

The Impact of Food Vlogger Review on Purchase Intention toward Food Product

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Abstract - The advancement of technology facilitates social media users to generate food reviews through social media, namely food vloggers. This research aims to understand how food vlogger affects the purchase intention towards food product being reviewed by them. This study uses the Source Credibility Model framework to explore how the food vlogger review influences the viewers' purchase intention. The data was collected through an online questionnaire with 276 respondents, using the quantitative method and judgmental sampling techniques. The data was analyzed using the PLS-SEM statistical method. The result shows that attractiveness, trustworthiness, and expertise as independent variables are significantly correlated to consumer attitude as a mediating variable. Nevertheless, the other latent variable, which is the significant correlation between brand-influencer personality congruence and consumer attitude, is rejected. Furthermore, consumer attitude has been shown to have a mediating effect and a significant correlation with purchase intention as a mediator of independent variables. As a result, the findings of this study will provide useful information for the readers, food brands, and food vloggers to develop their marketing strategies.

Keywords – Food Brand, Food Vlogger, Purchase Intention, Social Media

I. INTRODUCTION

Background

In this era, social media cannot be separated from the users' everyday routine since it is a channel that offers unlimited access to a massive number of information [1]. It gives the users to make any variation of content that will be able to satisfy social behaviors, including communication and interaction with others. It has become a platform for self-creation and creating content or called user-generated content / UGC [2].

The emergence of internet technology has also helped create a modern word of mouth known as electronic word of mouth. Electronic word of mouth (EWOM) gives an opportunity for us to use electronic media such as social networking sites and online forums to perform interpersonal, oral communication in various settings [3]. EWOM is thought to minimize total volatility while still increasing consumer trust [4]. As a result, several brands expect successful EWOMs to spread from one consumer to the next.

The food industry is one of the industries that seem to be aware of the benefits of EWOM [5]. Customers may engage in the food industry as either opinion seekers or

opinion givers. Customers who use the products and express their opinions on them through product reviews are considered opinion givers. Consumers can now post photographs or videos to generate product reviews due to audio-visual technology's development and affordability. Previous research suggests that user-generated content has a more significant influence on consumers' purchasing decisions than advertisements created by companies [6]. As a result, food vloggers, who are vloggers who make content specifically for reviewing food or restaurants, were perceived to be more trustworthy and knowledgeable [7].

The source-credibility model examines variables that influence the communicator's perceived credibility. Expertise, trustworthiness, and physical attractiveness, according to one author [8], are the key factors affecting 's perspectives of source credibility. High-credibility outlets are expected to positively affect customer perceptions and actions, making them attractive brand communicators [9]. Congruence between influencers and brands, on the other hand, is found to allow communicating the expected or appropriate brand image to the consumer thus being the main determinants of advertisement effectiveness in terms of leading customers to purchase intention [10][11].

By integrating and adapting many previous research studies, the researcher developed this research structure below. In this study, the researcher focuses on analysing the Source Credibility Model [8] and Brand-Influencers Personality Congruence, and their effect on consumer attitude that will lead to purchase intention. The following is the hypothesis proposed, which is as follows:

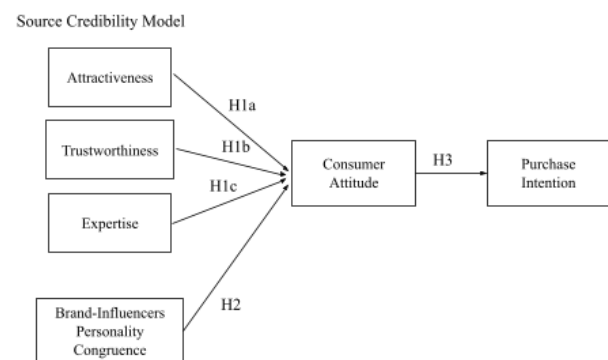


Figure 1 Conceptual Framework

H1a: Attractiveness of food vloggers in review video is significantly correlated with consumers attitude towards brand

H1b: Trustworthiness of food vloggers in review video is significantly correlated with consumers attitude towards brand

H1c: Expertise of food vloggers in review video is significantly correlated with consumers' attitude towards brand

H2: Brand-Influencers Personality Congruence of food vloggers in review video is significantly correlated with consumers' attitude towards brand

H3: Consumer attitude towards brand is significantly correlated with purchase intention

H4: Consumer attitude is a mediator of source credibility and brand-influencers personality congruence that leads to purchase intention

II. METHODOLOGY

This research will use a quantitative approach to generate numerical data that will be transformed using statistical techniques to break the problem down. In this era, millennials also generation Z are grown up under the influence of the internet, smartphone, and social media. Besides that, the highest percentage of food vloggers viewers is within the age of 18-35 years old, such as in TanBoy Kun, Nex Carlos and Ken & Grat channels. As a result, the data is collected by distributing a questionnaire to millennials and gen Z between 18-35 years old. The respondent must have watched at least one food vloggers review on a food product on YouTube within the range of the last 3 months. This research has 276 respondents as a sample, which is considered valid since the most appropriate sample size is between 200-500 respondents [12]. The respondent will be asked several questions that represent some indicators which are Source Credibility, positive consumer attitude, and brand-influencers personality congruence. The questionnaire used a five-point Likert Scale ranging from (1) Strongly disagree to (5) Strongly agree.

The statistical method to analyze the data is PLS-SEM which is performed in SmartPLS. The analysis consists of internal consistency reliability, convergent validity, discriminant validity, convergent validity, structural path coefficient, and significance, f square root size result, total indirect effect, and total effect, also mediating result [13].

III. RESULTS

The online survey obtained 276 respondents and was analyzed by the PLS-SEM method. The model of this study consists of 6 latent variables and 25 variables. Attractiveness consists of 3 indicators. Trustworthiness consists of 5 indicators. Expertise consists of 4 indicators. Brand-Influencers personality congruence consists of 3 indicators. Consumer attitude consists of 5 indicators. Purchase intention consists of 5 indicators. It is connected by 5 paths.

Reliability Test

The original result of data analysis indicates that all of the indicators identified to be reliable since all of the indicators show the acceptable score of outer loadings, greater than 0.4 with the fulfillment on the convergence criteria [13]. However, the author decided to remove indicators A2 from the attractiveness variable to increase its AVE to be significantly accepted.

The internal consistency reliability is measured with the composite reliability. This result will be between 0 and 1. For the composite reliability, the result should be at least 0.7. Based on Table 1, the composite reliability values of all variables are inferred to be reliable. After all, variables are tested to be reliable, the analysis can be further executed to the next steps.

TABLE 1
INTERNAL CONSISTENCY RELIABILITY RESULT

Variables	Composite Reliability	Reliability
Attractiveness	0.750	Reliable
Trustworthiness	0.919	Reliable
Expertise	0.909	Reliable
Brand-Influencers Personality Congruence	0.931	Reliable
Consumer Attitude Toward Brand	0.870	Reliable
Purchase Intention	0.897	Reliable

Validity Test

The next step to evaluate is the validity test. Validity test is used to know how well the concept of the study is defined correctly by the measure, to assess and determine whether the responses are appropriate for the study and whether the respondents' result is acceptable or not [12][13].

TABLE 2
CONVERGENT VALIDITY RESULT

Variables	Average Variance Extracted (AVE)	Validity
Attractiveness	0.501	Valid
Trustworthiness	0.696	Valid
Expertise	0.714	Valid
Brand-Influencers Personality Congruence	0.818	Valid
Consumer Attitude Toward Brand	0.572	Valid
Purchase Intention	0.635	Valid

In convergent validity, it will observe the Average Variance Extracted (AVE). To be stated as valid, the AVE values have to be greater than 0.5 [12]. Based on the AVE calculation result shown in Table 2, all of the related variable's AVE values are identified to be valid.

The square root of the AVE in each latent variable needs to be higher than the correlation with other latent variables so that it will be stated as valid [14]. The value of

AVE's square root or the Fornell-Larcker Criterion is shown with the highlighted bold writing on the diagonal side. As showed in Table 3, the related variable AVE's square root values are higher than the other latent variable correlation value in each row and column. As a result, all of the data passed the discriminant validity test.

TABLE 3
DISCRIMINANT VALIDITY RESULT

	A	BIPC	CA	E	PI	T
Attractiveness	0.708					
Brand-Influencers Personality Congruence	0.362	0.904				
Consumer Attitude Toward Brand	0.528	0.378	0.756			
Expertise	0.434	0.477	0.503	0.845		
Purchase Intention	0.464	0.300	0.529	0.424	0.797	
Trustworthiness	0.527	0.328	0.582	0.495	0.462	0.834

Collinearity Test

Collinearity test is performed to check whether there are potential collinearity issues or not on the research, assessed from the Variance Inflation Factor (VIF) value. All the outer indicators in this study fulfill the preferred value and show the VIF value lower than 5, which indicates that there are no multicollinearity problems/issues in the research [13].

Structural Path Significance

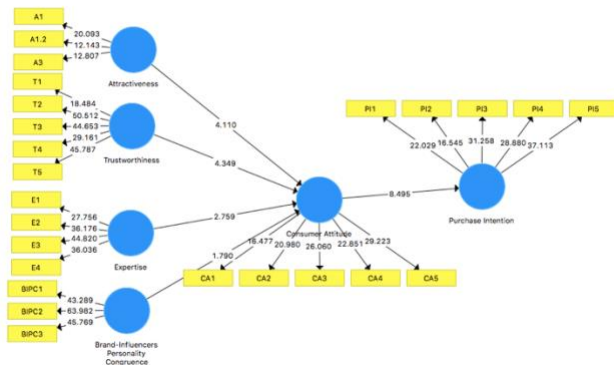


Fig. 2. Bootstrapping Result

Bootstrapping method is performed to show the significance level of the hypothesis test between each variable tested in the study, to determine whether the hypothesis is accepted or rejected. The path coefficient will consider as significant if the value of T-statistics is greater than 1.96 by using a two-tailed t-test with 5% significance level (0.05) [13].

As it is shown in the figure above, one path coefficient proven to be not significance. The T-Statistics value of "Brand-Influencer Personality Congruence -> Consumer Attitude" is 1.790 that is lower than 1.96. Besides, all other path coefficients in the inner model are proven to be significant.

Besides, the result of R^2 (Coefficients of Determination) and Q^2 (Cross-validated Redundancy) test in this research model result in a GoF (Goodness of Fit) value of 0.128, which means that this model has the low capability to describe and explain empirical data, but still considered that the model formed are valid.

Hypothesis Testing

TABLE 4
HYPOTHESIS TESTING RESULT

Hypothesis	Structural Path	T-Values	P Value	Result
H1a	Attractiveness -> Consumer Attitude	4.286	0.000	Accepted
H1b	Trustworthiness -> Consumer Attitude	4.317	0.000	Accepted
H1c	Expertise -> Consumer Attitude	2.866	0.004	Accepted
H2	Brand-Influencers Personality Congruence -> Consumer Attitude	1.836	0.067	Rejected
H3	Consumer Attitude -> Purchase Intention	8.462	0.000	Accepted

From the table, it could be seen that all hypotheses, except H2, show T-value scores above 1.96 and the P-Value is bellow 0.05. It means that the hypothesis testing result for H1a, H1b, H1c, and H3 are all accepted. However, H2 is not accepted since it doesn't fulfill the requirement.

Mediating Result

Mediating test is carried out to determine the effect of the mediating variable which is brand attitude. It aims to determine the relationship between independent variables which are attractiveness, trustworthiness, expertise, brand-influencers personality congruence, and the dependent variable which is purchase intention.

TABLE 5
MEDIATING RESULT

Variables	T-Values	P Value
Attractiveness -> Consumer Attitude	4.247	0.000
Attractiveness -> Purchase Intention	3.424	0.001
Trustworthiness -> Consumer Attitude	4.513	0.000
Trustworthiness -> Purchase Intention	3.298	0.001
Expertise -> Consumer Attitude	3.010	0.003
Expertise -> Purchase Intention	2.946	0.003
Brand-Influencers Personality Congruence -> Consumer Attitude	1.827	0.068
Brand-Influencers Personality Congruence -> Purchase Intention	1.795	0.073
Consumer Attitude -> Purchase Intention	8.078	0.000

It shows that there are three indicators (attractiveness, trustworthiness, and expertise) that are proven to have a significant t-statistics value toward purchase intention and consumer attitude. Also, consumer attitude as a mediating

variable has a significant relationship with the dependent variable (purchase intention). As a result, there is a quasi-mediating effect since the independent variables could directly influence the dependent variable, without going through mediating variable.

However, there is no significant direct relationship between brand-influencers personality congruence and purchase intention. Followed by, the insignificant relationship between brand-influencers personality congruence and consumer attitude. As a result, for this variable, there is no mediation effect.

IV. DISCUSSION

Hypothesis 1a stated the relationship between the attractiveness of food vloggers and consumer attitude toward the brand. This hypothesis is accepted since it shows a significant result. It can be seen that the food vlogger's appearance plays a significant role to lead the viewer's attitude toward the brand. The result is in line with previous research that stated that influencer attractiveness could influence consumers' perception and attitude towards the brand [15]. It is also aligned with the previous research, which stated that similarity, familiarity, and likability of the source tend to lead the audience to be more attracted to the brand [8][11].

Hypothesis 1b stated the relationship between the trustworthiness of food vloggers and consumer attitude toward the brand. This hypothesis is accepted since it shows a significant result. It can be seen that the food vlogger's trustworthiness plays a significant role to lead the viewer's attitude toward the brand. The result is in line with previous research that mentioned the trustworthiness of a source can affect consumers' attitudes towards the brand [15][16]. In addition, it is said that trustworthiness refers to the source's ability to be dependable, honest, and reliable in the viewer's eyes, particularly while providing information [8]. As a result, a food vlogger must show the qualities of trustworthiness to lead consumers to a positive consumer attitude.

Hypothesis 1c stated the relationship between the expertise of food vloggers and consumer attitude toward the brand. This hypothesis is accepted since it shows a significant result. It can be seen that the food vlogger's expertise plays a significant role to lead the viewer's attitude toward the brand. It is in line with the previous research that stated the expertise of vloggers that is proven to be impactful on viewers' attitude [15]. Past research has also proven that the expertise of a source influences attitude towards brand [11]. Based on the finding, it shows that the food vloggers in doing the review video need to be seen as knowledgeable, experienced, and qualified source of information since it is the indicator of expertise [8].

Hypothesis 2 stated the relationship of Brand-Influencers Personality Congruence and consumer attitude toward the brand. This hypothesis is rejected since it doesn't show a significant result. Furthermore, it is not in line with the previous research which stated that there is a positive influence of brand-influencers personality

congruence towards consumer attitude toward the brand [10]. In a prior study, however, it was discovered that there is no direct positive relationship between brand-personality congruence and consumer attitude toward the brand [17]. It has been mentioned that in this research, brand personality can be described as a collection of human characteristics linked to a brand. The research shows that the viewer's attitude towards the brand is not affected by brand-influencers personality congruence.

Hypothesis 3 stated the relationship of consumer attitude towards brand toward purchase intention. This hypothesis is accepted since it shows a significant result. It can be seen that consumer attitude towards brand plays a significant role in their purchase intention. It is also in line with previous studies that mentioned that the customer's attitude towards a brand has a significant effect on its purchase intention [18][19]. It shows that the viewer's attitude toward the brand will determine their purchase intention of food products reviewed. As a result, it is beneficial for food brands to maintain a favorable consumer attitude so they will likely lead to purchase the products.

Hypothesis 4 stated that consumer attitude is a mediator of source credibility and brand-influencers personality congruence that leads to purchase intention. This hypothesis is partially accepted since the mediating effect created by consumer attitude only occurs in the indirect relationship of source credibility and purchase intention. It is in line with previous research that stated that consumer attitude toward brand acts as a mediating variable of Source Credibility [20]. However, there is no mediating effect on brand-influencers personality congruence indirect relationship with purchase intention. This means that consumer attitude cannot be used to explain its role as a mediator between brand-influencer personality congruence and purchase intention.

V. CONCLUSION

In conclusion, the finding indicates that the source credibility of the food vloggers influences the purchase intention through consumer attitude as a mediator. In this case, the attractiveness of the food vloggers can be seen by the variance that they bring into their product review, whether they do a challenge, or any collaboration with their relatives or other influencers, etc. Besides that, the viewer sees whether the food vloggers give a humorous sense and even personal touch in their review video. Followed by the trustworthiness that can be seen from the food vlogger's ability to state their opinion clearly whether they like it or not and if the food is good or bad, etc. The specific statement given by the food vloggers will help the viewers to gain more insight and reference. The expertise can be seen by whether the food vloggers are able to explain the ingredients contained and also mention its technique and skill related to the product discussed in the review video. Last, this research shows that there is no significant correlation between brand-influencers personality congruence and purchase intention that might be caused by

the indicator used for the questionnaire is not clear enough to be understood by the respondent.

On the other hand, the food brands need to analyze thoroughly before choosing a food vlogger for endorsement or partnership. Food brands also need to put more effort and assess the source credibility, such as attractiveness, trustworthiness, and expertise of the food vlogger. By conducting those assessments, hopefully, the brand will be able to select the most attractive, trustworthy, and expertise to deliver the brand and winning the market. Other than that, it is also important to maintain the quality of the product so that the food vlogger or reviewers can share their positive experiences or reviews with the product and attract viewers to purchase the recommended product. Food vloggers can become the primary source of income for many people so that they need to understand the factors that influenced the engagement with the viewers. In this research, it has been found that the food vloggers need to maintain or even increase their source credibility.

Consequently, the food vloggers need to implement all these recommendations for the product review. Food vloggers not only need to create videos for the viewers by doing a product review but also demonstrating a cooking video since it will make the viewers see the food vloggers as a more attractive one. They can also do more collaborations with other people that are varied from their family or friends, other food vloggers, or even other influencers that have different specialties such as travel vloggers or fashion vloggers. They can also give more variation to the food review videos by doing mukbang, challenges, etc. Besides that, the food vloggers need to be able to deliver their opinion about a certain product, it can be supported by stating that a certain food is more suitable for the viewers from a certain region. For example, there is food from A that is known to have a rich flavor of spices and known to be spicier, the food vloggers can explain that this food might be not suitable for people who prefer a light taste of food, etc. Furthermore, the food vloggers also need to improve their skills and knowledge about their field since nowadays there are so many other food vloggers appeared on social media. They need to gain more knowledge about the variations of a wide range of food products including its ingredients, quality, and technique needed to make it. Consequently, they will be able to deliver and explain more knowledge regarding the product to the viewers. As a result, these recommendations will give a positive significant impact on the food vloggers since they will attract the brand to select them for partnership.

While conducting this investigation, various limitations were identified. The researcher believes that a more in-depth examination of food vloggers' distinctive characteristics, such as speaking style, language use, dialect, and sense of humor, is required to understand how food vloggers may engage their audience and be chosen as their favorite food vloggers. Besides that, in future research, it is better to make sure that it covers all of the age range. In this research, the respondents are mostly in the age range within 18 until 22 years old. Finally, in future

research, it is suggested to give a deeper understanding of the impact of various types of reviews, aside from videos, on food product purchase intentions and food brands' attempts to acquiring their target market.

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