

References

- Abdus Saboor. (2020, September 20). *Impact of Digital Marketing on Online Purchase Intention: Mediating Effect of Brand Equity & Perceived Value Submitted By*. Research Gate.
- https://www.researchgate.net/publication/344324022_Impact_of_Digital_Marketing_on_Online_Purchase_Intention_Mediating_Effect_of_Brand_Equity_Perceived_Value_Submitted_By
- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Auxier, B., & Anderson, M. (2021, April 7). *Social Media Use in 2021*. Pew Research Center.
- <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331. mdpi. <https://doi.org/10.3390/su15065331>
- Carter, M., & Egliston, B. (2021). The work of watching Twitch: Audience labour in livestreaming and esports. *Journal of Gaming & Virtual Worlds*, 13(1), 3–20.
- https://doi.org/10.1386/jgvw_00025_1

- Chatzopoulou, E., Filieri, R., & Dogruyol, S. A. (2020). Instagram and body image: Motivation to conform to the “Instabod” and consequences on young male wellbeing. *Journal of Consumer Affairs*, 54(4), 1270–1297. <https://doi.org/10.1111/joca.12329>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers’ purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361–380. <https://www.emerald.com/insight/content/doi/10.1108/jfmm-08-2019-0157/full/html>
- Chi, C. G., Deng, D. S., Chi, O. H., & Lin, H. (2022). Framing food tourism videos: What drives viewers’ attitudes and behaviors? *Journal of Hospitality & Tourism Research*, 48(3), 109634802211230. <https://doi.org/10.1177/10963480221123097>
- Farahdiba, D. (2022). Antecedents and Consequences of Credibility and Parasocial Interaction on Food Shopping Intentions. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(1), 38–49. <https://doi.org/10.20473/jmtt.v15i1.32513>
- Goodman, M. K., & Jaworska, S. (2020). Mapping digital foodscapes: Digital food influencers and the grammars of good food. *Geoforum*, 117, 183–193. <https://doi.org/10.1016/j.geoforum.2020.09.020>
- Guo, X., Li, W., Hu, H., He, L., & Li, S. (2021). Influencer Marketing and Traditional Marketing in China: How Does Influencer Marketing in the Leisure Food Industry Affect Purchase Intention. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*. <https://doi.org/10.2991/assehr.k.211209.249>

- Hanaysha, J. (2022). International Journal of Information Management Data Insights Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2, 100102. <https://doi.org/10.1016/j.ijime.2022.100102>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-Of-mouth via Consumer-Opinion platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Jiang, W., & Chen, H.-L. (2024). Can Short Videos Work? The Effects of Use and Gratification and Social Presence on Purchase Intention: Examining the Mediating Role of Digital Dependency. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1), 5. <https://doi.org/10.3390/jtaer20010005>
- Kanaveedu, A., & Kalapurackal, J. J. (2022). Influencer marketing and consumer behaviour: A systematic literature review. *Vision: The Journal of Business Perspective*, 28(5). <https://doi.org/10.1177/09722629221114607>
- Kopp, C. M. (2020). *Perceived Value: What It Is and Why It's Important*. Investopedia. https://www.investopedia.com/terms/p/perceived-value.asp?utm_source=chatgpt.com
- Lee, D., & Wan, C. (2023). The Impact of Mukbang Live Streaming Commerce on Consumers' Overconsumption Behavior. *Journal of Interactive Marketing*, 58(2-3), 198–221. <https://doi.org/10.1177/10949968231156104>
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>

- Lemke, M., & Schifferstein, H. N. J. (2021). The use of ICT devices as part of the solo eating experience. *Appetite*, 165, 105297. <https://doi.org/10.1016/j.appet.2021.105297>
- Li, X., Romainoor, N. H., & Sun, Z. (2023). Factors influencing consumers' purchase intention of Gejia batik. *Heliyon*, e23085. <https://doi.org/10.1016/j.heliyon.2023.e23085>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458–468.
- Luo, B., Li, L., & Sun, Y. (2022). Understanding the Influence of Consumers' Perceived Value on Energy-Saving Products Purchase Intention. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.640376>
- Luong, T.-B., & Ho, C.-H. (2023). The influence of food vloggers on social media users: A study from Vietnam. *Heliyon*, 9(7), e18259. <https://doi.org/10.1016/j.heliyon.2023.e18259>
- Mainolfi, G., Marino, V., & Resciniti, R. (2021). Not just food: Exploring the influence of food blog engagement on intention to taste and to visit. *British Food Journal*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/bfj-04-2021-0400>
- Mihart (Kailani), C. (2012). Modelling the Influence of Integrated Marketing Communication on Consumer Behaviour: An Approach based on Hierarchy of Effects Concept. *Procedia - Social and Behavioral Sciences*, 62, 975–980. <https://doi.org/10.1016/j.sbspro.2012.09.166>
- Morwitz, V. (2012). Consumers' Purchase Intentions and their Behavior. *Foundations and Trends® in Marketing*, 7(3), 181–230. <https://doi.org/10.1561/17000000036>
- Ortiz-Ospina, E., & Roser, M. (2020). Loneliness and Social Connections. *Our World in Data*. <https://ourworldindata.org/social-connections-and-loneliness#loneliness-solitude-and-social-isolation>

- Peng, L., & Liang, S. (2013). *The Effects Of Consumer Perceived Value On Purchase Intention In E-Commerce Platform: A Time-Limited Promotion Perspective*.
<https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1026&context=iceb2013>
- Posavac, S. S., Kardes, F. R., & Hoeffler, S. (2012). Consumer Psychology. *Encyclopedia of Human Behavior*, 589–595. <https://doi.org/10.1016/b978-0-12-375000-6.00107-5>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(1).
<https://doi.org/10.1016/j.jretconser.2019.01.011>
- Song, H. G., Kim, Y.-S., & Hwang, E. (2023). How Attitude and Para-Social Interaction Influence Purchase Intentions of Mukbang Users: A Mixed-Method Study. *Behavioral Sciences*, 13(3), 214. <https://doi.org/10.3390/bs13030214>
- Statista. (2019). *Global social media users by region 2019* | Statista. Statista; Statista.
<https://www.statista.com/statistics/454772/number-social-media-user-worldwide-region/>
- Takaya, R. (2019). Antecedents Analysis of Purchase Intention. *Business and Entrepreneurial Review*, 16(1), 1. <https://doi.org/10.25105/ber.v16i1.4906>
- Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence. *Journal of Marketing*, 83(4), 1–20.
- VASQUES MILHINHOS, P. R. (2015). *“THE IMPACT OF CONTENT MARKETING ON ATTITUDES AND PURCHASE INTENTIONS OF ONLINE SHOPPERS: THE CASE OF VIDEOS &*

TUTORIALS AND USER-GENERATED CONTENT” PATRICIA RAQUEL VASQUES MILHINHOS Rio de Janeiro -2015 DISSERTAÇÃO APRESENTADA À ESCOLA BRASILEIRA DE ADMINISTRAÇÃO PÚBLICA E DE EMPRESAS PARA OBTENÇÃO DO GRAU DE MESTRE.

<https://repositorio.fgv.br/server/api/core/bitstreams/874b4528-0989-4988-9240-74c67c36ea86/content>

Vita, B., Deitiana, T., & Ruswidiono, W. (2021). The online marketing of Indonesian street food in Jakarta. *Cogent Business & Management*, 8(1).

<https://doi.org/10.1080/23311975.2021.1996215>

Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The Influence of Consumer Perception on Purchase intention: Evidence from cross-border E-commerce Platforms. *Heliyon*, 9(11), e21617. <https://doi.org/10.1016/j.heliyon.2023.e21617>

Wang, J., Shen, M., & Gao, Z. (2018). Research on the Irrational Behavior of Consumers’ Safe Consumption and Its Influencing Factors. *International Journal of Environmental Research and Public Health*, 15(12), 2764. <https://doi.org/10.3390/ijerph15122764>

Young, G. (2016). Stimulus–Organism–Response Model: SORing to New Heights. *Unifying Causality and Psychology*, 699–717. https://doi.org/10.1007/978-3-319-24094-7_28

Zhang, H., Zheng, S., & Zhu, P. (2024). Why Are Indonesian Consumers Buying on Live Streaming Platforms? Research on consumer perceived value theory. *Heliyon*, 10(13), e33518–e33518. <https://doi.org/10.1016/j.heliyon.2024.e33518>

Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers’ Impulse Buying Based on the S-O-R Theory. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.792419>

- Zhang, N., Liu, R., Zhang, X.-Y., & Pang, Z.-L. (2021). The impact of consumer perceived value on repeat purchase intention based on online reviews: By the method of text mining. *Data Science and Management*, 3(3), 22–32.
<https://doi.org/10.1016/j.dsm.2021.09.001>
- Daniel, C. (2024, January 19). *How Many Views is Viral? 20+ Tips to Go Viral (2025)*. SendShort - Create Viral Shorts Instantly with SendShort.
<https://sendshort.ai/guides/how-many-views-viral/>
- Lee, Y.H. and Han, J.M. (2013), “The rise of single-person households and changes in consumption patterns”, *KIET Industrial Economic Review*, Vol. 18 No. 4, pp. 16-28.
- Rajput, S. and Sharma, P. (2021), “Virtual gazing, unhealthy vlogs and food choices: a behavioural analysis”, *International Journal of Multidisciplinary Educational Research*, Vol. 10 No. 4, Pp. 154-164.
- Bagozzi, R. P., and Burnkrant, R. E. (1979). Attitude organization and the attitude–behavior relationship. *J. Pers. Soc. Psychol.* 37:913. doi: 10.1037/0022-3514.37.6.913
- Spears, N., and Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *J. Curr. Issues Res. Advert.* 26, 53–66. doi: 10.1080/10641734.2004.10505164
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks. Sage, 165.
- Hair Jr, J., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. In Springer
- Morano, Rogerio Scabim, et al. “Street Food: Factors Influencing Perception of Product Quality.” *RAUSP Management Journal*, vol. 53, no. 4, 8 Oct. 2018, pp. 535–554,
<https://doi.org/10.1108/rausp-06-2018-0032>.
- Chen, H., & Ren, J. (2024). Can Influencer Persona Increase the Effectiveness of Social Media Video Ads? The Mediating Effect of Consumer Perceptions of Self. *Journal of*

Theoretical and Applied Electronic Commerce Research, 19(3), 2451–2475.

<https://doi.org/10.3390/jtaer19030118>

Gao, P., Jiang, H., Xie, Y., & Cheng, Y. (2021). The Triggering Mechanism of Short Video Customer Inspiration – Qualitative Analysis Based on the Repertory Grid Technique.

Frontiers in Psychology, 12. Frontiersin. <https://doi.org/10.3389/fpsyg.2021.791567>

Spanger, R. (2013, June 4). *The Six Principles of Video Persuasion* | Dream Engine. Corporate

Video Production Melbourne | Dream Engine | Australia.

[https://www.dreamengine.com.au/news/video-persuasion/?utm_source=chatgpt.co](https://www.dreamengine.com.au/news/video-persuasion/?utm_source=chatgpt.com)

[m](https://www.dreamengine.com.au/news/video-persuasion/?utm_source=chatgpt.com)

MARKET, R. (2025, June 9). *What is Purposive Sampling? 17 Types, Techniques, & Examples*.

TGM Research; TGM RESEARCH: MARKET RESEARCH AND ONLINE PANELS.

https://tgmresearch.com/purposive-sampling.html?utm_source=chatgpt.com

Williams, B. (2024, August 17). *Purposive Sampling Definition and Applications - Insight7 - AI*

Tool For Interview Analysis & Market Research. Insight7 - AI Tool for Interview

Analysis & Market Research.

[https://insight7.io/purposive-sampling-definition-and-applications/?utm_source=cha](https://insight7.io/purposive-sampling-definition-and-applications/?utm_source=chatgpt.com)

[tgpt.com](https://insight7.io/purposive-sampling-definition-and-applications/?utm_source=chatgpt.com)

McNabb, D. E. (2017). Exploring Multivariate Statistics. *Routledge EBooks*, 233–250.

<https://doi.org/10.4324/9781315181158-21>