# Chapter 1

# Introduction

1.1 Background

Social media has created platforms where individuals can create an environment where they can create, manage, and view contents through blogs where they can influence other consumers through contents about certain products and services. This term is known as electronic word of mouth (eWOM) Nowadays, this method is very influential in affecting purchase intentions (Abubakar and Ilkan, 2016; Litvin et al., 2008). When viewers are buying unfamiliar products such as food, they tend to rely on eWOM to gain insights on the food that they are interested in to avoid dangers. (Tellis et al., 2019). In order to avoid the danger of purchasing and eating unknown or untrusted food vendors, consumers use food contents as "sale assistance" to reduce uncertainty when they buy food (Carter and Egliston, 2021). This is due to concerns about food safety for everyone since contaminated food may cause diseases and deaths so pre-research about the food or restaurant is somewhat necessary before ordering from places that are not heard of. (Wang et al., 2018).

People who make and publish videos of them reviewing products, services and brands are known as video bloggers or vloggers for short (Lee and Watkins, 2016). Vloggers would act as regular customers discussing all there is to know about the place, a restaurant for example, and would talk about the locations, pricing, and menus. Reasons why they do this vary differently from vloggers to vloggers, ranging from fame, interest in food or just want to help others (Chatzopoulou et al., 2020; Hennig-Thurau et al., 2004).

Vloggers have emerged as significant social media influencers and information sources in particular fields or product categories (Goodman and Jaworska, 2020). Food vloggers, not only create content focused on food in restaurants, but also feature food and recipe ideas in their videos. Research that has been done before on food vlogs has explored how the characteristics of food vloggers affect parasocial interactions (Farahdiba, 2022), as well as the impact of food vlogs on sharing behaviors and purchase intentions (Luong and Ho, 2023; Mainolfi et al., 2022). These studies suggest that food

reviewers can play a significant role in shaping consumer perceptions and influencing purchasing decisions. The reason why food videos are more amusing towards consumers compared to text blogs that are posted online is because of their nature. Videos combine images, motion and information by both verbal and non-verbal language from their speech and how they behave in front of their camera (Sokolova and Kefi, 2020). Due to the increase in excitement in food vlogs, they make entertainment, curiosity and interest in the viewers which makes them a method of marketing from brands to promote their products, an example would be healthy food catering brands sponsored a vlogger encouraging consumers about nutritious foods and healthy diets (Rajput and Sharma, 2021).

There have been different kinds of food companies that have partnered up with food reviewers in an attempt to promote their products, however, they must take into account that there are many different framing styles of videos which can affect viewer attitudes and behaviours in different ways. (Chi et al,2024) pointed out that short food tourism videos that mainly focus on information are effective in giving the viewer a positive viewer attitude and increases the chances of the viewer sharing and visiting the restaurant in person. So, food brand owners that are looking for a collaboration with food vloggers should be aware of the factors that motivate their consumers to watch videos of their restaurants.

One of the dreams of a content creator is to be viral. Going viral is when a content creator views, engagement and shares are rapidly increasing. Usually, all the increase happens in a short period of time. However, this does not mean that the content itself has to be new or recently posted, it can be a video/post that was posted over a few years ago and suddenly the views and engagement increases. There are multiple reasons why this may happen, factors such as trends, relatability, engagement, and the quality of the content itself. Content often gains widespread traction because it brings strong emotions, humor, a sense of relatability, or surprise, motivating viewers to share it with others, resulting in rapid growth in views and engagement across various platforms. However, different social media platforms have different senses of virality. For example, for tiktok, a video

would have to reach 100,000 views for it to be considered viral whereas for instagram, it would have to be 50,000 views or higher (Daniel C., 2024)

1.2 Problem Formulation

Street food is often associated with simplicity, being served hot and in basic presentations, and sometimes even perceived as unhygienic. Despite (or perhaps because of) these characteristics, street food plays a significant role in urban culinary culture and is a compelling subject for academic study (Morano et al., 2018). Even though the popularity of food videos is very high, there has only been a small amount of research in this area. There is only little understanding of the factors that motivates the viewers to watch food videos, most of the research has only been done on what motivates viewers to watch mukbang videos (Song et al., 2023). However, mukbang, or also known as 'eating broadcasts,' has faced controversy due to its links with food intake disorders and food being thrown out (Lee and Wan, 2023). Food vloggers engage their audiences by promoting food-related content and encouraging interactions through comments and feedback (Song et al., 2023). Some vloggers have built strong trust and recognition within their communities, allowing them to influence their followers' purchasing decisions (Farahdiba, 2022). Therefore, understanding consumer reactions to food video content is essential for creating effective and useful influencer marketing strategies. Furthermore, existing research on food video consumption has not explored how individual characteristics impact purchasing behavior. With the rise of single-person homes throughout the globe (Ortiz-Ospina, 2020), many individuals now dine alone, resulting in a rise in social media usage since lone eaters frequently utilize electronic gadgets to reduce their feelings of being lonely while eating. (Lemke and Schifferstein, 2021). Individuals who are financially independent, live alone, and have more free time and space tend to spend more on food.(Lee and Han, 2013). Therefore, it is essential to take into account how individual variances impact how consumers behave when watching food films. Additionally, Kanaveedu and Kalapurackal (2022) emphasize how crucial it is to conduct more thorough research on reviewers and influencer strategies in developing nations. While the Asian region leads in social media platform usage, followed by the Americas (Statista, 2023),

research from these regions is limited, and further studies and research in emerging markets are essential, particularly as influencer marketing continues to evolve (Chetioui et al., 2020). Lack of digital literacy poses serious problems for street food vendors (kaki lima), especially when it comes to using social media platforms to promote their businesses. In order to reach a wider audience and interact with clients online, many sellers lack the abilities necessary to use platforms like Facebook, Instagram, or TikTok. They are at a disadvantage against rivals who are skilled with these technologies because of this digital divide, which makes it difficult for them to share promotions, display their products, and get feedback from customers. Vendors who lack digital skills find it difficult to draw in tech-savvy customers who base their dining decisions on social media, which could result in lower sales and less market exposure.

1.3 Research Objectives

As the problem stated above, the main objective of this research is to understand the factors of how customers would be positively influenced on going to food stalls by watching food reviewers. Four research objectives were developed in this research:

1. To determine the positive influence of attitude toward Social Media Content on purchase intention.

2. To determine the positive influence of attitude toward Social Media Content on perceived value.

3. To determine the positive influence of perceived value on purchase intention.

4. To examine the mediating role of perceived value in the relationship between attitude toward Social Media Content and purchase intention.

1.4 Research Questions

1. What is the influence of attitude toward social media content on purchase intention?

2. What is the influence of attitude toward social media content on perceived value?

3. What is the influence of perceived value on purchase intention?

4.  What role does perceived value play in mediating the relationship between attitude toward social media content and customers' purchase intention?

1.5 Hypothesis

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| H1: | Attitude towards Social Media Content positively influence purchase intention |
| H2: | Attitude towards Social Media Content positively influence perceived value |
| H3: | Perceive value has positive influence on purchase intention |
| H4: | Perceive value mediate the relationship between attitude towards Social Media Contents and purchase intention |

1.6 Scope of the Research

The target demographics for this study consist of social media users who engage with food-related content, specifically focusing on individuals aged 16 to 35. This age group was chosen because they are the most active demographic in terms of social media engagement, particularly on platforms like Instagram, YouTube, and TikTok, where food vloggers and influencers are highly influential. (Auxier and Anderson, 2021). The participants will be evenly distributed between male and females as studies have shown that both genders show similar levels of engagement in social media platforms (Oberlo, 2024). Greater Jakarta, known for its high concentration of street food vendors and digitally active population, will be the focus of this study, specifically concentrating on the Greater Jakarta area (BPS Jakarta, 2022).

Quantitative method is used for this research. Quantitative research uses numerical data to identify patterns, relationships, and comparisons through methods like questionnaires, observations, and experiments. It helps researchers understand social phenomena by measuring and observing them, often using large sample populations. This method has been used several times in industries for market segmentation, customer profiling, and product testing, providing reliable data for decision-making and business strategies (Coughlan & Bryden-Miller, 2014; Allen, 2017; Shedlock, 2024). After the author has gotten the result, PLS-SEM is then used.

1.7 Significance of the Research

Indonesia's recreation industry shows significant market potential. The country leads the ASEAN region in the food and beverage e-grocery market, generating US$1.8 billion in retail sales in 2021 and holding a 42.0% market share (Euromonitor International, 2022). It is crucial to research the tactics and factors of the influencers that affect consumer's purchase intentions. This study aims to understand the possible factors that are in the influencer's video that may alter the purchase intention of the viewers specifically in the Greater Jakarta Area.

A previous research has been conducted earlier, "Influencer Marketing and Traditional Marketing in China: How Influencer Marketing in the Leisure Food Industry Affects Purchase Intentions". This research showed influencer marketing significantly impacts purchase intentions in China's leisure food industry. However, this research has not been replicated in Indonesia, despite the widespread use of food bloggers and influencers by Indonesian food and beverage businesses. Considering the issue seriously that has been raised previously, the goal of the research is to examine and analyse the marketing tactic of the influencers. as well as how the customer views the contents and their reaction towards it, whether it impacts their purchase intention or not.