklan yang menarik menumbuhkan keinginan saya terhadap produk					
Tipografi						
1	Mendapatkan informasi dari tulisan terlebih dahulu					
2	Tipografi dalam konten iklan menarik perhatian saya					
3	Font formal, dibandingkan jenis font lain, membantu saya memahami isi pesan					
Nilai Hiburan						
1	Saya terhibur dengan konten Instagram Roka Ramen					
2	Melihat konten Instagram Roka Ramen baik berupa video dan gambar sangat menyenangkan					
3	Saya menikmati melihat konten Instagram Roka Ramen baik berupa video dan gambar					
4	Melihat konten Instagram Roka Ramen baik berupa video dan gambar membuat saya antusias					
Nilai Informasi						
1	Konten Instagram Roka Ramen baik berupa video dan gambar membantu saya menyimpan informasi yang berguna tentang Roka Ramen					
2	Konten Instagram Roka Ramen, baik dalam bentuk video dan gambar, berguna untuk mendapatkan kembali informasi tentang Roka Ramen saat saya membutuhkannya					

3	Konten Instagram Roka Ramen baik berupa video dan gambar berguna untuk mendapatkan informasi terbaru tentang berita dan kegiatan seputar Roka Ramen					
4	Informasi dari konten Instagram Roka Ramen baik berupa video dan gambar sangat berguna bagi saya					
5	Konten Instagram Roka Ramen baik berupa video dan gambar berguna untuk menemukan informasi tentang makanan					
Nilai Interaksi						
1	Saya bisa terhubung dengan admin Instagram Roka Ramen dan orang lain melalui konten Instagramnya baik berupa video dan gambar					
2	Admin Instagram Roka Ramen biasanya berinteraksi dengan saya melalui konten Instagramnya baik berupa video dan gambar					
3	Admin Instagram Roka Ramen biasanya berinteraksi dengan saya secara langsung (balasan komentar atau pesan) atau tidak langsung (melalui konten yang diposting) melalui Instagram					
Sikap						
1	Saya suka melihat konten Instagram Roka Ramen baik berupa video dan gambar					
2	Melihat konten Instagram Roka Ramen baik berupa video dan gambar adalah hal yang bermanfaat					
3	Roka Ramen memiliki konten yang menarik					
Niat Pembelian						
1	Saya mempertimbangkan untuk membeli produk Roka Ramen yang saya lihat di Instagram					
2	Saya akan membeli produk yang ada dalam konten Instagram Roka Ramen					
3	Saya bersedia membeli produk yang ada dalam konten Instagram Roka Ramen					
Pembelian Nyata						
1	Setelah melihat konten gambar dari Instagram Roka Ramen, saya membeli produk					
2	Setelah melihat konten video dari Instagram Roka Ramen, saya membeli produk					
3	Setelah melihat konten kolaborasi antara Roka Ramen dengan food vlogger di Instagram, saya membeli produk.					



LAMPIRAN 2: JURNAL RUJUKAN 1

Designing Instagram advertisement content: What design elements influence
customer attitude and purchase behavior?

Ramdani, M. A., & Belgiawan, P. F.

2023

Designing Instagram Advertisement Content: What Design Elements Influence Customer Attitude and Purchase Behavior?

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ABSTRACT

Technology advancement has changed shopping activities from offline to online (O2O). Businesses must take advantage of digital technology to market their products by creating attractive visual advertising to acquire their consumers. This study empirically investigates purchase behavior and evaluation of Instagram content ads from the visual elements of advertising (color, product image, design, and typography). A total of 496 online consumers participated in the survey. The findings further show that, except for color, all visual elements of advertising directly affect consumer attitude. Our results also confirm that actual purchases are formed by attitudes and purchase intentions. Theoretically, this study furthers the literature on consumer behavior, social media advertisement, and digital marketing. Moreover, it provides practical insights into designing attractive advertisement content on Instagram, which benefits marketers and content/graphic designers.

Keywords: Advertising elements, Social media advertising, Instagram, Consumer attitudes, Purchase intention, Actual purchase, COVID-19

INTRODUCTION

Since COVID-19 was announced as a global pandemic by the World Health Organization (WHO), technological developments have increased due to people spending more time at home and doing virtual activities as required by the government in many countries to reduce the spread of COVID-19 infections (Eger et al., 2021).

In developing countries such as Indonesia, virtual activities have changed consumer shopping behavior from offline to online (O2O) (Dahiya et al., 2020). This is indicated by the fact that 71% of Indonesians shop online during the pandemic (BPS, 2020), and consumers plan to continue their online shopping even if the pandemic is over (Dahiya et al., 2020). Online shopping indicates that the market has shifted (Cruz-Cárdenas et al., 2021). The condition becomes a challenge for businesses in facing high competition in attracting online consumers due to the use of technology less intensively (Cruz-Cárdenas et al., 2021). Therefore, a study of attracting consumers' attention to purchase company products through advertisements on online platforms is essential to understand businesses competing in the era of disruption. In particular, consumers nowadays are bombarded with varied online advertisements (Arora & Agarwal, 2020).

Social media has become a popular online platform, and Indonesia has ranked third among countries with high social media users worldwide (Statista, 2021). Social media has become part of businesses' marketing strategies, as many companies have taken advantage of this platform to advertise because of its benefits (Nasir et al., 2021; Ramadhanty & Belgiawan, 2019). Studies in social media advertising have been intensively carried out and generally found that creating attractive advertisements may foster consumers' positive emotions and motivate consumers to buy the advertised products (Alalwan, 2018). However, although the previous study found that creating attractive advertising is crucial for consumer emotion, the discussion on advertising design effectiveness is unclear (Wu et al., 2016). It is because the previous studies tend to focus on examining how the value of advertising in social media, such as informativeness, credibility, and entertainment, affects consumer evaluations of the ads (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Latif & Calicioglu, 2020; Lee et al., 2016). Rarely have there been studies examining the most critical visual elements in advertising (such as color, design, and typography) that highly influence consumers' evaluations of advertisements on social media and have implications for their purchase behavior. These elements are key factors in shaping the value of advertising. However, Ahmed (2020) found that the visual elements of social media advertising have impacted consumer purchase decisions. Nonetheless, the analysis does not depict the impact of visual advertising elements on consumer attitudes, intentions, and actual purchases. Furthermore, Ahmed's (2020) study still does not explicitly state which social media accounts for the findings.

Therefore, based on these considerations, this study tries to answer two essential questions. First, what is the most influential advertising element on Instagram that increases positive consumer attitudes? Social media Instagram is among the popular social media with businesses (Greenhouse, 2019). Second, do consumers' attitudes

influence their purchase intention of the product being promoted and implicate actual consumer purchasing? Understanding how to create interactive advertisements on social media, Instagram, in the face of this pandemic is vitally important to help marketers, content designers, and businesses find out what elements the consumers pay the most attention to in attracting them to purchase. In addition, this study intends to contribute to the analysis of social media advertising and consumer behavior literature in situations where shopping behavior is dramatically shifting online.

This study structure is as follows: the next session presented a literature review regarding social media marketing and advertising, advertising elements, attitude, and behavior decision, followed by the development of the conceptual model. We then discuss methodology regarding data collection and measurement. Finally, we discuss the analysis result, discussion, contribution to the theoretical and practical, and future research directions.

THEORETICAL BACKGROUND

Social Media Marketing and Advertising

According to Felix et al. (2017), social media marketing is defined as "an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders." Marketing in social media has implications for the company, such as building relationships with customers, communities, and other stakeholders. The opportunity is also related to the effective communication channel when companies deliver information so that their receivers (particularly consumers) get value from it (Felix et al., 2017). Social media has changed many marketing practices, especially in using it as a medium to advertise company brands (Nasir et al., 2021). Businesses' intensive use of social media shows the flexibility of marketing communications through social media advertising due to the targeted audience in cost-effective ways (Arora & Agarwal, 2020; Nasir et al., 2021).

Alhabash et al. (2017) defined social media advertising as "any piece of online content designed with a persuasive intent and/or distributed via a social media platform that enables internet users to access, share, engage with, add to, and co-create." The use of advertising through social media to attract target audiences evolved along with technology development (Ahmed et al., 2019). This is due to the fast advancement of internet technology, leading people to be active on digital platforms, and relying on traditional mass media will not suffice to reach the target audience (Arora & Agarwal, 2020). Social media advertising has beneficial for a company as it can impact consumers psychologically, such as consumer attitude and implication to click the ad

(C.-W. Chen et al., 2021), perception and motivation to buy impulsively (Nasir et al., 2021), and intention to purchase a product/service being promoted (Lin et al., 2020).

Visual Element in Advertisement

Advertising is an integral part of commercial activities and a tool in carrying out businesses to acquire the attention of potential consumers and recall for existing consumers to buy a product (Estrada-Jiménez et al., 2017). Generally, advertising is a tool to build a business's brand image. Advertising is an investment made by an identifiable source of communication designed as a call to the receiver to take action at a specific time (Richards & Curran, 2002). Ahmed et al. (2019) explain that visual elements of advertising play a vital role in creating consumer attention and are essential to how consumers interact with online advertisements. When an advertisement is made creatively, it can enhance the receiver's motivation, ability, and opportunity to process the information from the ad (Ashley & Tuten, 2015). The visual element of advertisement is not limited to text or color. Still, other factors make the product "beautiful" visually, and the consumer who sees the content will enjoy it (Jiang, 2019). Ahmed et al. (2019) divide advertisement visual elements into three factors: appeal, color, and text. Meanwhile, previous studies classify the visual elements of ads into typography, design, color, images, effect (Ahmed, 2020), sensory, functional, symbolic (Haase et al., 2018), animation, and format (Kuisma et al., 2010).

Ahmed (2020), in his study, found that the visual element of advertising on social media, namely color, image, design, and typography, has significantly impacted consumer behavior. According to Singh (2006), color is defined as "the light carried on wavelengths absorbed by the eyes that the brain converts into colors that we see." The light can be decomposed into a spectrum of six different colors, such as red, orange, yellow, green, blue, and purple (Singh, 2006). He also argues that about 62-90 percent of people make up their minds about initial interaction with a product dominantly assessed based on color. Moreover, Ahmed (2020) defines images on ads as the language of the contemporary era with the benefit of quickly communicating, persuading, and attracting recipients to understand the basic subject of advertising. The visual image will trigger consumer emotions and cognitive aspects (Lee et al., 2016). Another element is font or typography, which is the element to communicate the product information using the appropriate word, which is not for beauty, primarily to make a quick and clear understanding of the information in the ad (Ahmed, 2020).

The last is content design, a combination of various attention-grabbing tools in advertisements, such as color, shapes, images, font type, font size, and dynamic techniques (Shaouf et al., 2016). The advertisement design plays a role in enhancing

consumer first impressions and effectively forms the overall perception of the beholder. Haase et al. (2018) also found that the design element in advertising powerfully and effectively influences the five human senses.

Consumer Attitude and Purchase Behavior

In behavioral theory, such as the theory of planned behavior, Ajzen (1991) explains that individual intention to the behavior is predominantly predicted by attitude, subjective norm, and perceived behavior control. Ajzen (1991) defines attitude as the degree to which an individual evaluates the behavior in question to be favorable or unfavorable. Besides, he describes behavioral intention as the degree an individual is motivated to perform a behavior which indicates how hard an individual is willing to try and how much effort they give to perform the behavior. Investigating consumer behavioral intention to purchase a certain product is essential to predict their actual behavior (X. Chen et al., 2021). This is supported by previous research that stated that examining online purchase intention is a determinant of knowing consumer behavior in the online environment (Pascual-Miguel et al., 2015; Peña-García et al., 2020; Ramdani et al., 2022).

Hypothesis Development

Advertising Elements on Consumer Attitudes

Zhou et al. (2021) found that image type significantly affects consumer attitude through its imagery elaboration. Specifically, the hedonic product with an abstract image likely motivated the consumer to form a positive attitude. Besides, a concrete image is more effective for the utilitarian product type. Other research by Aydınoğlu and Cian (2014) conducted an experimental study to understand how consumers' self-esteem levels affect the responses to the picture type. Their research found that consumers with low self-esteem have more attitudes toward ads when the ads depict the product rather than the person. This is contrary to the high self-esteem consumer, who enhances his/her attitude toward ads by describing a person. Additional research in advertising elements was the color in ads content influencing consumer attitude toward ads. A study from Pilelienė and Grigaliūnaitė (2017) revealed that the ads with a color temperature that is 'warm' have more statistically significant attitudes toward ads and implicated positive consumer purchase intention rather than its 'cool' color temperature.

Moreover, Singh (2006) argued that color forms consumer attitudes and generates positive or negative evaluations.

In advertising elements of visual design, which consist of color, font style, and shape, Shaouf et al. (2016) found that attractive advertising visual design impacts positive consumer responses. Their study results explain that the more attractive the advertisement design, the more consumers pay attention, developing consumers' positive attitudes toward ads. Similar to Kusumasondjaja and Tjiptono's (2019) work, visual ads on Instagram consist of various elements and appear complexly found to generate a more favorable response than a visually simple one. In addition, Haase et al. (2018) conducted an experimental study on content ads comparing an ad with text only and a combination ad with text and picture. Their study found that combining pictures and text is essential to optimize the effectiveness of product advertisements. The combination of product pictures and text efficiently communicates product information and significantly impacts consumer decision-making (Haase et al., 2018).

The implication of the visual advertising elements study is supported by the recent study from Ahmed (2020) that incorporated the ad element. Ahmed's (2020) study discovered that visual elements of advertising (image, color, text, and design) influence consumer behavioral decisions to buy products offered by sellers on social media. Therefore, based on previous studies, the elements of an advertisement presented digitally have a significant effect on increasing consumer attitudes toward advertising. Thus, we hypothesize the following relationship:

H1: There is a significant relationship between a) color, b) product image, c) design, and d) typography and positive consumer attitudes.

Consumer Attitudes on Behavior Response

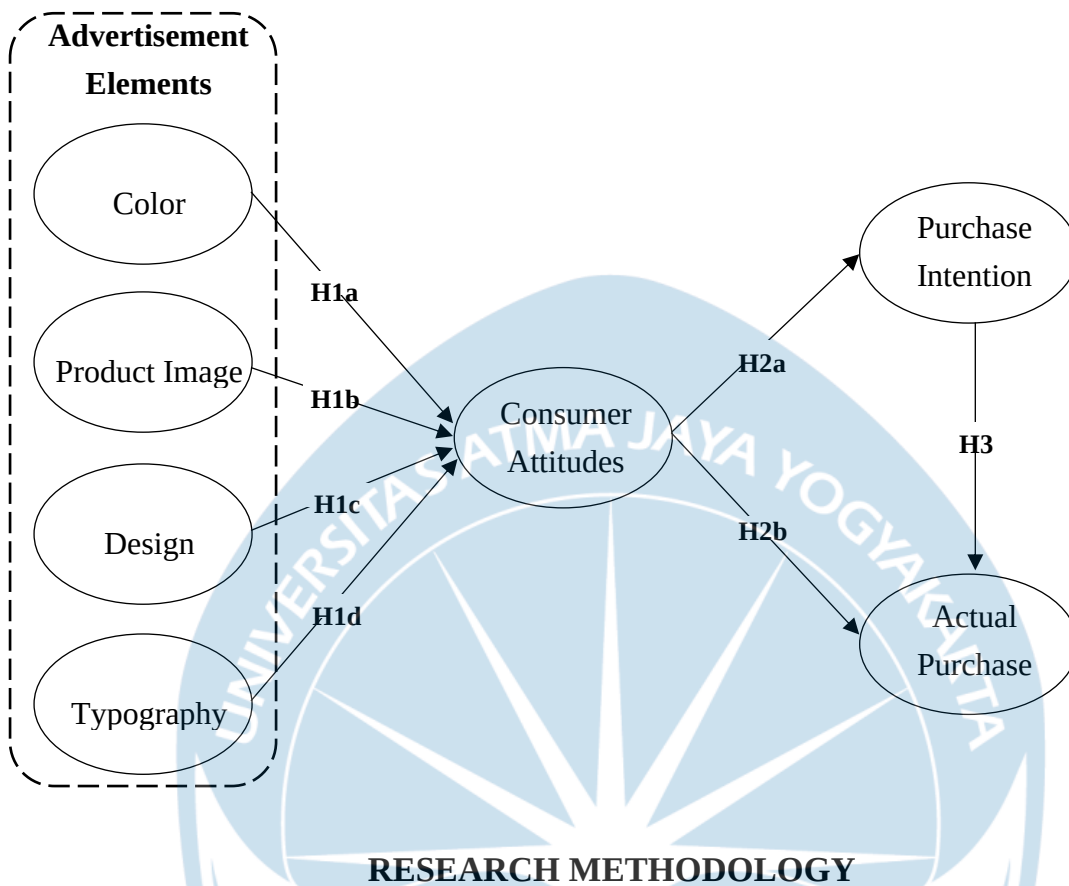
An intensive study related to the relationship between consumer attitudes on consumer purchase intention has been conducted by previous studies and found a significant relationship between these constructs (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Punjani & Kumar, 2021). Nizam et al. (2018) examined the implications of online advertising on consumer attitudes and their impact on actual behavior has been carried out in emerging markets. The study found that information generated from ads

formed consumer attitudes, thus increasing consumer purchase decisions toward the product or service being promoted. Consumer behavior intention and its actual decision have also been found to have a significant relationship (Lacoeuilhe et al., 2021). For example, X. Chen et al. (2021) explore buyer imitation of others' online behavior on social commerce purchase behavior. The result found that individual imitation (obtained from people's behavior on social media) has a significant relationship with their purchase intention, which affects actual consumer behavior to purchase in social commerce. Therefore, a high level of consumer attitude toward ads increases consumer intention to purchase a product or service and is implicated in actual consumer purchasing. Furthermore, the intention of the consumer to purchase a product is related to their actual decision to purchase its product. Based on this theoretical evidence, in our study, we hypothesize:

H2: There is a significant relationship between consumer attitude toward ads and a) purchase intention; b) actual purchase behavior.

H3: There is a significant relationship between purchase intention and actual purchase behavior.

In Figure 1, we presented a conceptual framework based on previous studies related to the relationship of advertising visual elements on attitude toward advertising and its implication on purchase behavior. The Ellipses represent latent variables, and the rectangle represents element factors of visual advertising. Moreover, the solid arrow represents the structure relationships.

Figure 1 *Research Model*

Questionnaire Design

As presented in Table 2, measurements consist of 33 items from 4 constructs. The measurement items were adopted from previous studies with slight modifications. Advertisement elements (color, product image, font, and image) were taken from Ahmed (2020), attitude towards ads from Sharma et al. (2021), purchase intention was taken from Alalwan (2018) and Shaouf et al. (2016), and we developed the new scale of actual purchase. All measurements were measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Data collection and Sampling

The survey strategy was done by collecting the data using a structured administered questionnaire. The purposive sampling approach used regarding sample size in this paper is not well defined. Through distributing a survey on social media content posts, the criterion of the respondents are those who actively use Instagram, are

familiar with social media ads, and have purchased a product online after viewing the ads on Instagram, particularly during the COVID-19 pandemic. To attract respondents' intention to fill out the questionnaire, we offer incentives such as an e-wallet balance of about \$7 for some respondents (selected respondents using online voting) who completed the survey.

The survey was developed on Google Forms and administered for a month in the middle of 2021. The questionnaire is structured into two sections. Before, we first accompany the main section with a detailed text describing the details of the survey and the purpose of the survey, and we obtain volunteer consent to participate in the data collected. The first section contains the study's main measurement items, followed by section two, which is concerned with the socio-demographics to be used to create respondent profiles and characteristics.

This study contained exogenous and endogenous variables. Thus, structure equation modeling (SEM) through partial least squares is an appropriate tool and was done to analyze the data. Besides, Hair et al. (2019) state that PLS-SEM is preferred for research with complex models and non-normality distributed data. SmartPLS 3.3.3 was chosen to analyze the data for initial validity and reliability assessment. This initial analysis also verified convergent and discriminant validity. Then, a structure model was conducted to verify the hypothesis relationship.

RESULTS AND ANALYSIS

Demographics

In this study, 496 valid data points were chosen from 514 collected because they meet the sample criteria. According to Table 1, most respondents are female (70.6%), aged 23-27 years (30.6%). 75.4% of respondents are from Java, related to Java is the most densely populated island in Indonesia. Respondents are high for homeworkers/freelancers, with a percentage of 40.7%, and low for those who work as civil servants. The income distribution showed most respondents to be 1-5 million IDR (47.8%). Respondents were asked to describe their previous shopping experience using an online platform; about 52% of the answers were high for those who made an online purchase 0-7 days ago. In the last part of the questionnaire, we also asked respondents about the frequency of shopping online during the COVID-19 pandemic. Most of the

respondents answered three times per month, and the highest answer was shopping online every day and 20 times a month.

Table 1 *Demographics*

Items	Respondents (n=514)	
	Frequency	Percent (%)
Gender		
Male	146	29.4
Female	350	70.6
Age		
18-22	143	28.8
23-27	152	30.6
28-32	86	17.3
33-37	62	12.5
38-42	28	5.6
43 and more	25	5.0
Residence		
Sumatera	65	13.1
Java	374	75.4
Kalimantan	17	3.4
Bali/Nusa Tenggara	17	3.4
Sulawesi	21	4.2
Papua/Maluku	2	0.4
Occupation		
Student	95	19.2
Civil Servant	5	1.0
Homeworker/Freelancer	202	40.7
Employee	95	19.2
Entrepreneur	32	6.5
Other	67	13.5

Table 1 *Demographics (con.)*

Items	Respondents (n=514)	
	Frequency	Percent (%)
Income (per month)		
< 67 USD	211	42.5
67.01 - 335 USD	237	47.8
335.01 – 670 USD	40	8.1
> 670.01 USD	8	1.6

Measurement Model

The initial analysis in the PLS-SEM was the measurement model. This analysis has validated the constructs by examining convergent and discriminant validity (Hair et al., 2019). Convergent validity was analyzed by calculation factor loadings, Cronbach's alpha, composite reliability (CR), and Average Variance Extracted (AVE). As shown in Table 2, factor loadings have values mostly greater than 0.707, except for CL3, PI4, DS1, and DS4, which are around 0.6. Thus, we removed inappropriate factor loading to the threshold. Cronbach's alpha and CR, whose values are more significant than the threshold of 0.7 and AVE values exceeding 0.5, support convergent validity (Hair et al., 2020).

The last analysis in the measurement model is to evaluate discriminant validity. This study used the Heterotrait-Monotrait (HTMT) ratio of correlations (Henseler et al., 2015) and the Fornell-Larcker Criterion. Since the HTMT value shown in Table 3 is below the threshold of 0.85, and the AVE square root values (in bold) exceeded the construct correlations more than the rest of the constructs in the model, the constructs in the model achieve discriminant validity. Therefore, based on the evaluation of the measurement model presented to meet the criteria, it is indicated that the proposed model is valid.

Table 2 *Questionnaire Design*

Construct	Variables	Research Items	Factor Loading
Color	CL1	Color is the most important factor in Advertising	0.766
	CL2	Color helps me remember the advertised product	0.810
	CL3	The use of certain colors has a major role in my behavior	Removed
	CL4	Color gives an attractive impression of the advertised product	0.829

Table 2 Questionnaire Design (con.)

Construct	Variables	Research Items	Factor Loading
Color	CL5	Color combinations in advertising content are the best to communicate the message	0.805
	CL6	Colors aroused my interest in the advertised content	0.840
Product Image	PI1	Product image helps me make decisions faster	0.791
	PI2	I am more affected by the product image	0.702
	PI3	Product image helps to remember advertising	0.798
	PI4	Product images with dramatic concepts (affecting emotions) are more effective.	Removed
Font	FN1	Get information by writing first	0.824
	FN2	Typography in the ad content attracts my attention.	0.847
	FN3	Formal fonts, compare to other font types, help me understand the content of the message	0.773
Design	DS1	I tend to be attracted to simple ad designs	Removed
	DS2	Innovative ideas ad design attracts my attention	0.826
	DS3	Creative ideas ad design attracts my attention	0.824
	DS4	The ad design featuring animation attract my attention	Removed
	DS5	Attractive advertising design arouses my desire for the product	0.792
Consumer Attitudes	AT1	Overall, I rate ads on Instagram positively	0.785
	AT2	Overall, I consider ads on Instagram as a good thing	0.861
	AT3	Overall, I like ads on Instagram	0.857
	AT4	Overall, I regard ads on Instagram as an essential thing for businesses	0.793
	AT5	Overall, reading ads on Instagram is important to me.	0.843
	AT6	Overall, ads on Instagram are interesting to me.	0.848
Purchase Intention	BI1	After viewing an advertisement, I became interested in making purchases of the product.	0.840
	BI2	After viewing an advertisement, I became willing to make purchases of the product.	0.859
	BI3	After viewing an advertisement, I desire to purchase the product being promoted.	0.851

Table 2 Questionnaire Design (con.)

Construct	Variables	Research Items	Factor Loading
Purchase Intention	BI4	After viewing an advertisement, I will decide to purchase the product.	0.874
	BI5	After viewing an advertisement, I plan to purchase the product being promoted.	0.853
Actual Purchase	AP1	After viewing an advertisement, I purchase the products through the marketplace (i.e., Shopee, Tokopedia, Blibli, Lazada)	0.806
	AP2	After viewing an advertisement, I purchase the products directly link provided on seller account (via shared link on Instagram bio)	0.870
	AP3	After viewing an advertisement, I purchase the products through the official website	0.904
	AP4	After viewing an advertisement, I purchase the products through direct messages on Instagram or WhatsApp	0.877

Table 3 Reliability and Discriminant validity using Heterotrait-Monotrait Ratio (HTMT)

Constructs	CR	AVE	AP	AT	CL	DS	IP	PI	FN
AP	0.92	0.75							
AT	0.93	0.96	0.458						
CL	0.91	0.62	0.282	0.523					
DS	0.87	0.57	0.398	0.646	0.665				
IP	0.93	0.73	0.441	0.606	0.429	0.533			
PI	0.83	0.55	0.395	0.621	0.725	0.778	0.584		
FN	0.86	0.66	0.460	0.583	0.473	0.651	0.435	0.713	

Note. CR=Composite Reliability, AVE= Average Variance Extracted, CL = Color; DS = Design; FN = Font PI = Product Image; AT = Attitude; IP = Intention to Purchase; and AP = Actual Purchase.

Table 4 Discriminant Validity according to Fornell-Larcker Criterion

Variables		1	2	3	4	5	6	7
1	Actual Purchase	0.865						
2	Attitude Toward Ads	0.413	0.832					
3	Color	0.248	0.469	0.789				
4	Design	0.336	0.564	0.574	0.755			
5	Intention To Purchase	0.397	0.554	0.384	0.469	0.856		
6	Picture	0.313	0.505	0.582	0.604	0.475	0.739	
7	Typography	0.377	0.485	0.383	0.512	0.363	0.526	0.815

Structure Model

The structure model is employed to test the proposed model in this study. In this second analysis in the PLS-SEM, the result was obtained from the calculation test from the PLS algorithm, blindfolding, and bootstrapping procedure with 5000 subsamples. According to Hair et al. (2019), the structure model analyzes the path coefficient and their respective p -value, R^2 of endogenous variable, effect size (f^2), and predictive relevance (Q^2). In this study, we first presented the result analysis of f^2 , R^2 , and Q^2 . The next is the estimated path coefficient (β , p -value) to test the hypotheses.

The primary metrics in the structure model were evaluated through effect size (f^2), coefficient determinant (R^2), and predictive relevance (Q^2). According to Hair et al. (2019), f^2 predicts the substantive impact of the exogenous construct on the endogenous construct if removed from the structure model. Besides, R^2 determines the percentage level of the model that can explain observed values, whereas Q^2 is to predict the accuracy of the model. The criteria f^2 are 0.02, 0.15, and 0.35, respectively, to be the small, medium, and high effects of exogenous factors. Meanwhile, if the effect sizes are below 0.02, it can be interpreted as a not-to effect. Furthermore, Q^2 should be above zero to be accepted (Hair et al., 2019). The analysis has found the f^2 for the relation of color $\rightarrow$ attitude = 0.019 (small); product image $\rightarrow$ attitude = 0.015 (small); design $\rightarrow$ attitude = 0.076 (high); font $\rightarrow$ attitude = 0.049 (high); attitude toward advertising $\rightarrow$ purchase intention = 0.444 (high); attitude toward advertising $\rightarrow$ actual purchase = 0.068 (high); and purchase intention $\rightarrow$ actual purchase = 0.052 (high). Regarding to

R^2 and Q^2 , the finding indicated the model prediction with value of each endogenous shown to be more than zero, with the value for attitude toward advertising ($R^2 = 0.397$, $Q^2 = 0.272$), purchase intention ($R^2 = 0.306$, $Q^2 = 0.221$), and actual purchase ($R^2 = 0.306$, $Q^2 = 0.155$).

This paper applied a 95% confidence level to determine a significant relationship among constructs. Based on Table 5 (also illustrated in Figure 2), the first dimension of the advertising element, namely color, had no significant relationship to consumer attitudes (H1a: $\beta=0.141$, $p\text{-value} > 0.05$). Conversely, consumer attitudes had positive significance by advertising elements such as product image (H1b: $\beta=0.135$, $p\text{-value} \leq 0.05$), design (H1c: $\beta=0.295$, $p\text{-value} \leq 0.001$), and typography (H1d: $\beta=0.209$, $p\text{-value} \leq 0.001$). The next hypothesis concerning the relation of consumer attitude on individual behavior, the result implies attitude has a positive significance on purchase intention (H2: $\beta=0.554$, $p\text{-value} \leq 0.001$) and actual purchase (H3: $\beta=0.279$, $p\text{-value} \leq 0.001$). This result is similar to the relation of purchase intention to actual purchase (H4: $\beta=0.242$, $p\text{-value} \leq 0.001$) that was found positive and significant.

Table 5 Hypothesis Testing

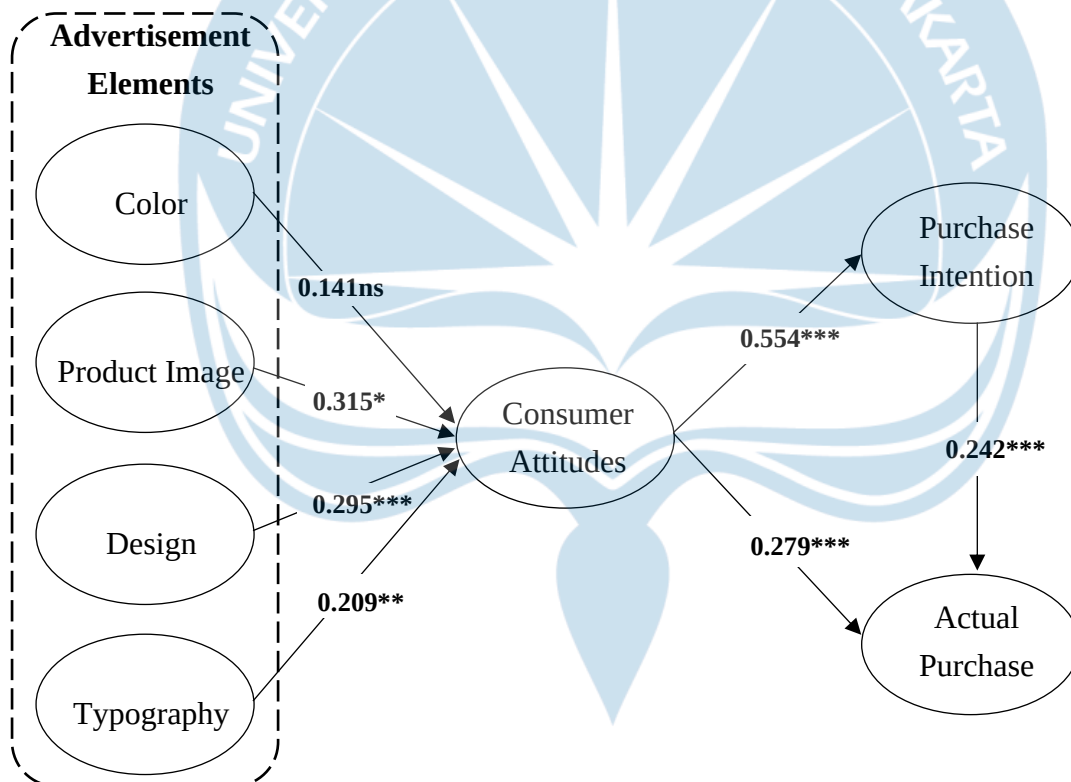
Hypothesis		β	t-stats	p-value	Result
H1a	Color $\rightarrow$ Consumer Attitudes	0.141	1.785	0.074	Not Supported
H1b	Product Image $\rightarrow$ Consumer Attitudes	0.135	2.175	0.030	Supported
H1c	Design $\rightarrow$ Consumer Attitudes	0.295	3.994	0.001	Supported
H1d	Font $\rightarrow$ Consumer Attitudes	0.209	3.343	0.001	Supported
H2	Attitude $\rightarrow$ Intention to Purchase	0.554	13.943	0.001	Supported
H3	Consumer Attitudes $\rightarrow$ Actual Purchase	0.279	5.334	0.001	Supported
H4	Intention to Purchase $\rightarrow$ Actual Purchase	0.242	4.457	0.001	Supported

DISCUSSION AND IMPLICATIONS

According to the results, the relationship between advertising elements, namely color, and consumers' attitudes was insignificant, which indicates that the color in advertising content does not contribute to increasing consumer positive evaluation of the product being promoted on Instagram. The result contradicts the previous research regarding color in social media ads related to consumer behavior toward the advertised

product (Ahmed, 2020). Also, the result does not support the explanation by Hattwick et al. (1950) in Clarke and Honeycutt (2000) regarding color as an essential element in ads that shape consumer feelings and responses. However, the contribution of color in influencing consumer response is not highly significant as other elements (Ahmed, 2020). Based on these results, we argue that people who get stimulated by advertising when they browse social media are not interested in the color of the ad. Still, instead, they are attracted to the content provided in the ad— particularly the message and information provided by the advertisement. As long as the information is delivered effectively and the advertising content looks attractive, color does not help remember the ad, has no significant role in the evaluation, and does not arouse interest in the advertised content.

Figure 2 PLS-SEM Structure Model



Note. ** $p \leq 0.05$, * $p \leq 0.01$, *** $p \leq 0.001$

A prior study stated that images in ads are effective marketing communication to create consumer perception and evaluation (Haase et al., 2018). Our findings supported that images in visual content advertising significantly increase positive consumer attitudes. This result makes sense because images are the central view when customers interact with the advertising content. Images in ads provide information about the

product because they display a sensory dimension (product color, shape) or represent the product itself (e.g., classy design; Haase et al., 2018). Therefore, the more clearly a marketer, content designer, or business provides images in the ad content, the more positive consumer attitudes will be formed toward the product in the ad.

We have extended the studies dealing with the entertainment value of advertising by examining the design elements (the basis for creating entertaining ads) on customer evaluations. The result showed that consumers experienced a significantly more positive attitude overall when exposed to the attractive design ideas of the ad content posted on Instagram. The finding supported the previous study regarding design elements, ideas, and layout of the ad was strongly significant on consumer emotion and behavior (Ahmed, 2020; Haase et al., 2018; Jiang, 2019; Shaouf et al., 2016). Moreover, the result supports the finding that entertainment advertising will form consumer attitudes toward ads (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Lee et al., 2016). The design consists of all elements of visual content. The combination of elements in ads will arouse positive consumer feelings if made in a good way. The consumer intends to desire ads that have an innovative, creative idea and are attractive. When an ad for a product has a novel design, it will enhance the content being promoted and attract more positive consumer attitudes than other similar ads with a familiar design.

As the last dimension of advertising elements, typography has a positive and significant relationship with consumer attitudes. The finding is consistent with a previous study regarding typography as the second highly influential factor of ad elements on consumer emotion (see Ahmed, 2020). Also, a previous study found that font or text was an effective element in an ad because it provided an informational benefit to the product (Haase et al., 2018). Thus, this finding is supported by what was found previously. Regarding the role of typography in an ad, the informativeness of the advertising content is an essential factor in increasing consumer perception. This led to consumer attitudes toward the ad being posted (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Lee et al., 2016). In practical conditions, social media exploration by users is high-speed. When a business can provide easy informational access to the ads and effective informational communication through the best typography design, it will increase the amount of information provided by the company placed on consumer memory and influences consumer emotion and feeling toward the overall ad.

In the theory of planned behavior, attitude is the vital factor influencing individual behavior intention (Ajzen, 1991). In line with Ajzen's theory, a recent study found a significant direct relation between attitude toward advertising and consumer purchase intention (Lacoeuilhe et al., 2021; Lee et al., 2016). Based on statistical analysis, the current result supports the previous finding. Many companies created interesting ads in social media advertising to influence consumer emotion and evaluation (Kusumasondjaja & Tjiptono, 2019), expecting this impact companies' sales growth. Therefore, to promote consumer interest and desire to purchase a product being promoted, consumer attitude toward ads should be cultivated beforehand.

Lastly, our findings related to actual consumer behavior, such as purchasing a product through the marketplace, website, or direct message on social media, being influenced by consumer attitudes and purchase intention. The result is in line with the previous study on how the attitudes imply actual behavior (Nizam et al., 2018) and supports the theory of planned behavior related to behavior intention has a direct relation to behavioral action (Ajzen, 1991) and previous work recently (Lacoeuilhe et al., 2021). As shown in statistical findings, attitude is strongly influencing actual purchasing than purchase intention. Nizam et al. (2018) state that when consumers decide to purchase a product/service, the decision will be made based on the information and belief of the product being promoted, resulting from their overall evaluation. Moreover, when a consumer desires to purchase the product, their high intention will cultivate the actual purchase. Below is Table 6 the summarize of this study's finding.

Table 6 *Summarize the Findings*

Variable relationship	Findings
Color on Consumer attitudes	The result shows that color in Instagram ads has no significant relationship with consumer attitude. This means that color in advertisement content does not contribute to consumer attitudes toward the product being promoted.
Product image on Consumer attitude	The product image has a significant relationship with consumer attitude. The more product image created to be attractive, the more consumer attitudes toward the product being promoted.
Design on consumer attitude	Design is shown to be significant in consumer attitudes. When designers create Instagram advertisement content

	that is more unique and attractive in its concept, consumer attitude toward the product being promoted will be high.
Font on consumer attitude	The influence of font on consumer attitude is significant. This result means that the consumer considers typography easy to understand because their first glance at an Instagram ad is the text on the ad.
Consumer attitude and purchase intention on actual purchase	Attitude and purchase intention can influence actual consumer purchases. When the ad elements are combined attractively, their intention to purchase will be high, impacting their decision to purchase the product promoted on Instagram ads.

Theoretical Implications

This research makes several contributions to social media advertising and consumer behavior literature. First, while previous studies mainly focus on advertising value in indicating the effective marketing strategy to acquire more audience (Arora & Agarwal, 2020; C.-W. Chen et al., 2021; Latif & Calicioglu, 2020; Lee et al., 2016), this study revealed that elements in forming advertising value directly impacted consumer attitude. In addition, previous studies rarely researched the psychological response of content elements in advertising. This study can be considered pioneering research presenting advertising elements in social media content advertisement. As a result of the findings, we are adding to the literature on social media advertising design.

Second, this research provides a new light confirming the theory of planned behavior (TPB; Ajzen, 1991) related to the relationship between attitude and behavior from the perspective of social media advertising. This furthers a new insight into the behavioral theory and strengthens the previous finding related to the TPB framework. Third, while previous studies have considered consumer purchase intention as the response to advertising elements intensively (Lee et al., 2016), our study integrates consumers' actual purchasing to confirm their final behavior in the purchase decision-making process. Moreover, interestingly, we found that rather than purchase intention, attitude toward advertising is the most influential factor explaining consumer actual purchase behavior. Lastly, while the previous study in advertising content design mainly considered social media in general (Ahmed, 2020), this research provides explicit evidence from social media Instagram. Identifying specific social media in ads is vital due to the characteristics and segments of the platform being different.

Managerial Implications

Based on the literature findings in this study, this research encourages marketers, content designers, or businesses to create attractive visual product advertisements for several reasons. First, this study suggests that determining advertising elements before creating visual advertising should be considered cause its implication for positive consumer evaluation of the ads. Based on our result, design is the element that attracts the most attention of consumers, followed by typography and product image. The marketer is encouraged to create a creative, innovative, and attractive idea by combining three elements to be harmonic and informative because it will influence consumers' desire to pay more attention to the ad content. Marketers, content designers, or businesses can take advantage of visual content platforms such as Pinterest and Dribbble to get some ideas and inspiration to create attractive advertisement products. Also, we suggest utilizing a graphic design platform such as Canva to help design the ad content. The platform is advantageous since we can create an attractive content design without having design skills and provide lower costs than hiring a content design expert. Second, although we found color does not affect consumer attitude, consideration of color choice is still recommended. This is related to the previous finding that state color in ads implies consumer perception (Pilelienė & Grigaliūnaitė, 2017). Nevertheless, attention to color can be placed on the latter by prioritizing the design idea as the most important.

Finally, our result confirms that actual consumer purchase is influenced by attitude towards ad and their intention to purchase. Marketers are suggested to improve and maintain consumer reactions and evaluations of advertising content. Also, cultivate the intention to buy the product being promoted. It is recommended to consistently post well-designed ads and new ideas to create a pleasant page. On Instagram, the marketer could utilize Instagram Insights to know how much feedback, such as Like, Comments, Picture Save, Profile Visits, and Interactions, for every content post. For example, content with high reach can be used to reference the following content design. In addition, the marketer should have a posting schedule to avoid sending too many advertisement posts simultaneously to minimize negative consumer perception towards ads, which will affect their overall evaluation; and minimize spam post which is indicated by the platform.

Limitations and Future Research Directions

This study has several limitations. First, the sample majority came from the female samples and only collected Indonesian data. Future research could ensure sample percentages are balanced and collect data across countries to reveal significant differences between cultures. Second, because color elements do not have a significant relationship with consumer attitudes, contrary to previous research that color influences consumer psychology (Pilelienė & Grigaliūnaitė, 2017), further research is encouraged to explore the role of this variable comprehensively. Third, this study collected online survey data due to the social distancing policy in response to the COVID-19 pandemic. Future research suggests conducting laboratory (Neuroscience/NeuroMarketing) or field experiments to validate the results of this study. Also, conducting experimental design as this approach will provide significant insight into studying social media ads. Fourth, as this paper examines social media advertising on Instagram, we recommend that future researchers conduct research on the importance of advertising elements in other popular social media such as YouTube, TikTok, Twitter, or Facebook.

Moreover, we suggest performing a comparative study of social media ad elements to know the consumers' behavior among these platforms. Lastly, this study uses cross-sectional data collection, which only describes the actual purchase behavior at a time. Due to advertising stimuli over time, longitudinal measures could be implemented to investigate the response to social media content ads.

Acknowledgements: The first author would like to dedicate this research to beloved parents and sisters, who always support author's education activity. The authors received no financial support for this article's research, authorship, and/or publication.

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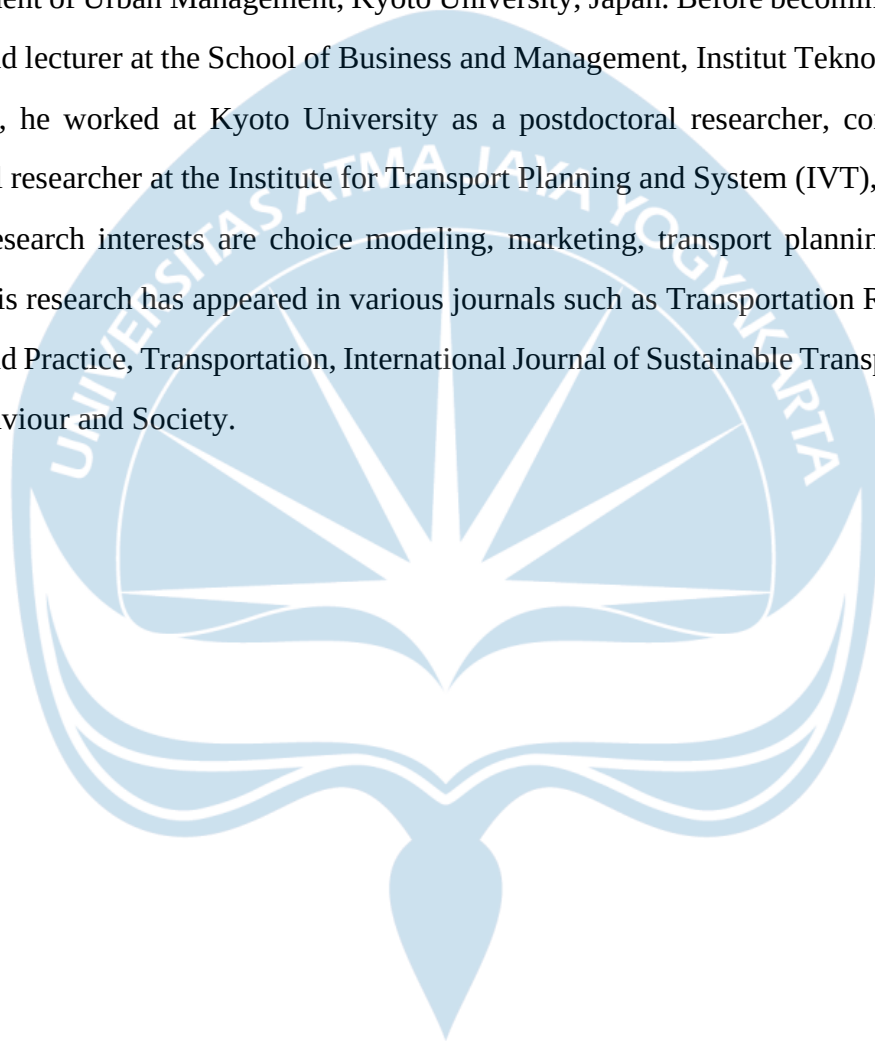
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The logo of Universitas Atma Jaya Yogyakarta is a large, light blue watermark in the background. It features a circular emblem with a sunburst or star-like pattern in the center. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a semi-circle above the emblem.

LAMPIRAN 3: JURNAL RUJUKAN 2

Food vloggers and their content: Understanding pathways to consumer impact and purchase intention

Nguyen, T. M. N., Le, B. N., Leenders, M. A. A. M., & Poolsawat, P.
(2024).

Food vloggers and their content: understanding pathways to consumer impact and purchase intentions

Journal of Trade
Science

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Received 29 January 2024

Revised 4 March 2024

1 April 2024

Accepted 8 April 2024

Abstract

Purpose – This study aims to understand pathways to success for food video bloggers (food vloggers) by identifying the drivers of positive reception among audiences. It examines how entertainment, information and interaction values affect attitudes toward food videos and vloggers. Additionally, it investigates the potential for product placement by studying the effects of attitudes toward food videos and vloggers on consumers' behavioral intention regarding purchasing featured food ingredients.

Design/methodology/approach – An integrated model informed by theories (uses and gratification and stimulus-organism-response) was developed. An online survey was administered to 339 Vietnamese social media users. The data were analyzed using partial least square structural equation modeling (PLS-SEM).

Findings – The results show that food videos' entertainment and information value positively impact the attitude toward food videos. However, the interaction value does not have a significant impact. All three values (entertainment value, information value and interaction) impact the attitude toward food vloggers. Both attitudes significantly influence purchase intention, showing that there is a pathway to product placement. The frequency of social media use can moderate these relationships, with a negative effect on the attitude toward food videos and a positive effect on the attitude toward food vloggers.

Originality/value – These findings provide insights into vlogger success pathways, not only in terms of audience reception but also in terms of product placement. This study offers comprehensive suggestions on pathways for success that are interesting for vloggers, food business operators, restaurant managers and audiences on how to design effective food videos and potentially encourage consumer purchases. These pathways can also be valuable for other behaviors, such as food safety advice and food waste reduction.

Keywords Food vloggers, Food videos, Audience impact, Purchase intention, Product placement

Paper type Research paper

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Funding: The research is funded by Thuongmai University, Hanoi, Vietnam.

Conflicts of interest/competing interests: The authors declare no conflicts of interest.



Journal of Trade Science
Vol. 12 No. 2, 2024
pp. 117-133
Emerald Publishing Limited
e-ISSN: 2755-3957
p-ISSN: 2815-5793
DOI 10.1108/JTS-01-2024-0005

1. Introduction

The widespread availability of the Internet and the prevalence of social networking sites have empowered consumers to access information and take control of their shopping experiences (Agnihotri, 2020). Social media platforms have created an environment where users can generate and disseminate content through blogs, influencing fellow consumers and providing valuable insights about products or services. This user-generated content, called electronic word-of-mouth (eWOM), is used by companies for advertising (Smith *et al.*, 2012) and is highly influential in guiding purchasing decisions (Abubakar and Ilkan, 2016; Litvin *et al.*, 2008). Consumers often rely on eWOM when making risky purchases (Tellis *et al.*, 2019), such as buying unfamiliar food, which can entail travel costs (Tellis *et al.*, 2019) and contribute to food waste (Aschemann-Witzel *et al.*, 2015). Food safety is a global concern, and contaminated food causes numerous diseases and deaths annually and research into safety information can be required when purchasing unfamiliar food from an unknown source (Wang *et al.*, 2018). Consumers increasingly use food-based videos as a means of “sale assistance” to quickly gain valuable insights into food experiences and reduce uncertainty when purchasing (Carter and Egliston, 2021).

Many types of videos are posted by food bloggers (food vloggers), including content on food, recipes, restaurant reviews and food-related travel content (Luong and Ho, 2023). Food videos are more appealing to consumers than traditional textual blogging due to their multisensory nature as they combine images, motion and textual descriptions to convey information through verbal and non-verbal language (Sokolova and Kefi, 2020). They provide an exciting platform for sharing information among food enthusiasts and can showcase outdoor setups and include narration (Filieri *et al.*, 2023). As a result, they create entertainment, curiosity and interest in viewers, making them potential tools for food brands to promote products, such as food videos encouraging consumption of nutritious food and healthy diets (Rajput and Sharma, 2021). Many food brands have sponsored food vloggers to endorse their products but food videos also have various framing styles, which may impact viewer attitude and behavior differently. For instance, Chi *et al.* (2024) highlighted that information-focused and emotion-focused short food tourism videos tend to be more effective when stimulating viewer positive attitude, enhancing sharing and visiting intention. Therefore, food brand owners who want to collaborate with food vloggers to advertise their products (product placement) should understand the factors motivating consumers to watch each type of food video.

Despite the popularity of food videos, few studies have been conducted in this field. Most of the existing research refers to food videos as a source of information focus their investigations on the effect of source credibility when it comes to consumer choices (Luong and Ho, 2023). Little is known about the factors that initially drive consumers to watch food videos as some research has only explored the determinants of intention for watching *mukbang* videos (Song *et al.*, 2023). However, *mukbang* content, also known as “eating broadcasts”, is controversial due to its association with eating disorders and food waste (Lee and Wan, 2023). Furthermore, food vloggers promote food-based content on their channels and establish social relationships with viewers by encouraging interactions through comments and feedback (Song *et al.*, 2023). Some vloggers have gained high levels of trust and recognition among their viewer community to the extent that they can persuade their followers to buy a product (Farahdiba, 2022). Therefore, it is necessary to fully understand consumer response to content and for food video content creators to design effective influencer marketing strategies. Moreover, current literature on food video consumption has overlooked the influence of individual conditions on consumer purchasing behavior. Single-person households are becoming more common worldwide (Ortiz-Ospina, 2019) which has led to an increase in the number of people dining alone, resulting in more social media use as solo diners often use digital devices to combat loneliness and boredom during daily eating

experiences (Lemke and Schifferstein, 2021). One-person households with more available time and space, financial security and independence often exhibit generous spending on food consumption (Lee and Han, 2013). Therefore, the impact of individual differences on consumer behavior toward food videos should be considered. In addition, Kanaveedu and Kalapurackal (2022) have highlighted the need for more research on influencer marketing in emerging markets. The Asian region has the highest number of social networking platform users, followed by the Americas (Statista, 2023a, b) but input from these countries is currently limited, and additional studies in emerging markets are necessary, especially given that influencer marketing is still a developing field (Chetioui *et al.*, 2020).

This study is informed by the Stimulus-Organism-Response (S-O-R) and Uses and Gratification theory (U&G), which incorporates motivations to watch food videos (i.e. entertainment, information and interaction value) into the research model as stimuli and examines how these motivations affect attitudes toward food videos and food vloggers (organism), which eventually results in the purchase intention of food items. This study screens the extant literature and identifies three key motivations (i.e. information, entertainment and interaction value) that can contribute to attitudes toward food videos and attitudes toward food vloggers. Given that consumers who frequently use social media are more likely to visit and dine in restaurants they see on social media (Arceo *et al.*, 2018), this study also examines the moderating role of social media use frequency to explore whether the impact of two types of attitude on consumer response is contingent on consumers' frequency of social media use. Essentially, the research questions of this study are threefold:

- (1) How does the information, entertainment and interaction value of food videos affect consumers' attitudes toward food videos and attitudes toward food vloggers?
- (2) How do consumer attitudes toward food videos and vloggers affect their intention to purchase food products?
- (3) Does the frequency of social media use interact with two types of attitudes to influence consumer purchase intention of food products?

This research makes significant contributions to both theory and practice in various aspects. First, by integrating S-O-R and U&G theories, this study provides a comprehensive understanding of multiple motivations behind consumers watching food videos and making subsequent purchases. This insight can help food brand owners strategically collaborate with food vloggers and suggest ways for vloggers to build virtual proximity with their viewers. Second, this study conducts a moderation analysis to understand the boundary conditions of the impact of motivation and consumer attitude on purchase intention. These findings collectively assist food brand owners in deciding their influencer marketing strategy. Third, by validating the research model using data from Vietnam's food industry, this study addresses the need for more research on influencer marketing in emerging markets. Vietnam, known for its high social media use (Statista, 2023a, b) and increasing consumer concern for food safety (Ha *et al.*, 2019), was chosen for the focus of this study.

2. Theoretical background and hypothesis development

2.1 Food vloggers

Video bloggers, also called vloggers, produce and publish videos to share their encounters with products, services and brands (Lee and Watkins, 2016). Vloggers typically plan and appear directly in their videos, acting as regular consumers who discuss various aspects, including locations, pricing and menus. Their motivation for sharing opinions and experiences varies, ranging from a desire for fame and community to a genuine interest in food and a commitment to helping others (Chatzopoulou *et al.*, 2020; Hennig-Thurau *et al.*, 2004).

In today's society, vloggers have become prominent opinion leaders and valuable sources of information in specific domains or product categories on social media (Goodman and Jaworska, 2020). In addition to specializing in creating videos centered around food, food vloggers also showcase food concepts and recipe ideas in their videos. Previous studies on food vlogs have examined the effect of food vlogger characteristics on parasocial interactions (Farahdiba, 2022) and the influence of food vlogs on sharing and purchase intention (Luong and Ho, 2023; Mainolfi *et al.*, 2022) and revealed that food vloggers have the potential to significantly impact consumer perceptions and purchase decisions.

2.2 Uses and gratifications theory (U&G)

The U&G theory, introduced by Katz *et al.* (1974), is widely regarded as a highly-effective paradigm for understanding motivations behind media use in mass communication research (LaRose and Eastin, 2004) and has been applied to explain why consumers choose specific new digital media (Gogan *et al.*, 2018; Song *et al.*, 2023). According to the U&G theory, individuals actively select media based on their specific needs and motivations. Need refers to something essential or desirable that individuals lack at a given time (Song *et al.*, 2023), and motivation to fulfill a need is a crucial driver of media use (Papacharissi and Rubin, 2000). Motivation provides reasons for individuals to engage with specific types of media and guide media choices, including considering potential gratification. Additionally, user motivation for media use reflects their expectations of the benefits they will acquire from using media (Gogan *et al.*, 2018).

Previous research has identified entertainment, information and social interactions as crucial motivations for using social media platforms (Shao, 2009) and emphasized that the information these platforms provide is entertaining and easy to process and share (Sokolova and Perez, 2021). Within food blogging, studies have highlighted the importance of informativeness and entertainment in evaluating an influencer's performance (Luong and Ho, 2023; Song *et al.*, 2023) and the need for socializing has been found to drive social media use significantly (Gogan *et al.*, 2018). Thus, in the conceptual model proposed by this study, entertainment, information and interaction value are considered motivations to fulfill unmet needs and represent the anticipated gratifications from watching food videos.

2.3 Stimulus-organism-response (S-O-R) theory

The S-O-R theory, proposed by Mehrabian and Russell (1974), suggests that environmental cues can elicit internal reactions in individuals (organisms), leading to specific behavioral responses. Previous research has adopted this theory to investigate consumers' emotional and behavioral outcomes in various online purchase contexts. For example, Song *et al.* (2023) reported that attitude toward *mukbang* (organisms) mediated the relationships between vicarious satisfaction, enjoyment and information (stimuli) and consumer intention to watch *mukbangs* (responses). Similarly, Gogan *et al.* (2018) confirmed the effectiveness of the S-O-R theory by explaining the influence of entertaining value, social participation and information consumption on users continued use of Weibo through satisfaction. In summary, this theory has been applied to identify individual behavioral outcomes in diverse online contexts, making it suitable for exploring individual viewer behavior in food videos.

In accordance with the S-O-R framework, this study considers motivations to watch food videos as environmental stimuli, assigns attitudes toward food videos and food vloggers to the organism, and identifies the intention to purchase the recommended food products as the response.

2.4 Entertainment, information, interaction value and attitude

Entertainment value represents the fun and emotional aspects of an activity and refers to how enjoyable an activity is considered to be (Luong and Ho, 2023). Users often turn to social media for stress relief, choosing platforms that provide high enjoyment (Gogan *et al.*, 2018).

Social media can satisfy consumers' information needs (Gogan *et al.*, 2018). Vo *et al.* (2024) highlighted that accurate, relevant and timely information from social media posts can stimulate cognitive and affective responses in users. Food videos can serve as a source of information (Muda and Hamzah, 2021) and information value measures how effectively food videos convey information, such as food ingredients and cooking techniques to consumers. Consumers are more likely to develop a positive attitude toward content when they perceive a vlog as a reliable source of expertise and knowledge (Muda and Hamzah, 2021).

Social interaction fulfills an individuals' social needs and plays a significant role in the continued use of social media (Gogan *et al.*, 2018) as humans naturally seek social relationships and online social platforms enable users to connect with fellow community members (Gogan *et al.*, 2018). Food videos give users the opportunity to interact and build social relationships through features such as "Like", "Comment" or "Share". Users can form online friendships with content owners or other members of the virtual community who share the same interest in food videos.

The value users obtain from entertainment, information and interaction on a social media platform contributes to their satisfaction with the platform (Gogan *et al.*, 2018). This study proposes that the more food videos satisfy consumer need for entertainment, information and interactions, the more positively consumers will feel about the content. Additionally, as the vlogger typically guides food videos, consumers can develop a positive attitude toward the content owner. Thus, the following hypotheses are developed:

- H1a. Entertainment value is positively related to attitude toward food videos.
- H1b. Entertainment value is positively related to attitude toward food vloggers.
- H2a. Information value is positively related to attitude toward food videos.
- H2b. Information value is positively related to attitude toward food vloggers.
- H3a. Interaction value is positively related to attitude toward food videos.
- H3b. Interaction value is positively related to attitude toward food vloggers.

2.5 Attitudes and intention to purchase

Attitude refers to an individual's evaluative judgment of a concept. When individuals form positive or negative judgments, their attitude influences their intention to engage in or abstain from certain behaviors (Ajzen, 1991). The theory of planned behavior (TPB) suggests a positive relationship between attitude and behavioral intention (Ajzen, 1991). Previous research in social media consumption has confirmed the positive influence of attitude on the intention to watch content on video-sharing platforms and the purchase of recommended products.

Furthermore, the relationship between food vloggers and their viewers is parasocial, as viewers can withdraw if they find the watching experience unsatisfactory. A particular food can be featured in multiple vlogs, and vloggers typically receive brand sponsorships based on the spectrum of their network, intensifying the competition among vloggers. Therefore, in addition to video content, consumers' intention to buy featured food items can be affected by their overall evaluation of the vlogger. The following hypotheses are formulated:

- H4. Attitude toward food videos is positively related to purchase intention.
- H5. Attitude toward food vloggers is positively related to purchase intention.

2.6 The moderating role of social media use frequency

Prior research has shown that food videos can encourage consumer food intake (Tazeoglu and Bozdogan, 2022). Consumers can acquire more information about the food by engaging in discussions with food vloggers, such as asking questions in the comment section, and as a result, will better evaluate recommended food. Consequently, consumers can make informed purchase decisions, strengthening their purchase intention. Previous research has identified knowledge as one of the strong predictors of consumer purchase intention (Younus *et al.*, 2015) and consumers who spend more time on social media are more likely to acquire additional food information from vloggers, contributing to greater purchase intention.

However, one major drawback of using ICT devices is the rise of distraction (Lemke and Schifferstein, 2021) because when consumers dedicate more screen time to watching multiple videos, their focus on eating can wane. In addition, if food videos convey similar information, it can lead to information confusion. Dang’s study (2020) revealed that this confusion can cause psychological distress, which drives users away from using social networking sites. Since social media algorithms often present videos with similar content to consumers (Tazeoglu and Bozdogan, 2022), spending excessive time shifting between videos featuring the same food product can overwhelm consumers with information and diminish their interest in tasting the food. Based on these arguments, the following hypotheses have been formed (see Figure 1):

- H6a. Social media use frequency negatively moderates the relationship between attitude toward food videos and purchase intention.
- H6b. Social media use frequency positively moderates the relationship between attitude toward food vloggers and purchase intention.

3. Research method

3.1 Measures

As shown in Table 2, all constructs and measurement scales in this study were adopted from previous literature due to their high validity and reliability (Lee and Ma, 2012; Kim *et al.*, 2007; Dodds *et al.*, 1991; Liu *et al.*, 2019; Paek *et al.*, 2011; Dimofte *et al.*, 2003). Before the main study,

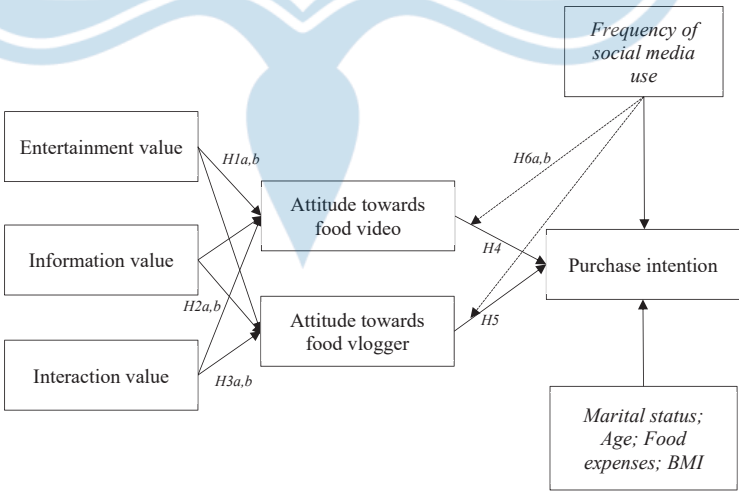


Figure 1.
Research model

Source(s): Created by authors

in-depth interviews were conducted with business academics, industry experts and selected consumers to ensure that the survey questions fit the research context. Some minor adjustments were made to the items and questionnaire based on the feedback. A seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) was used to measure the items of the research variables. Table 2 presents all the constructs and measurement items in this study.

3.2 Sample and data collection

Convenience sampling was used in the absence of a sampling frame and the sample consisted of respondents who watched food videos shared on YouTube. YouTube was chosen because it is the most popular video-sharing platform, enabling users to share experiences of buying and using products with other users (Muda and Hamzah, 2021).

The number of followers an account has on social media platforms often signifies the source's credibility and information sources with large followings are considered reliable (Lee *et al.*, 2020). Lee *et al.* (2020) proposed that the ideal number of followers is 200 and food vloggers with at least 200 followers were selected for this study. According to their social media profiles and the latest rankings from NoxInfluencer (2023), eight food-related YouTube channels were eligible for the study: Hanoi Food (450,000 followers), PM Food (391,000 followers), Ninh Tito (846,000 followers), Bếp trưởng Review (335,000 followers), Ăn sập Hà Nội (326,000 followers), Food Oscar (427,000 followers), Khoai Lang Thang (2,240,000 followers) and Pít Ham ăn (1,550,000 followers). From May to July 2023, an online self-administered questionnaire was developed and distributed through the comment section of the chosen YouTube food channels. A total of 391 questionnaires were collected, and 339 of these were valid. Table 1 presents the demographic profiles of respondents in this study.

3.3 Analysis methods

This study utilized quantitative methods to analyze the data. The data analysis incorporated Smartpls 4.0 software, specifically applying structural equation modeling based on the partial least squares method (PLS-SEM) which was chosen over the covariance-based structural equation modeling (CB-SEM) for having several advantages. First, PLS-SEM is particularly effective for exploratory research to build upon existing theories (Hair *et al.*, 2022; Reinartz *et al.*, 2009). This study, which regards three types of motivations as stimuli and manifests organisms as two types of attitudes, is seen as an extension of the S-O-R and U&G theories rather than a confirmation. Second, PLS-SEM enables accurate parameter estimation

Variable	Items	Frequency	%	Variable	Items	Frequency	%
Gender	Male	118	34.81	Individual monthly food expenses (FoEx)	<VND 1,000,000	30	8.85
	Female	221	65.19		VND 1,000,000–3,000,000	129	38.05
Age	Gen Z	198	58.41		VND 3,000,000–5,000,000	99	29.20
	Gen Y	102	30.09	Frequency of social media use daily (TiIn)	>VND 5,000,000	81	23.89
	Gen X	39	11.50		<1 h	48	14.16
Educational level	High school	81	23.89		1–3 h	132	38.94
	University	198	58.41		3–8 h	108	31.86
	Postgraduate	60	17.70		>8 h	51	15.04
Marital status (MaSt)	Single	146	43.07	BMI	BMI < 18	39	11.50
	Married	193	56.93		18 < BMI < 25	225	66.37
					BMI > 25	75	22.12

Source(s): Created by authors

Table 1.
Demographics of
respondents

Source	Items	Outer loadings	Cronbach's alpha	CR	AVE
<i>Information value (IFVA)</i>					
Lee and Ma (2012)	Food video helps me to store useful information about food	0.812	0.873	0.876	0.663
	Food video is good for retrieving information about food when I need it	0.833			
	Food video is useful to keep up to date on the latest news and events about food	0.818			
	Information from food video is very useful to me	0.835			
	Food video is useful for finding information about food	0.773			
<i>Entertainment value (ENVA)</i>					
Kim et al. (2007)	I have fun with food video	0.861	0.880	0.886	0.734
	Watching food video provides a lot of enjoyment	0.883			
	I enjoy watching food video	0.855			
	Watching food video makes me excited	0.828			
<i>Interaction value (INVA)</i>					
Liu et al. (2019)	I can connect with vlogger and other people through food video	0.830	0.877	0.879	0.732
	I can exchange information with vlogger and other people through food video	0.901			
	Food vlogger usually interacts with me through food video	0.845			
	Food vlogger usually interacts with me directly or indirectly through social media	0.845			
<i>Attitude towards food video (VIAT)</i>					
Paek et al. (2011)	I like watching food video	0.888	0.847	0.847	0.766
	It is worthwhile watching food video	0.886			
	Food video has interesting content	0.851			
<i>Attitude towards food vlogger (VLAT)</i>					
Dimofte et al. (2003)	Food vlogger is very nice	0.932	0.908	0.909	0.845
	Food vlogger has high reliability	0.931			
	Food vlogger is sincere	0.895			
<i>Purchase intention (PUIN)</i>					
Dodds et al. (1991)	I would consider buying food products I watch on food video	0.952	0.958	0.950	0.906
	I will buy food products used in food video	0.953			
	I am willing to buy food products used in food video	0.950			

Table 2.
Reliability and validity of measurement scales

Source(s): Created by authors

even with a limited sample size, eliminating the need for a large sample size (Reinartz et al., 2009). Third, PLS-SEM deals effectively with complex models such as the ones in this research, including those with moderators. In this study, a two-step approach was employed using structural equation modeling (Hair et al., 2019): (1) validity and reliability of the instruments evaluated through the measurement model; and (2) hypotheses tested by analyzing the bootstrapping results in the structural model.

Following the suggestions of Tazeoglu and Bozdogan (2022), Hafeez et al. (2017) and Garcia and Grande (2010), this study controlled the effects of social media use frequency, with age, food expenses, marital status and BMI as the dependent variables.

4. Results

4.1 Measurement model assessment

The research reliability analyses showed that Cronbach's alpha and composite reliability (CR) exceeded 0.70 for all latent constructs, indicating this was a reliable measurement instrument for this study. The loading values of all items exceeded the cutoff value of 0.7, and the latent constructs' average variance extracted (AVE) values were above the cutoff value of 0.5. Thus, convergent validity was acceptable in this study (Hair *et al.*, 2019) (Table 2).

Heterotrait-monotrait (HTMT) ratios were utilized to assess the measurement model's discriminant validity. As listed in Table 3, all HTMT ratios fall within the range of 0.376–0.657, below the threshold of 0.85 which confirms that the current research model demonstrates discriminant validity (Henseler *et al.*, 2015).

Two different statistical methods were applied to check for common method bias (CMB). First, Harman's one-factor test was used. The results showed that the first factor accounted for 45.122% of the variance, under the 50% threshold (Podsakoff *et al.*, 2003). Additionally, a full collinearity assessment, as recommended by Kock (2015), was conducted to detect CMB. The variance inflation factor (VIF) values should be lower than the cutoff value of 3.3 (Kock, 2015). In this study, the full collinearity test revealed that all latent variable VIFs were below the threshold of 3.3, indicating minimal concern for common method bias.

4.2 Structural model assessment

Table 4 and Figure 2 show the outcomes of the analysis. Entertainment value ($\beta = 0.393$, $p = 0.000$) and information value ($\beta = 0.288$, $p = 0.000$) were found to have a significant effect on attitudes toward food videos. In contrast, the interaction value ($\beta = -0.030$, $p = 0.329$) did not significantly affect attitude toward food videos. Hence, hypotheses H1a and H2a were confirmed, while H3a was rejected. Our results show that entertainment value ($\beta = 0.365$, $p = 0.000$), information value ($\beta = 0.245$, $p = 0.000$) and interaction value ($\beta = 0.162$, $p = 0.009$) explained attitude towards a food vlogger. Thus, hypotheses H1b, H2b and H3b were supported. Attitude towards food videos ($\beta = 0.335$, $p = 0.000$) and attitude towards a food vlogger ($\beta = 0.236$, $p = 0.000$) significantly influenced purchase intention, supporting H4 and H5.

In addition, the results in Table 4 and Figure 2 reveal that the interaction effect between the frequency of social media use and attitude towards food videos is significantly and negatively associated with purchase intention ($\beta = -0.214$, $p = 0.000$). Therefore, H6a is supported. However, the findings also indicate that the interaction effect between the frequency of social media use and attitude toward food vloggers is significantly and positively associated with purchase intention ($\beta = 0.177$, $p = 0.000$), supporting H6b.

Among all control variables, only marital status ($\beta = 0.630$, $p = 0.000$) and the frequency of social media use ($\beta = 0.178$, $p = 0.000$) had a positive relationship with consumer purchase intention. Other control variables were not statistically and significantly associated with consumers' purchase intention. This result indicates that demographics did not play an essential role in forming consumer intention to purchase food products after watching food videos.

	ENVA	IFVA	INVA	PUIN	VIAT	VLAT
ENVA						
IFVA	0.645					
INVA	0.617	0.606				
PUIN	0.560	0.550	0.376			
VIAT	0.622	0.573	0.390	0.627		
VLAT	0.657	0.601	0.549	0.572	0.611	

Source(s): Created by authors

Table 3.
Heterotrait-
monotrait ratio

Table 4.
Hypotheses results

	Model 1	Model 2	Model 3	Results
H1a: ENVA → VIAT	0.393***	0.393***	0.393***	Accepted
H1b: ENVA → VLAT	0.365***	0.365***	0.365***	Accepted
H2a: IFVA → VIAT	0.288***	0.288**	0.288***	Accepted
H2b: IFVA → VLAT	0.245***	0.245***	0.245***	Accepted
H3a: INVA → VIAT	-0.030 ^{NS}	-0.030 ^{NS}	-0.030 ^{NS}	Rejected
H3b: INVA → VLAT	0.162**	0.162**	0.162**	Accepted
H4: VIAT → PUIN	0.392***	0.343***	0.335***	Accepted
H5: VLAT → PUIN	0.322***	0.210***	0.236***	Accepted
Age → PUIN		0.017NS	0.016NS	
BMI → PUIN		0.046NS	0.035NS	
MaSt → PUIN		0.636***	0.630***	
FoEx → PUIN		0.026NS	0.013NS	
Tiln → PUIN		0.194***	0.178***	
H6a: Tiln × VIAT → PUIN			-0.214***	Accepted
H6b: Tiln × VLAT → PUIN			0.177***	Accepted
Adjusted R ²	38.9	51.9	54.6	

Note(s): *** $p < 0.001$, ** <0.01 , * <0.05 NS: Not significant
Source(s): Created by authors

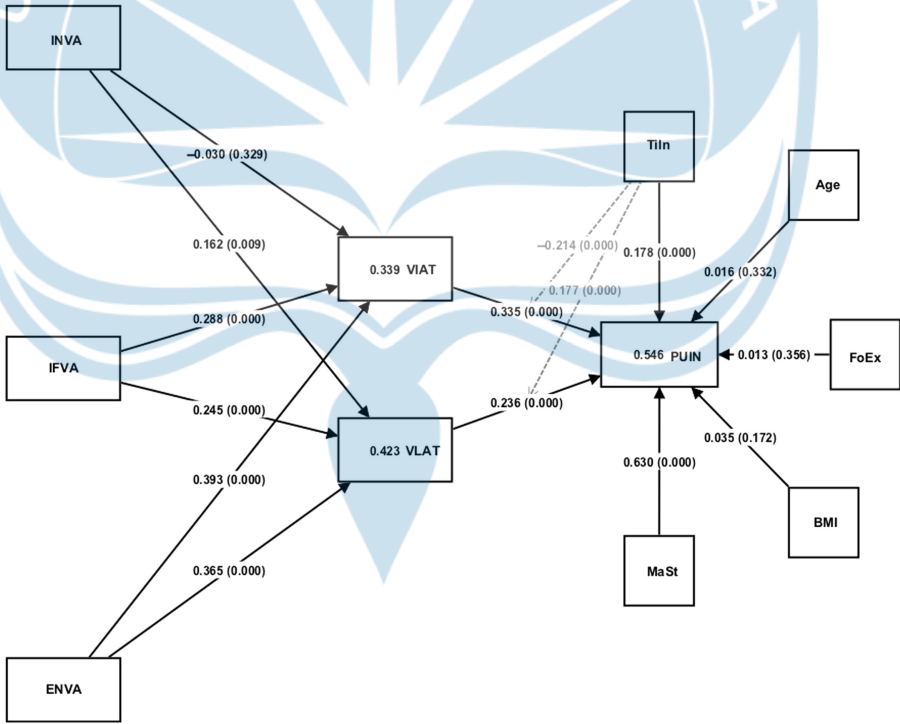


Figure 2.
Path coefficient of
full model

Source(s): Created by authors

5. Discussion of findings and implications

5.1 Discussion of the main findings

The primary objective of this research was to advance understanding of how motivations for watching food videos affect food purchasing behavior. As suggested by the S-O-R theory, the results reveal that consumer motivation to watch food videos shape their attitude towards food videos and food vloggers, leading to purchase intention. This study explicitly finds a positive relationship between information and entertainment value and consumers' attitudes toward food videos which extends prior work of [Song et al. \(2023\)](#), who found that information and entertainment value jointly shape consumer attitude toward *mukbang* content.

The study finds that attitude towards food videos is primarily influenced by entertainment value, followed by information value. This finding partly contradicts the findings of [Chi et al. \(2024\)](#), who reported a stronger correlation between information-focused videos and consumer attitude, rather than emotion-focused videos and consumer attitude, in the context of short food tourism videos. A potential explanation could be that consumers watch food videos primarily to alleviate loneliness and isolation by connecting and sharing similar interests with a virtual community ([Kircaburun et al., 2020](#)). Consequently, they seek entertaining content that is easily shared with their virtual peers.

Findings suggest consumer attitude toward food vloggers is affected mainly by entertainment value, followed by information value and then interaction value, and again confirm the work of previous studies that highlight enjoyment and information as important factors for consumers when watching food videos ([Chi et al., 2024](#)). One interesting finding is that interaction value does not significantly affect consumer attitude toward food videos despite it influencing attitude towards food vloggers. This contradicts the findings of [Sokolova and Perez \(2021\)](#), who reported a strong effect of social interaction on viewers' attitudes toward fitness influencer YouTube videos. One possibility for this discrepancy is that consumers' willingness to engage with a food video depends more on their evaluation of the food vlogger than on the video content which underlines the role of food vloggers in stimulating interaction.

The frequency of social media use negatively moderates the relationship between consumer attitude towards food videos and their purchase intention. It positively moderates the relationship between consumer attitude towards food vloggers and their purchase intention. Consumers often watch food videos when seeking information about new foods. However, since multiple reviews of the same product from different food vloggers are available, watching repetitive content can lead to boredom, weakening the influence of food videos on consumer responses.

Conversely, if food vloggers provide engaging content, such as using the glamorized visual presentation of cooking or eating, they can capture consumers' attention and motivate them to purchase. This finding adds to prior research by [Chen \(2021\)](#), who noted that consumers hesitant to try new or unfamiliar foods tend to make purchase decisions based on their attitudes toward vloggers. If vloggers convincingly demonstrate that certain new foods are delicious, they can alleviate consumers' fear of unfamiliar food.

5.2 Theoretical implications

This study makes several important contributions to influencer marketing and food consumption literature. First, it extends the S-O-R and U&G theories to influencer marketing by testing an integrated model that describes how consumer motivation influences attitude toward food videos and vloggers, eventually leading to intention to buy recommended food products. The model proposed and tested in this study highlights that the S-O-R and U&G theories can be used as a theoretical framework for tracing the influence of food vloggers on consumer impact and behavioral outcomes.

Second, this study sheds new light on the role of two distinct attitudes in the relationship between consumer motivation and purchase intention. Previous literature primarily focused

on consumer attitude towards food videos, neglecting to consider that food vlogs enable the content creator's presence in the pre-recorded videos. The positive impact of two types of attitudes underscores the complex process linking consumer motivation (i.e. entertainment, information and interaction value) to their attitude towards food videos and vloggers and, ultimately, their purchase intention. These findings will be valuable for future researchers exploring the interplay between consumer motivation and emotional and behavioral responses to food videos.

Third, this study outlines a boundary condition, specifically the frequency of social media use, through which food videos influence consumers' purchase intention. The research enriches existing knowledge by indicating that frequent social media use can amplify the impact of consumer attitude toward food vloggers on their purchase intention. However, frequent social media use can also be a double-edged sword, as it can diminish the influence of consumer attitude toward food videos on their purchase intention. The findings indicated that forming stronger purchase intention after watching food videos often requires a high frequency of viewer social media consumption, to the extent that it does not undermine the positive influence of their attitude towards food videos. These moderating mechanisms paint a comprehensive picture of how individual differences affect consumers' attitudes and purchase intentions, which have been overlooked in the literature.

Finally, this study, focusing on Vietnam, fills the research void about the impact of influencer marketing, specifically food videos, on consumer behavior in emerging markets, which has been relatively unexplored (Kanaveedu and Kalapurackal, 2022). As food safety systems in these markets are currently undergoing a transformation towards more stringent measures due to increased demand for safer food (Wongprawmas and Canavari, 2017), the findings provide initial foundations and implications for researchers studying consumer responses to food videos in emerging markets.

5.3 Managerial implications

From a managerial perspective, this study offers strategic recommendations for food vloggers and food brand managers. First, this study provides food vloggers with fresh insights into designing food videos to influence favorable consumer attitude and purchase intention. The findings suggest that entertainment value has the greatest impact on fostering a positive attitude towards food videos, followed by information value. Therefore, a strategic approach for food vloggers to engage and appeal to audiences is to deliver informative content while maintaining transparency.

Second, food videos offer opportunities for food brand managers to showcase the history or culture behind a food, such as local cuisines, local eating habits and original recipes. The findings suggest that, apart from sponsoring food vloggers to taste and review their products, food business owners can collaborate with vloggers to create entertaining content, such as online contests or fun quizzes, for their consumers. These would enhance consumers' positive attitudes toward the food video and the vlogger, increasing the likelihood of purchase. Considering the importance of food safety and reducing food waste, food videos can also educate consumers about food products' healthiness, cleanliness and nutritional benefits. Music, images and animation effects can enhance delivering comprehensive and easily understandable information.

Third, since the frequency of social media use can amplify the impact of attitude toward food vloggers on purchase intention, selecting the right food vlogger becomes crucial. Food business owners should seek partnerships with food vloggers who align with their brands and target consumers. Additionally, as single people tend to spend more time on social media, food vloggers should consider incorporating interactive features in their videos to create a sense of belonging for single viewers who dine alone, as these people often use technology during meals to combat feelings of loneliness.

Furthermore, due to the frequency of social media potentially diminishing the impact of attitude towards food videos on purchase intention, it is essential to constantly refresh the content of food videos. However, it is worth noting that food vloggers should avoid solely focusing on viral food trends, as this may lead to viewer boredom due to a sense of repetitiveness.

6. Limitations and future directions

Several limitations in this study should be acknowledged and addressed in future research. First, the sample only comprised YouTube users in Vietnam, which may limit the generalizability of the findings. Second, this study focused exclusively on food vloggers. To expand the scope of research, future studies could investigate the research model using other content genres, such as beauty vloggers, gaming vlogs and lifestyle vlogs. Third, although cross-sectional data is commonly used in consumer behavior studies, it may introduce bias when determining causal relationships between variables. Therefore, future research should collect longitudinal data to better assess the long-term effect of food video viewing. Moreover, given the increasing uptake of TikTok among young audiences and its growing emphasis on food-centric content, another avenue for future research is to examine whether consumers' motivations to watch food videos vary with platforms. In addition, considering the positive effect of marital status on purchase intention, future research should explore incorporating this variable as a moderator in the research model.

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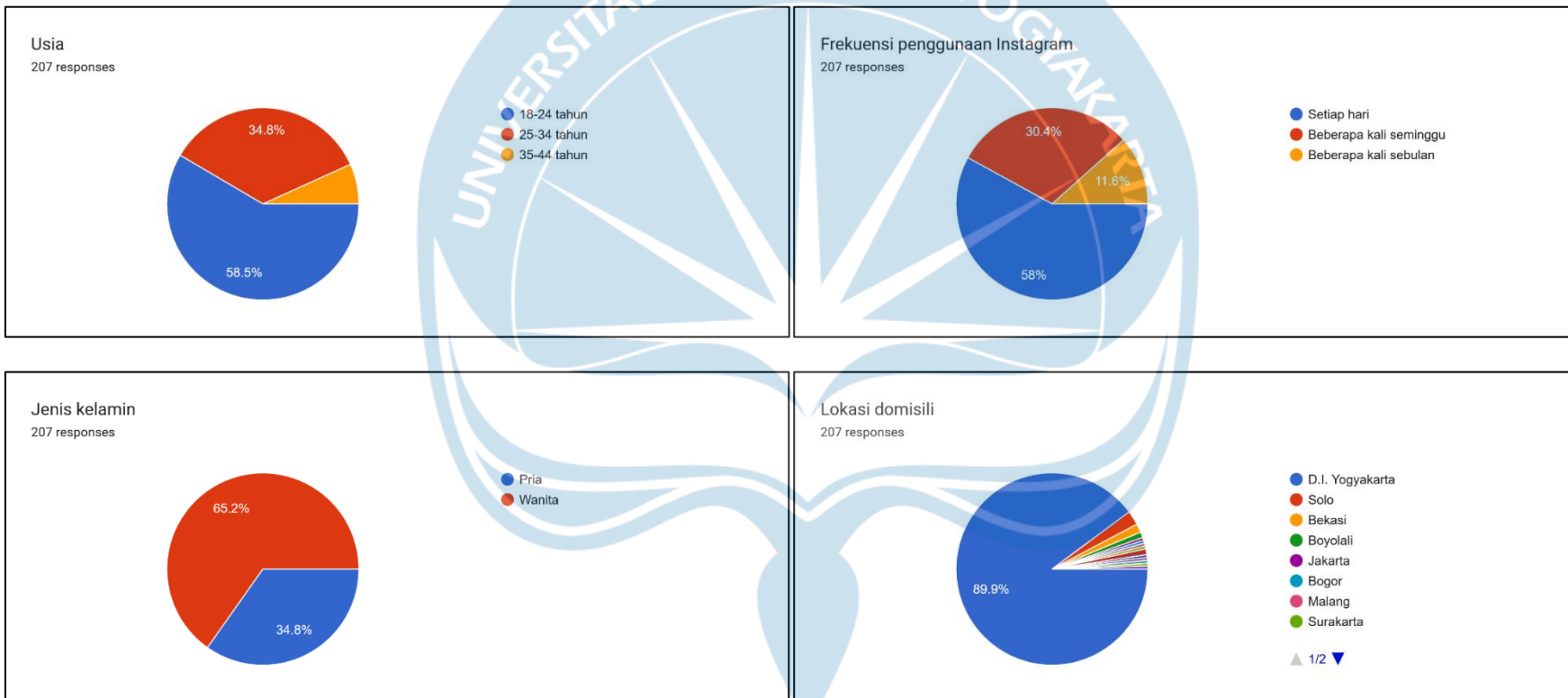


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LAMPIRAN 4: DATA RESPONDEN



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