Consumer Attitude Toward Purchase Intention of Culinary Product's through Video-Based Social Media: A Deductive Exploratory Studies in Bandung City

Lukni Burhanuddin Ahmad*, Eka Septiarini, Dhennies Ariel Aru Satriawan, and Raihan Elian Aas

Faculty of Economics and Business, Jenderal Achmad Yani University, Indonesia

Abstract. *In today's digitalization era, promoting products using social media has become the primary strategy to accelerate business growth, especially promotion. With the emergence of various short video-based social media platforms, information can rapidly spread through a solid and short video duration. For many content creators, a short video can call crowds faster than other types of data transmissions, such as text, pictures, or traditional video. Millions of views can be gained in a matter of days. The video that gains high exposure is not always because of the celebrity or famous person; it is more of the quality of the content itself. One of the most popular themes is related to culinary products. Bandung, recognized as a city of culinary in Indonesia, has many content creators that create food promotional videos. Some of them have millions of followers that advocate for their followers to try and purchase the food. This phenomenon raises questions to be revealed, becoming the background for this research. This study aimed to determine the variables causing interest in purchasing culinary products in Bandung through Short Video-Based Social Media. Thus, this study contributes to theory development, business practice, and digital marketing through short videos posted on various social media platforms. The method used in this research is deductive exploratory research as a methodological approach that investigates the micro-conceptual framework of working hypotheses that have not been studied in-depth with qualitative data collection techniques using data collection techniques with in-depth interviews (IDI) and focus group discussions (FGD) online to specific individuals and groups. As a result, seven of eight factors are considered to independently influence intention to purchase culinary products towards SVBSM by the respondents: perceived ease of use, perceived usefulness, consumer personality characteristics, retail, commercial images, product features, attractiveness, and trustworthiness. The expertise variable is not considered as the factor that can influence the purchase intention. Another result shown short video-based social media that consumers commonly use are Tiktok, Reels by Instagram, and Youtube Short*

Keywords: *Attitude, purchase intention, short video, digital platform, social media*

1. Introduction

The proliferation of digital information has continuously become faster and more rapidly through various digital platforms worldwide. The fast pace of digital ecosystem development can be seen in multiple applications and software launched in the apps store and playstore. Social media is one of the most popular downloaded software for communicating and interacting with individuals. Social media has various types of platforms such as blogging such as Twitter, social networking like Facebook, photo sharing like Instagram, video sharing such as youtube, and interactive media like TikTok, which is classified more into video editing software completed with social features (Bump, 2020). One of the hype platforms in the world today is TikTok, a short video distribution platform that is considered a powerful tool to promote a product or business efficiently. The function of TV as a place to display advertisements in the form of videos has begun to shift with the times. The use of digital platforms opens up opportunities to reach many potential customers because of the ease of access, so opportunities to get good profits are increasingly wide open.

Unlike any other video platforms, short-video-based social media platforms (SVBSM) such as TikTok and reels have a unique algorithm that can produce visually appealing videos faster. Indonesia was the second-largest Tiktok market in the world in 2020. According to Statista, there were 22.2 million monthly active users for the short video app in the country in 2020. The popularity of TikTok will begin in 2020. The popularity of TikTok is also felt in Indonesia. Indonesia even became the country with the most downloads of TikTok in August 2020. According to Pew Research, Indonesia has 11 percent of 63.3 million TikTok downloads on iOS and Android (The Pew Research, 2022).

In Indonesia, many content creators create successful video content to gain awareness from the digital society. Beruangrakus, an everyday TikTok user, made a video to review a noodle shop which brought it viral and was seen by 5,4 million people (Rahmawati & Kyuna, 2022). Another example of a successful creator is TikTok user @dikotalia, who made a video of a modest street food serving a hype latte art coffee (Fitria, 2022). That is a unique content since, usually in Indonesia, the coffee with latte art is made by fancy restaurants or coffee shops. Of this uniqueness, the video can reach views by 1,5 million users. Specifically, Bandung, the city considered to become the center of culinary and fashion in Indonesia, is also not trying to be left behind because there are many content creators. Betty Augustina is an example of a creator that focuses on food and travel short video reviews in Bandung with around 500.000 followers with more than 20 million views on TikTok and some on Instagram. Other creators that successfully develop their accounts to become famous through food content on Instagram are @duniakulinerbdg and @les.go.eat. They create temping photo and short video content through Instagram and TikTok as their main channels. Those are examples from the side of the creator that successfully brings success.

SME actors who have not used technology in their daily lives need several adaptation steps to change their operational pattern from selling physical stores to online platforms (Fadilla, 2022). The government noted that as of July 31, 2020, only 9.4 million micro, small and medium enterprises (MSMEs) had entered the digital ecosystem, alias go online, still too few compared to the total number of actors in this sector, which reached 60 million. Business people, especially in culinary products, need to take advantage of the growth of TikTok users and must adapt to technology so that the products marketed can be responded to quickly by their target consumers. Short Video-Based Social Media provides a more realistic visual facility with moving images for the audience.

The studies related to purchase intention are broadly explored in many journals. Purchase intention relates to the consumer's plan to buy products or services (Kim et al., 2010). In the food purchase intention context, numerous studies have explored the influential variables, such as research conducted by Zarif Sagheb et al. (2020), which bring up customer knowledge and social identity as the main factor influencing the customer's purchase intention in the food product. Unlike Zarif, Balakrishnan & Foroudi (2019) study specifies their research on corporate reputation in social media, while the technological dimension is not explored deeply. Another food intention research related to social media was conducted by Pinda et al. (2021), focusing on the celebrity endorsement dimension on social media. In their study, they emphasize credibility and para-social interaction as the influential factors in to purchase intention of culinary products based on the endorsement.

The influence of social media influencers is also studied by several researchers, such as Li et al. (2021) and Dewi (2021), which point to the person on the video as the main factor. Studies focusing on how a short video in the technological dimension can be found in many research, such as Haenlein et al. (2020), which explores each typical content distribution platform, and Xiao et al. (2019), which elaborates Technology Acceptance Model in their research. The numerous

studies regarding purchase intention for food products have brought segregation in terms of the theoretical concept. In addition, the exploration of digital short video platform has still received limited attention due to the rapid emergence of SVBSM in recent times. Consequently, the theoretical understanding of culinary products's purchase intention through SVBSM remains underdeveloped. Thus, the current research aims to understand address this gap in the theory limitation specified to SVBSM in culinary products that sheds light on the application and implication for the practitioner particularly on the pre-purchase behaviour. At the same time, culinary practitioners need a simple model to boost their profitability, especially in this VUCA (Volatility, Uncertainty, Complexity, Ambiguity) era of social media.

Though this is a hot topic, we found scattered information and an incomplete model depicting food purchase intention through Short Video-Based Social Media. The Technological Acceptance Model proposed by Davis had been widely used by many researchers to comprehend the process of computer system adoption and the factors motivate users to use information technology. This research mentioned major motivational

variables that mediate between system characteristics and actual use of computer-based systems. While drawing upon the existing research based on Davis' model, which predominantly focuses on computer systems in general, this study seeks to expand its applicability to the realm of short video platforms. To add the context on this current research, short video platforms consist two key components perceived by users through the digital interface: Key Opinion Leader (KOL) who serves as a promoter of the foods, and the video content itself.

The concept of KOL draw upon the source of credibility theory proposed by Ohanian (1990) and S. Teng, Khong, et al. (2014) which focuses on the impact of celebrity endorsement in an advertising. This provide additional dimension to existing TAM theory which enrich the reference to the present study. Furthermore, given that the content of this SVBSM platform revolves around food promotion, the theory of food purchase intention serves as additional referene in this research, which have not been explicitly addressed either by TAM or KOL theory. The conceptual model of this research is illustrated in the Figure 1.
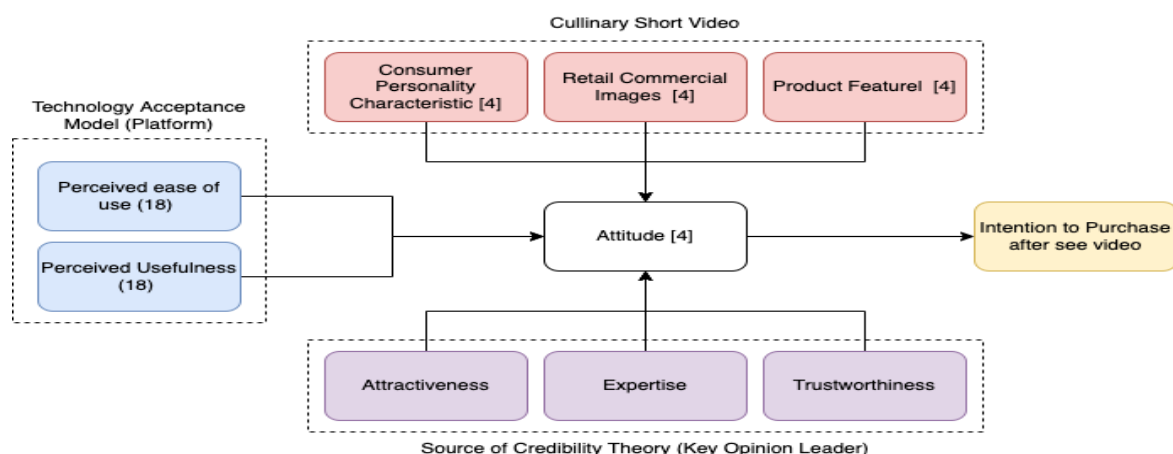

Figure 1.
Purchase Intention of Culinary Product's through SVBSM Model.

The research is being conducted because The majority of short video advertising generators are consumers, which could make short video ads more persuasive than other forms of

branded ads since the majority of short video users are consumers (Li and Phongsatha, 2021).

Short videos can be viewed quickly and are easier to remember. Studies show that people are more likely to remember information presented in the form of short videos than in the form of text or images. In addition, short video content makes promotion easier by sharing clear and concise messages that are easy to re-share. This provides an opportunity to get more audience and build brand awareness and purchase interest (Huang & Lu, 2020).

Regarding those theoretical backgrounds, this research aims to explore and compressively comprehend the motivational factors that exert an influence on the purchase intention of culinary product using SVBSM, by a working hypothesis of three dimensions regarding this topic: The technological Acceptance Model as the technological aspect, the Source of Credibility as the Key Opinion Leader Aspect, and of course, the Food Video Content itself. Bandung is the scope of this research since this city is one of Indonesia's tourist destinations with many culinary products that can be tasted.

2. Literature Review/ Hypotheses Development

In today's data explosion era, billions of data have been created daily. Facebook users uploaded picture up to 10 million images every day, youtube received 500 hours of videos uploaded every minute (Hale, 2019), 500 million tweets were created in a day on Twitter (Sayce, 2020) and Instagram uploaded 95 million of videos and pictures every day (Lister, 2022). This massive amount of data exposed has escalated the human's ability to receive and process information. This enormous amount of data and the capacity of information the user gets has brought misinformation and misplaced information due to data fragmentation. This phenomenon has risen from the short video as a solution to this fragmented information (Lu & Nam, 2021).

Purchase Intention
Purchase Intention in marketing has become a notable objective in many research studies. By this variable, companies can understand how their market intends to spend their money to buy the company's product. According to Kim et al.(2010), purchase intention relates to consumers' plans to buy products or services through ads. The exact definition is proposed by several researchers regarding purchase intention, such as Madahi & Sukati (2012), which emphasizes the person's desire to buy, or Alhidari & Almeshal (2017), which describes it as a process between delayed transaction and consumer awareness to purchase a product or services. This research defines purchase intention as the consumer's plan to buy a culinary product after watching a short video-based social media.

Attitude
Behavioral intention refers to the strength of one's intention to perform a particular behavior (Iczek & Fishbein, 1977). Because of its power of empirical support and theoretical basis, Technology Acceptance Model (TAM) by Davis (1985) has been extensively adopted by several researchers to describe the intentions of a user and their actual behaviors on a particular technology (Al-Emran et al., 2020; Iczek & Fishbein, 1977; Keen et al., 2004) According to TAM, consumers' intention is influenced by the consumer's Attitude toward that technology (Khare & Sadachar, 2014; Wu & Chen, 2017). In this research context, Attitude is defined as an evaluation of a culinary short video before they intend to buy the food. One's Attitude toward any product can be predicted with a high degree of accuracy from the knowledge of the user's beliefs about the product and the evaluation aspect of these beliefs (Iczek & Fishbein, 1977). In other words, consumers are more likely to buy when they believe that the product will benefit them, i.e., can satisfy hunger after watching a video.

Factors Affecting Food Purchase Intention through Short Video

Different variables affect purchase intention in various countries in the context of culinary products. In China, as the study conducted by (Huang & Lu, 2020), user participation behavior that emphasizes co-creation value between consumers and the production process has come up. Similarly, in China, Cui et al. (2019) have revealed that friend recommendation, KOL recommendation, quality food safety information, the credibility of food safety information, demand for food safety information, and perceived risk are matters to the purchase of food intention. In Iran, customer knowledge and awareness, social identity, and corporate social responsibility are the essential factors for Iranians in purchasing foreign food products (Zarif Sagheb et al., 2020). A comparison study conducted by Balakrishnan & Foroudi (2019) stated that between US and India, several variables such as corporate reputation, subjective norms, and perceived behavioral control significantly affect the intention to purchase innovative food products.

Culinary Short Video Content

There are no exact definitions of short video in the industry, yet the academician and the industry have a mainstream meaning regarding this type of video. According to "36 Crypron", a short video can be a kind of video with less than 5 minutes transmitted by a new media channel. A short video is the new content transmission platform after text, pictures, and traditional video (Kalampokis et al., 2013). Short video content is concise, focused, enthusiastic, and usually characterized by humans in seconds; creating high-engagement videos and more sticky. It can also encourage users to take advantage of obtaining information more quickly and intuitively through the fragmentation of time (Jicheng, 2021). Another difference is that short video is produced with low production cost and fast proliferation speed, and the boundaries between producer and consumer are blurred.

We must realize that a short video is a powerful tool to deliver information quickly and more engagingly. Because of its effectiveness in the short video creation apps, editing tools are provided within the apps. It is used with less effort compared to professional video editing software. The content-wise, Short Video-Based Social Media tends to recommend contents that meet the audiences' interest. According to the research by Wall Street Journal (2021), the app will note what users want to see or what kind of video is interesting to them by recording how the user lingers on a video. Over time, the audiences will end up in a hole where similar videos are on the playlists. For example, if a user is enjoying content related to food, the probability of the video appearing after is also about food (O'Flaherty, 2021).

A dimension related to the short video content in culinary will be influenced by three variables: customer personality characteristics, retailer's commercial images, and product features. Customer Personality Characteristics are based on the customer's unique features that differentiate among customers, which is the background of classifying customers (Ranaweera et al., 2008). Another study was conducted by Park & Farr (2007) in which personality is considered a person's physical and social interaction with various mind patterns, excitement, and behavior. In this research, Customer Personality Characteristics defined how the customer is the distinct features that differentiate customers from their mind, excitement, and behavior that can influence the Purchase Intention of the culinary product after seeing the short video.

In many studies, the Retailer's Commercial Images (RCI) sometimes influence the purchase intention of food. Based on its reputation, the customer sees the restaurant or cafe as the company's representative (Porral & Lang, 2015). The RCI itself is a customer's perception of the product variance (Jaafar et al., 2012), the quality of the product as well as the services (Porral & Lang, 2015; H. J. Teng et al., 2018), and the advertising promoted by

the restaurant (Farzin & Fattahi, 2018). This variable influences the purchase intention and is defined as the company's reputation influencing the food purchase intention in this research.

Another essential factor that influences purchase intention is the product features themselves. Product features are a business function that closely contacts the end customers. Several kinds of literature reveal that Product features have dimensions such as packaging, product quality, and price, which is considered the most critical factor (Bashir et al., 2018; Moon et al., 2008; Watson et al., 2020). In this study, all three product features that create customer value can influence the intention to buy culinary products through the short video application.

Technology Acceptance Model
Perceived ease of use refers to the technology acceptance model proposed by (Davis, 1985). Perceived ease of use is correlated with an individual's belief that technology usage will offer an effortless experience that will directly or indirectly affect the intention. Another study (Hansen et al., 2018; Hsieh et al., 2008; Inegbedion, 2018) found that perceived ease of use significantly influences the continuance of technology use. In this study, the ease of use will be correlated with the user's comfortability and effortless usage.

According to (Chu & Lu, 2007), whose research is related to the music platform, perceived usefulness is how users believe that listening to music will fulfill a particular purpose Chiu et al. (2005) said that several empirical studies confirm the significance between perceived ease of use and perceived usefulness with intention. Davis (1985) also proposed that perceived usefulness is a highly significant predictor of attitudes to implement new technology at two periods in the word processing software context. Other similar studies (Adams et al., 1992; Agarwal & Karahanna, 2000; Mathieson et al., 2001; Szajna, 1996; Venkatesh et al., 2003) also support the idea. The modification of TAM used for Information Technology is also

validated by (Yoon, 2002). Therefore, if we correlate those previous research to this research in the Short Video-Based Social Media context, we might say that using those platforms will fulfill the user's purpose.

Source of Credibility Theory
Source credibility is the extent to which the target audience views the source to gain expertise and knowledge in their understanding of the product/service (Ohanian, 1990; S. Teng, Khong, et al., 2014). The source credibility model suggests that the effectiveness and efficacy of a message depend on the consumer's perception of the perceived level of expertise, trustworthiness, and attractiveness in an endorser (Amos et al., 2008; Hovland & Weiss, 1951; Ohanian, 1991). This current study has three components of source credibility: Expertise, Trustworthiness, and attractiveness, while also testing the role of consumer involvement (Wang & Close Scheinbaum, 2017). Trustworthiness denotes the endorser's honesty, credibility, believability, and integrity, as perceived by the target consumer (Erdogan, 1999). Expertise is the degree to which an endorser is perceived as experienced, knowledgeable, qualified, and generally a valuable source (Erdogan, 1999). The attractiveness model contends that the effectiveness of the message depends on the source's "familiarity," "likability," "Similarity," and "attractiveness" to the respondent (Ohanian, 1990; Putra et al., 2020).

In this research, trustworthiness is defined as how the influencers or endorsers can make consumers believe in the information conveyed through a short video about culinary that can influence the consumer's purchase intention. Expertise defines how influencers make themselves a good source of information by experiencing what culinary content they describe and what content they show on that platform, so they can influence consumer buying intentions after seeing the short video. Attractiveness is defined by how the influencers can be likable to consumers, similarity to the personality preferred by

culinary product users, and familiarity with consumer's

Three components (Expertise, Trustworthiness, and attractiveness) affected followers' trust in the sponsored message, leading to higher brand awareness and purchase intention (Lou & Yuan, 2019).

According to the research conducted by Weismueller et al. (2020), which focuses on social media, the relationship between trustworthiness, expertise, and attractiveness positively impacts increasing purchase intention. Other similar studies conducted by (Bhatt et al., 2008; Chekima et al., 2020; Djafarova & Trofimenko, 2019; Gilal et al., 2020; Hudders et al., 2021; Osei-Frimpong et al., 2019; Schimmelpfennig & Hunt, 2020; Vrontis et al., 2021; E. M. Zhang, 2010).

Therefore, if we correlate those previous research to this research in the Short Video-Based Social Media context, we might say that by using those platforms, the customers will gain knowledge about understanding products/services based on the videos. (Therefore, if we correlate those previous research into this research in the culinary Short Video-Based Social Media context, we might say that short video context will gain consumer buying intention after seeing the short video that is affected by influencer)

The current study attempts an in-depth interview and focus group discussion into why SVBSM catches a person's interest in purchasing culinary products. Three major research questions were proposed to guide the study:

RQ1. What motivating factors influence culinary product purchase intention using SVBSM?
RQ2. How does the consumer experience purchase culinary product intention through SVBSM?
RQ3. Which SVBSM that most used by the consumer?

3. Methodology

To explore the motivational factors influencing purchase intention of culinary product using SVBSM, this study employed, in-depth interview and focus group discussion as the instuments within exploratory research methodology. These methods were chosen to investigate the research question in a comprehensive manner, which attempt to discover something new and exciting by working through a research topic and is the soul of good research. Like reconnaissance, exploratory is the type of research that is still in the early stage (Babbie, 2007). In most cases, a qualitative method uses inductive logic, discovery, and exploration to generate a new hypothesis, and the primary instrument is the researcher itself (Johnson & Onwuegbuzie, 2004). On the contrary, quantitative uses a deductive perspective in which formal hypotheses or conceptual models predict causation(Hyde, 2004; Johnson & Onwuegbuzie, 2004; Kaplan, 1964). Since the researcher needs a framework to bring coherence across this study and potential guidance, the method used in this research is deductive exploratory. According to Casula et al. (2021), this method uses a working hypothesis as a micro-conceptual framework to provide a direction to enhance alignment in deductive explorative studies. The choosen methodology aligns with a pragmatic approach that offer a valuable practical contribution to the study.

According to the data obtained from ginee.com, a company specializing in the e-commerce market, 76% of SVBSM are aged 18-34. This data, as it presented on Table 1, served as a basis reference to determine the sample size in this research, where the proportion of each generation were taken into consideration. All participants were selected from Bandung city and were required as an active users of SVBSM and who frequently search for culinary products. The Participants in the interviews were recruited by purposive sampling, the most widely used method in qualitative research (Patton, 1990). Purposeful sampling identifies and selects information-

rich cases related to the phenomenon of interest. Although there are several different intentional sampling strategies, criterion sampling appears to be used most commonly in implementation research (Palinkas et al.,

2015). Purposeful sampling resides on the proposition that information-rich samples are to be selected to have an in-depth view of the phenomena (Shaheen et al., 2016).

Table 1.
Short Video Based Social Media Users by ginee.com

No	Ranged Age	Percentage	Sample
1.	12-17	13%	13%*20 = 2
2.	18-24	40%	40%*20 = 8
3.	25-34	37%	37%*20 = 7
4.	35-44	8%	8%*20= 2
5.	>44	3%	3%*20=1

Source: Data Processed, April 2022

The total 20 participants were selected for this study, representing transgenerational age groups. The sample included two people (12-17 years old), eight people (18-24 years old), seven people (25-34 years old), two people

(35-44 years old), and one person from over the age 45 years old. Additionally, Three respondents aged over 30 years old were added, resulting in a total of 23 respondents.

Table 2.
Study Participant Characteristics

No	Initials	Gender	Age	Occupation	Average Time Spent on SVBSM	Method
1.	RS.	F	16	High School Student	2 hours	IDI
2.	SL	F	17	High School Student	2 hours to 3 hours	FGD
3.	FK.	M	19	College Student	2 hours to 3 hours	IDI
4.	SR.	F	20	College Student	1.5 hours to 2 hours	FGD
5.	TR.	F	20	College Student	2 hours	IDI
6.	RF.	M	21	College Student	2 hours to 3 hours	FGD
7.	BR.	M	21	College Student	2 hours to 3 hours	IDI
8.	RZ.	M	21	College Student	2 hours to 3 hours	FGD
9.	MA	F	21	College Student	2 hours to 3 hours	IDI
10.	SN.	M	21	College Student	2 hours to 3 hours	FGD
11.	AT	F	25	Zumba Instructor	1 hour	IDI
12.	SD	F	26	Teacher	1 hour	FGD
13.	VC.	M	29	Lecture	1 hour	IDI
14.	SF.	M	29	Self-Employee	More than 3 hours	FGD
15.	RF.	M	30	Employee	1 hour	IDI
16.	RH.	F	32	Housewife	3 hours	FGD
17.	ES.	F	32	Lecture	2 hours	IDI
18.	NA	M	32	Entrepreneur	Less than an hour	FGD

Table 2. (Continued)
Study Participant Characteristics

No	Initials	Gender	Age	Occupation	Average Time Spent on SVBSM	Method
19.	LW.	F	35	Teacher	1 hour	IDI
20.	AR	F	36	Teacher	30 minutes	FGD
21.	SI	F	40	Business Mentor	1 hour to 2 hours	IDI
22.	DIA	F	40	Entrepreneur	1 hour to 2 hours	FGD
23.	WS	F	32	Privat Employee	1 hour – 2 hours	IDI

Source: Data Processed, July 2022

Focus group discussion (FGD) implies a group discussion in order to identify perceptions, thoughts and impressions of a selected group of people regarding a specific topic of investigations (Kairuz, Crump and O'Brien, 2007). It is crucial for the participants to perceive the discussion as as non-threatening and free to express any kind of opinion, regardless of these opinions align with other participants. Focus groups generate valuable information, especially when the participants represent small groups of interest, ignored by the quantitative research or when the area of investigation.

On the other hand, in-depth interview (IDI) is a technique designed to elicit a vivid picture of the participant's perspective on the research topic. During in-depth interviews, the person being interviewed is considered the expert and the interviewer is considered the student. The researcher's interviewing techniques are motivated by the desire to learn everything the participant can share about the research topic (Milena et.al, 2008)

These instruments offer some advantages: low costs and valuable information, which are difficult to obtain from quantitative research (Akyildiz & Ahmed, 2021; Milena et al., 2008; Rabiee, 2004). In-depth interviews and focus group discussions can be helpful for the research project. Each method deserves a place within the research process. That is because focus groups tend to be more useful in the initial stages of research. Group dynamics provides a powerful way to understand broader topics and generate new ideas (Akyildiz & Ahmed, 2021; Rabiee, 2004). At the same time, in-depth interviews are more suitable for the later stages of research. Interviews allow for a deeper dialogue between the participant and the researcher.

The online FGD and IDI with specific individuals and groups are conducted online through the zoom meeting application for 1 - 2 hours per session. This cross-generational (spanning 12 years old – 44 years old) sample is particularly meaningful, as it allows for the exploration of various group characteristics that may differ across generation. These differences in personal characteristics may include generation's perspective, the way of addressing problems, values held and knowledge of technical matters about the influence of SVBSM to culinary purchase intention.

FGDs were conducted with 12 participants as the user of SVBSM. Participants were selected by the purposive sampling and invited without prior announcement. The topic guide will focus on the characteristics of SVBSM users toward purchase intention of culinary products which was led by the researcher. During the FGD session, a total of six participants were involved, consisting one moderator, one note-taker, and four respondents. The discussion revolved around key questions, including the main purpose of downloading and using the SVBSM App, SVBSM could create an awareness of culinary products and does SVBSM affect culinary product purchase intention. The second phase is IDI were conducted with 11 respondents. The interviews included the information regarding socio-demographic characteristics,

perceptions about SVBSM Apps, consumer behaviour relating SVBSM and culinary products, SVBSM utilization in culinary products. In the FGD session, there were 3 people involved, including one interviewer, one note-taker, and one respondent.

We use Miro software as a digital whiteboard that allows the researcher to develop notes and designs. We can put important notes from an FGD or interview session in Miro. In general, we conduct five steps preparing and leading the interview session, transcribing the data, coding the data, creating themes, and analyzing results (Lester et al., 2020). Once the primary data has been transcribed, the next step is to analyze and synthesize the information. The qualitative data analysis process usually involves coding and clustering, we categorize responses and identify recurring themes or patterns (Hays & McKibben, 2021). For example, themes related to the ease of using social media, how long to access social media per day, interesting culinary video content, influencers who are influential in culinary videos, how often respondents share culinary videos with colleagues and others. Second, data categorization involves organizing information into meaningful categories, which facilitates the identification of relationships between various stakeholder perspectives. Finally, in thematic analysis, researchers study the themes that emerge from the data to gain a comprehensive understanding of the issues at hand (Ranney et al., 2015).

4. Findings and Discussion

The result elucidated the rationale behind the respondent's intention to purchase culinary products through the Short Video Based Social Media plarform, their purchase experience, and their preffered platform of choice. The analytical finding emerged three overaching themes that represent dimensions as illustrated in the conceptual model: TAM of the platform, the video content, and the Key Opinion Leader influential factors.

Technology Acceptance Model
In the technology acceptance model, two variables highly influence the intention to use the platform: perceived ease of use and Perceived Usefulness (Davis, 1985). participants agreed they would love to use the platform if it has its benefit or is functional. It is make sense since SVBSM encompass technological features to distribute concise video contents. The user-friendly interface contributes to user's continuance in using it, as evidenced on the previous research (Hansen et al., 2018; Hsieh et al., 2008; Inegbedion, 2018).

RF : At first, I opened TikTok just for entertainment. By the way, it is not only entertainment but also a source of information because I often see viral news from TikTok.

ES : Tiktok is used to find information, make content that posts the most vacations or work, and watch funny things. I often look for friendly food information also.

AT : I often watch Tiktok rather than Instagram reels. Youtube shorts are rare also because I can see lots of information regarding food information that I like.

FK : I Frequently searched for information about recommended places to visit, from natural sites to coffee places. I saw it from FYP, but not all places I have visited. I am very grateful that many content creators on TikTok made exciting videos.

As stated earlier, many participants mentioned how they would love to use the platform when it is easily accessible.

RF : I am looking for something practical, and it is more for Instagram than any other Short Video-Based Social Media. I rarely open reels, and I just found out about a youtube short.

SI : I think It is more comfortable on Instagram, It is more interesting, and if you've never used TikTok, you can see it on a friend's cell phone. Then if there is information, it immediately looks for the contact

RH : I don't like Tiktok because it is too noisy. Every time you scroll, it shows a never-ending video. Compared to Instagram, there are many choices and pictures, and it's also comfortable on IG in terms of user experience.

BR : There are many exciting things on TikTok. On Instagram, the video is taken from TikTok, while youtube uses regular videos

FK : I was initially interested in TikTok because my friend downloaded it. After I saw it, much exciting information was found there.

All participants agreed to use the Short Video-Based Social Media as long as it is easy to use, simple, and easy for participants to access important information from the platform. The most used platform is TikTok, followed by Instagram reels and youtube shorts. This simultaneously possible to address the preceding third research question. In addition, participants said they were pleased with the Short Video-Based Social Media because it was accessible even though cellular data ran out quickly. After all, they often access the platform.

The previous research (Hansen et al., 2018; Hsieh et al., 2008; Inegbedion, 2018) shows that the TAM variable consists of two sub-variables: perceived ease of use and perceived usefulness. TAM regarding ease of use and perceived usefulness are still valid today. If it is associated with this research, TAM, consisting of SVBSM such as Tiktok, Reels by Instagram, and Youtube Short, makes it easy and valuable for participants to find information on culinary products. SVBSM will make it easier for participants to fulfill their needs for information and entertainment.

Culinary Short Video
Retailer's Commercial Images

VC : I think service in a restaurant is essential. If the service is not good, I will not revisit it. Besides, the distance from the restaurant is a necessary consideration for food.

MBS : I usually look for the rating of the food, then I will buy the food both online and offline. I will also revisit the restaurant I went to if the service and food are good. In addition, the convenience of the place is also a concern in purchasing food.

RH : I always pay attention to the criteria for the convenience of the place to buy food. Even if the restaurant service is terrible, I will still buy the food because the food is delicious. The taste of the food is also fundamental.

R.Z., R.F. : I love indoor and outdoor restaurants. Usually, before I visit a restaurant, I always look for reviews of the food and the place itself.

SL : A clean and comfortable restaurant is essential, I've been to a less clean and comfortable place, and I do not like it.

SH : Before coming to a restaurant, I review first. I'm a person who likes restaurants that have a natural or outdoor nuance, and I feel refreshed because I'm tired of working.

FK, MBS : I like looking for a restaurant that has a natural and relaxed feel. If the atmosphere is the same as I want, I will revisit it.

SF : I don't think restaurant service is that important. The most important thing is that the food tastes good.

SN : The criteria for the best restaurant is that the place must be clean and comfortable. Besides that, I like restaurants with outdoor and nature themes.

NK : For restaurants, I like indoor places like coffee shops, because they are not noisy and suitable for me to work. The average food seen on TikTok is always satisfying in terms of taste and price.

These findings contradict existing literature (Jaafar et al., 2012; Porral & Lang, 2015; Teng et al., 2018; Zarif Sagheb et al., 2020). Retailer Commercial images show that the customer is looking on behalf of the retailer companies considering the broader characteristics of a company's reputation. Consumers can find information about the restaurant from Short Video Based Social Media and the comments, reviews, and video representation. Most consumers will visit a restaurant with a good review or rating. The review and rating indicate that the restaurant has a good image. Consumers will compare the review and the real-time experience when they visit the restaurant. Consumers like indoor and outdoor restaurants as long as the restaurant has a good atmosphere, clean, tasty food, and distance.

Customer Personality

SL, RZ : I prefer to come to the restaurant directly even though it is a long distance because the distance is not a problem for me as long as it is worth it.

SR, RF : I like to mention my husband providing information and codes to buy the culinary I tagged. Usually, I come to this place with my friends or family. But because now it's a pandemic, I prefer to buy food by online delivery. Then, when a dish goes viral, I only order delivery because I am too lazy to queue on weekends or school holidays.

BR : I will visit culinary places according to my mood and financial condition.

AT, RH : Usually, I prefer a culinary place with food that I like. I rarely come to viral places. But before I go to a viral place, I usually share it with friends and discuss it. If they agree, we will go to the place together.

MBS : I like to get together and eat with my friends via food delivery/online.

RH : I visit culinary places on weekends

TR : I prefer places that are closer to my house than places that are far away. Usually, I come to culinary places with friends and family.

VC : During this pandemic, protocol in culinary areas is essential for me.

FK : If I have money, I will go to a place that has been recommended. I will come back to the place I like with different people.

ES : I often come to culinary places because of work and meetings. When it comes to hits, I still like to go places with friends because I cook more often with my family. For orders, I come to the place more often than buying online/delivering food.

As well as health protocols at restaurants, consumers will not come if the distance is way too far from their home or the restaurant is always full of visitors, so they will try to order by delivery service, or the consumer will find a similar restaurant that has the same menu but nearer and less crowded from the previous restaurant. The financial situation is also why they want to buy a culinary product. They sometimes will try to find culinary products with a sales promotion to get a discount. The best time for them to purchase culinary products is on the weekend. They will visit the place mostly with their family and friends and purchase culinary products offline and online.

Product Features

RF, MA : I'm interested in the food itself. I like simple good food, spicy, salty, Korean-themed, and cheap repurchase. For me, the price and discount of food affect the purchase. If the food is good, I will repurchase the food.

RH, SR : Food and taste are the most influential for me to buy, especially tantalizing or eye-catching food.

MBS : I'm attracted by the food more than any other factor, including the food being hitz. Like the food being reviewed, I will try it if I have not been. For me, the price affects purchase intention. If there are exciting promos offered in culinary

content videos, sometimes I want to come/buy.

TR : Korean food is a food that is often sought after because I like Korean food especially. Low prices are also the main factor for my buying interest. If the food is expensive, I won't come back again. And the atmosphere of the place has no effect as long the food is good.

BR : The place's price and environment are my main factors. I love cheap and delicious food. The short video helped me to find the best food in town. But if the place was uncomfortable and the food was not good, I won't return.

SF, RH : Good food is more important to me than the atmosphere. I am attracted by the food, just like all you can eat. Because the type of food is the main factor and I prefer good food to places. And most importantly, the price is low

.

ES :I like to visit places with friends and prefer healthy foods, such as green foods (vegetables). If the food is spicy or oily, skip it immediately. For the presentation of food that is not good, it can reduce my repurchase intention. The food I like most is Indonesian food.

SL, RZ : Taste is the main factor. If the food doesn't taste good, I'm not in the mood for photos. Because apart from taste, promotion is also a significant factor. I think a 75% promo is very influential for my buying interest. If I have to choose food or discounts, I prefer discounts.

AT : I'm not too provoked by restaurants that hold discounts or promos. The discount doesn't affect my buying interest; as long as the food is delicious and expensive, it's not a problem. But I also see from the price and portion.

SN : The taste of food is Number one and the second is the place. I'm always looking for cheap and

delicious food. I like to buy street food.

These findings seemed consistent with existing literature. Participants said that they would buy culinary products based on the product features they got. Friend recommendations, quality food, safety information, the credibility of food, demand for food, and perceived risk are matters to the purchase intention of the culinary product. Interestingly, product features become one of the topics that most mentioned by the participants which lead an assumption that emphasizing the video with the product features can foster user intention to purchase the products. It is make sense since product features are considered as a most critical factor of a business function that closely contacts the end customers (Bashir et al., 2018; Moon et al., 2008; Watson et al., 2020).

Source of Credibility (Key Opinion Leader)
Attractiveness

RF : Video content is seen more than KOL

RF, BR, SL, RH : Taking video angles and layouts has more influence on the intention to try and buy a culinary product

RH : Dubbing sound affects purchase intention

SL : I'm interested in colorful food content

MBS : I am interested in purchasing the culinary product if the video is exciting and has characteristics/ uniqueness

From the data above, we can conclude that many participants said they would have purchased culinary products based on how the content creator made the video exciting and attractive, as was found in the previous journals (Lou & Yuan, 2019; Weismueller et al., 2020) regarding attractiveness.

Trustworthiness

SH : KOL reviews can make food look tempting and trusted to buy. KOLs also influence buying of culinary products, especially when reviewing food.

RH : How often do they make the content about culinary? The way an

influencer promotes a product will attract interest and create a sense of trust to purchase the product.

BR, TR, NNA, RF, DIA: KOL review affects purchase intention of culinary product

SR, RF : Sometimes, I don't trust 100% info from influencers because they get paid. I trust user reviews more because they are more honest in providing information about culinary products.

RV, VC : KOL reviews make consumers believe in purchasing culinary products, but sometimes there are things beyond expectations regarding taste and place.

The finding of trustworthiness based on the interview participants said that crucial opinion leaders affect them to purchase culinary products because they trust their reviews. However, sometimes the participants found things beyond expectations in terms of taste and place when they bought the product, as seen in the previous journals of Lou & Yuan (2019) regarding trustworthiness.

These findings are similar to a previous research study (Putra et al., 2020; S. Teng, Wei Khong, et al., 2014). The interviews provided new insights, especially among Generation Z. They tend to trust reviews from users who comment in the KOL comment column more than KOL's review because it is more honest. They assume that the current KOL is often paid, so KOL does not provide an honest review of culinary products.

Discussion

Twelve FGD participants and eleven IDI participants of Short Video-Based Social Media users generate prominent information about how and why SVBSM affects culinary product purchase intention.

The sample size of 23 participants, ranging from 16-40 years old, was considered appropriate for this research, as the aim not to generalize any study findings but to indicate a proportional size of real users based on the data. Additionally, a saturation point was

reached during eleventh IDI, as repeated information began to emerge.

We use a deductive-exploratory study to acknowledge the phenomenon proposed by the research questions. Hence we emerged three dimensions: 1) Technology Acceptance Model (Perceived ease of use and perceived usefulness), 2) Culinary Short Video (Consumer Personality Characteristic, Retail Commercial Images, Product Feature), 3) Source of Credibility (Attractiveness, Expertise, and Trustworthiness). Each variable is described in the result section of this study.

Based on these comparison processes between the new and the previous variables, a new model describing Culinary Product's Purchase Intention toward SVBSM is presented. One sub-variable source of credibility (expertise) does not affect culinary product purchase intention towards Short Video-Based Social Media. Expertise refers to the extent to which a KOL (Key Opinion Leader) is perceived as having experience, knowledge, qualifications, and value as credible source (Erdogan, 1999). It can be assumed that participants did not care about the educational background of the KOL. As long as KOL consistently creates content about food and reviews food, the participants already have the Trustworthiness of the KOL

6. Conclusions

As a result, this research has revealed the variables related to the intention to purchase culinary products on SVBSM. To answer RQ 1, the result showed that the variables in the proposed concept are most significant to the respondent's factors which can address the first research question. From the working hypothesis, seven of eight is considered to independently influence intention to purchase culinary products towards SVBSM by the respondents: perceived ease of use, perceived usefulness, consumer personality characteristics, retail, commercial images, product features, attractiveness, and

trustworthiness. The expertise variable is not considered as the factor that can influence the purchase intention, which means the definition of how the influencers can be likable by consumers, similarity to the personality preferred by culinary product users, and familiarity with consumers is not influential.

The finding also shed light to the second research question (RQ 2) regarding how the customer experience the purchase intention of food products through SVBSM. The result indicate that the most frequently mentioned factor by the participants is product features from the side of video content, and perceived usefulness from the technological perspectives. This suggest that attitudinal factors, such as perceived quality of the products, play a critical role as it supported by previous research. (Bashir et al., 2018; Moon et al., 2008; Watson et al., 2020). In addition, user considered that the usefulness of each SVBSM platform is very important such as whether the user find for information or just enternainment as it was also mentioned mostly on the discussion. Moreoever, The respondents are also more interested in viewing culinary SVBSM based on their unique characteristic, the food variance and quality, attractiveness of the video or product, and of course the ease of SVBSM platform which illustrate costumer characteristic, retail commercial images, and perceived ease of use variable on the previous research. And the rest influential variables are less mentioned.

The interviews provided new insights, especially among Generation Z. They tend to trust reviews from users who comment in the KOL comment column more than KOL's review because it is more honest. They assume that the current KOL is often paid, so KOL does not provide an honest review of culinary products. One sub-variable source of credibility (expertise) does not affect culinary product purchase intention towards Short Video-Based Social Media. It is because participants did not care about the educational background of the Key Opinion Leader (KOL). As long as the short video creator consistently creates content about food and reviews food, the participants already have the Trustworthiness of the KOL.

The IDI and FGD also inform short video-based social media that consumers commonly use: Tiktok, Reels by Instagram, and Youtube Short, which can answer the third question (RQ 3) on this research.

To summarize the conclusion of this research, this research proposed a new model that depicts a phenomenon of intention to purchase culinary products. Without placing the expertise variable, the conceptual model of this research can portray how the consumer in Bandung is willing to purchase culinary products after watching short video content on a digital platform. This research is limited to uncovering the variables that might appear when the user sees content through a Short Video-Based Social Media as it is conducted as a qualitative study. The result of these studies is the conceptual model that depicts several variables that might influence the purchase intention after the user sees a short video on a digital platform. It still needs to be confirmed by further research. All participants are domiciled in Bandung, so the proposed models only fit with the culinary business who target residents of the city of Bandung and might not be comparable to any other citizen in other cities unless tested by another sample.

Another limitation of this research is that we explored more into the question of how they want to purchase a portion of food through the apps, and it is not profoundly explored how the user is trying to use the app. We recommend widening the sample in country size and confirming the model using quantitative confirmatory research to strengthen the model for further study. In addition, to explore deeper, research should be done that categorizes the platform's segmentation because each platform has different features and functions.

References

Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived Usefulness, Ease of Use, and Usage of Information Technology: A Replication. *MIS Quarterly*, *16*(2), 227–247. doi: 10.2307/249577

Agarwal, R., & Karahanna, E. (2000). Time Flies When You're Having Fun: Cognitive Absorption and Beliefs about Information Technology Usage. *MIS Quarterly*, *24*, 665–694. doi: 10.2307/3250951

Akyildiz, S. T., & Ahmed, K. H. (2021). An Overview of Qualitative Research and Focus Group Discussion. *International Journal of Academic Research in Education*, *7*(1). https://doi.org/10.17985/ijare.866762

Al-Emran, M., Arpaci, I., & Salloum, S. A. (2020). An empirical examination of continuous intention to use m-learning: An integrated model. *Education and Information Technologies*, *25*(4), 2899–2918. doi: 10.1007/s10639-019-10094-2

Alhidari, A., & Almeshal, S. (2017). Determinants of Purchase Intention in Saudi Arabia: A Moderating Role of Gender. *British Journal of Economics, Management & Trade*, *17*(2), 1–10. doi: 10.9734/bjemt/2017/32793

Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, *27*(2), 209–234. doi: 10.1080/02650487.2008.11073052

Babbie, E. (2007). *The practice of social research* (11th Editi). Thompson Wadsworth.

Balakrishnan, J., & Foroudi, P. (2019). Does Corporate Reputation Matter? Role of Social Media in Consumer Intention to Purchase Innovative Food Product. *Corporate Reputation Review*, *23*. doi: 10.1057/s41299-019-00078-w

Bashir, A., Bayat, A., Olutuase, S., & Abdul latiff, Z. (2018). Factors affecting consumers' intention towards purchasing halal food in South Africa: a

structural equation modelling. *Journal of Food Products Marketing*, *25*, 1–23. doi: 10.1080/10454446.2018.1452813

Bhatt, N., Mjayswd, R., & Patei, D. (2008). *Impact of Celebrity Endorser's Source Credibility on Attitude Towards Advertisements and Brands*. *20*(4), 74–96.

Bump, P. (2020). *The 5 Types of Social Media and Pros & Cons of Each*. Blog.Hubspot.Com. https://blog.hubspot.com/marketing/which-social-networks-should-you-focus-on

Casula, M., Rangarajan, N., & Shields, P. (2021). The potential of working hypotheses for deductive exploratory research. *Quality and Quantity*, *55*(5), 1703–1725. doi: 10.1007/s11135-020-01072-9

Chekima, B., Chekima, F. Z., & Adis, A.-A. A. (2020). Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness. *Journal of Economics and Business*, *3*(4). doi: 10.31014/aior.1992.03.04.298

Chiu, Y., Lin, C., & Tang, L. (2005). Gender differs: assessing a model of online purchase intentions in e-tail service. *International Journal of Service Industry Management*, *16*(5), 416–435. doi: 10.1108/09564230510625741

Chu, C., & Lu, H. (2007). Factors influencing online music purchase intention in Taiwan. *Internet Research*, *17*(2), 139–155. doi: 10.1108/10662240710737004

Cui, L., Jiang, H., Deng, H., & Zhang, T. (2019). The influence of the diffusion of food safety information through social media on consumers' purchase intentions. *Data Technologies and Applications*, *53*(2), 230–248. doi: 10.1108/DTA-05-2018-0046

Davis, F. (1985). *A Technology Acceptance Model for Empirically Testing New End-User Information Systems*.

Dewi, Y. R. (2021). Creating Customer Engangement and Customer Value within 15 second: How Tiktok Works for Content Marketing. *AMAR (Andalas Management Review)*, *5*(1), 33–45.

Djafarova, E., & Trofimenko, O. (2019). 'Instafamous' – credibility and self-

presentation of micro-celebrities on social media. *Information, Communication & Society*, *22*(10), 1432–1446. doi: 10.1080/1369118X.2018.1438491

Easterby-Smith, M., Thorpe, R., & Lowe, A. (2002). *Management Research: An Introduction.*

Edmondson, A., Dillon, J., & Roloff, K. (2007). 6 Three Perspectives on Team Learning. *The Academy of Management Annals*, *1*, 269–314. doi: 10.1080/078559811

Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, *15*(4), 291–314. doi: 10.1362/026725799784870379

Fadilla, A. (2022). *Kunci Sukses UMKM Adaptasi di Pasar Digital, Apa Saja?* Www.Katadata.Com. https://katadata.co.id/aryowidhywicaks ono/digital/62ba991d412d1/kunci-sukses-umkm-adaptasi-di-pasar-digital-apa-saja

Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, *15*(2), 161–183. doi: 10.1108/JAMR-05-2017-0062

Fitria, R. (2022). *Viral Warung Nasi Uduk Gerobakan Jual Kopi Latte Art.* Www.Detik.Com. https://food.detik.com/info-kuliner/d-5960285/viral-warung-nasi-uduk-gerobakan-jual-kopi-latte-art

Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2020). Celebrity endorsement and brand passion among air travelers: Theory and evidence. *International Journal of Hospitality Management*, *85*, 102347. doi: 10.1016/j.ijhm.2019.102347

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, *63*(1), 5–25. doi: 10.1177/0008125620958166

Hale, J. (2019). *More Than 500 Hours Of Content Are Now Being Uploaded To YouTube Every Minute.* Www.Tubefilter.Com. https://www.tubefilter.com/2019/05/07/number-hours-video-uploaded-to-youtube-per-minute/

Hansen, J. M., Saridakis, G., & Benson, V. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. *Computers in Human Behavior*, *80*, 197–206. doi: 10.1016/j.chb.2017.11.010

Hays, D. G., & McKibben, W. B. (2021). Promoting rigorous research: Generalizability and qualitative research. Journal of Counseling & Development, 99(2), 178-188.

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, *15*(4), 635–650. doi: 10.1086/266350

Hsieh, J. J. P.-A., Rai, A., & Keil, M. (2008). Understanding Digital Inequality: Comparing Continued Use Behavioral Models of the Socio-Economically Advantaged and Disadvantaged. *MIS Quarterly*, *32*(1), 97–126. doi: 10.2307/25148830

Huang, Y., & Lu, S. (2020). Understanding the Influence of Mobile Short Video Perceived Value on Chinese Consumers' Purchase Intention Based on the Mediating Effect of User Participation and Attitude. *International Journal of Scientific & Engineering Research*, *11*(9), 1367–1378.

Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, *40*(3), 327–375. doi: 10.1080/02650487.2020.1836925

Hyde, K. F. (2004). Qualitative Market Research: An International Journal Emerald Article: Recognising deductive processes in qualitative research. *An International Journal*, *3*(2), 82–90.

Iczek, A., & Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical

Analysis and Review of Empirical Research. *Psychological Bulletin*, *84*(5), 888–918. doi: 10.1007/s11614-012-0060-4

Inegbedion, H. E. (2018). Factors that Influence Customers' Attitude toward Electronic Banking in Nigeria. *Journal of Internet Commerce*, *17*(4), 325–338. doi: 10.1080/15332861.2018.1463482

Jaafar, S., Lalp, P. E., & Naba, M. M. (2012). Consumers' perception, attitudes and purchase intention towards private label food products in Malaysia. *Asian Journal of Business and Management Sciences*, *2*, 73–90.

Jicheng, Z. (2021). Analysis of short video production and dissemination from the perspective of mobile multimedia. *Journal of Physics: Conference Series*, *1915*(4). doi: 10.1088/1742-6596/1915/4/042081

Johnson, R., & Onwuegbuzie, A. (2004). Mixed Methods Research: A Research Paradigm Whose Time Has Come. *Educational Researcher*, *33*(7), 14–26. http://edr.sagepub.com/content/33/7/14.short

Kalampokis, E., Tambouris, E., & Tarabanis, K. (2013). Understanding the Predictive Power of Social Media. *Internet Research*, *23*. doi: 10.1108/IntR-06-2012-0114

Kaplan, A. (1964). *The Conduct of Inquiry: Methodology for Behavioural Science*. Chandler Publishing.

Keen, C., Wetzels, M., de Ruyter, K., & Feinberg, R. (2004). E-tailers versus retailers. Which factors determine consumer preferences. *Journal of Business Research*, *57*(7), 685–695. doi: 10.1016/S0148-2963(02)00360-0

Khare, A., & Sadachar, A. (2014). Collective Self-Esteem and Online Shopping Attitudes among College Students: Comparison between the U.S. and India. *Journal of International Consumer Marketing*, *26*, 106–121. doi: 10.1080/08961530.2014.878203

Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping.

Computers in Human Behavior, *26*(5), 1208–1222. doi: 10.1016/j.chb.2010.03.032

Li, C., Zhu, L., & Phongsatha, T. (2021). Factors Influencing Consumers Purchase Intention Throught Tiktok of Changsha , China Residents. *AU-EJournal of Interdisciplinary Research*, *6*(2), 113–124.

Lin, C. (2014). An Exploratory Study of Design Processes. *International Journal of Arts and Commerce*, *3*(1), 55–68.

Lister, M. (2022). *31 Mind-Boggling Instagram Stats & Facts for 2022*. Www.WorldStream.Com. https://www.wordstream.com/blog/ws/2017/04/20/instagram-statistics#:~:text=95 million photos and videos,Instagram platform since its conception

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, *19*(1), 58–73. doi: 10.1080/15252019.2018.1533501

Lu, Z., & Nam, I. (2021). Research on the Influence of New Media Technology on Internet Short Video Content Production under Artificial Intelligence Background. *Complexity*, *2021*. doi: 10.1155/2021/8875700

Madahi, A., & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, *5*(8). doi: 10.5539/ibr.v5n8p153

Mathieson, K., Peacock, E., & Chin, W. (2001). Extending the Technology Acceptance Model: The Influence of Perceived User Resources. *DATA BASE*, *32*, 86–112.

Milena, Z. R., Dalnora, G., & Alin, S. (2008). Qualitative research methods: A comparison between focus-groups and in-depth Interview. *The Journal of the Faculty of Economics - Economic*, *4*(1), 1279–1283.

Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, product type, and price influences on consumer purchase

intention to buy personalized products online. *Journal of Business Research, 61*(1), 31–39. doi: 10.1016/j.jbusres.2006.05.012

O'Flaherty, K. (2021). *All the ways TikTok tracks you and how to stop it.* Www.Wired.Co.Uk. https://www.wired.co.uk/Article/Tiktok-Data-Privacy

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising, 19*(3), 39–52. doi: 10.1080/00913367.1990.10673191

Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research, 31*(1), 46–54.

Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice, 27*(1), 103–121. doi: 10.1080/10696679.2018.1534070

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., Hoagwood, K., Author Lawrence Palinkas, C. A., & Lomas Feldman Professor of Social Policy, F. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research HHS Public Access. *Adm Policy Ment Health, 42*(5), 533–544. doi: 10.1007/s10488-013-0528-y

Park, N. K., & Farr, C. A. (2007). The effects of lighting on consumers' emotions and behavioral intentions in a retail environment: A cross-cultural comparison. *Journal of Interior Design, 33*(1), 17–32. doi: 10.1111/j.1939-1668.2007.tb00419.x

Patton, M. Q. (1990). Qualitative evaluation and research methods, 2nd ed. In *Qualitative evaluation and research methods, 2nd ed.* (p. 532). Sage Publications, Inc.

Pinda, L., Handoko, K., Salim, S., & Gunadi, W. (2021). The Determinant Factors of Purchase Intention in the Culinary Business in Indonesia That Mediated by Parasocial Interaction and Food Vlogger Credibility. *Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12*(3), 4852–4865. doi: 10.17762/turcomat.v12i3.1991

Porral, C. C., & Lang, M. (2015). Private labels: the role of manufacturer identification, brand loyalty and image on purchase intention. *British Food Journal, 117*(2), 65–96. doi: 10.1108/eb011686

Putra, M. P., Wayan, N., & Suprapti, S. (2020). the Application of the Elaboration Likelihood Model in Explaining E-Wom Adoption and Repurchase Intention. *American Journal of Humanities and Social Sciences Research, 4*(8), 259–267. www.ajhssr.com

Rabiee, F. (2004). Focus-group interview and data analysis. *Proceedings of the Nutrition Society, 63*(4), 655–660. doi: 10.1079/PNS2004399

Rahmawati, Y., & Kyuna, H. (2022). *Akun Instagram Sempat Hilang karena Bikin Bakmi Babi Viral, Pria Ini Sebut Percaya Toleransi Masih Hidup di Indonesia.* Www.Suara.Com. https://www.suara.com/Lifestyle/2022/06/17/203821/Akun-Instagram-Sempat-Hilang-Karena-Bikin-Bakmi-Babi-Viral-Pria-Ini-Sebut-Percaya-Toleransi-Masih-Hidup-Di-Indonesia

Ranaweera, C., Bansal, H., & McDougall, G. (2008). Web site satisfaction and purchase intentions: Impact of personality characteristics during initial web site visit. *Managing Service Quality, 18*, 329–348. doi: 10.1108/09604520810885590

Ranney, M. L., Meisel, Z. F., Choo, E. K., Garro, A. C., Sasson, C., & Morrow Guthrie, K. (2015). Interview-based qualitative research in emergency care part II: Data collection, analysis and results reporting. Academic Emergency Medicine, 22(9), 1103-1112.

Saunders, M., Lewis, P. and Thornhill, A. (2009). *Research Methods for Business Students. Pearson.*

Sayce, D. (2020). *The Number of tweets per day in 2020.* Dsayce.Com. https://www.dsayce.com/social-media/tweets-day/

Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology and Marketing, 37*(3), 488–505. doi: 10.1002/mar.21315

Shaheen, M., Gupta, R., & Kumar, Y. L. N. (2016). Exploring dimensions of teachers' OCB from stakeholder's perspective: A study in India. *Qualitative Report, 21*(6), 1095–1117. doi: 10.46743/2160-3715/2016.2357

Szajna, B. (1996). Empirical Evaluation of the Revised Technology Acceptance Model. *Management Science, 42*(1), 85–92. http://www.jstor.org/stable/2633017

Talati, Z., Pettigrew, S., Kelly, B., Ball, K., Dixon, H., & Shilton, T. (2016). Consumers' responses to front-of-pack labels that vary by interpretive content. *Appetite, 101*, 205–213. doi: 10.1016/j.appet.2016.03.009

Teng, H.-J., Ni, J.-J., & Chen, H.-H. (2018). Relationship between e-servicescape and purchase intention among heavy and light Internet users. *Internet Research, 28*, 0. doi: 10.1108/IntR-10-2016-0303

Teng, S., Wei Khong, K., Wei Goh, W., & Yee Loong Chong, A. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review, 38*(6), 746–768. doi: 10.1108/OIR-04-2014-0089

The Pew Research. (2022). *20+ Instagram Demographics You Should Know Now Guest Author.* Www.Wordstream.Com. https://www.wordstream.com/Blog/Ws/2021/01/28/Instagram-Demographics-2021

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly, 27*(3), 425–478. doi: 10.2307/30036540

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies, December 2020*, 1–28. doi: 10.1111/ijcs.12647

Wang, S., & Close Scheinbaum, A. (2017). Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility Through Celebrity Endorsement. *Journal of Advertising Research, 58*, JAR-2017. doi: 10.2501/JAR-2017-042

Watson, A., Alexander, B., & Salavati, L. (2020). The impact of experiential augmented reality applications on fashion purchase intention. *International Journal of Retail & Distribution Management, 48*(5), 433–451. doi: 10.1108/IJRDM-06-2017-0117

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal, 28*(4), 160–170. doi: 10.1016/j.ausmj.2020.03.002

WSJ Staff. (2021). Inside TikTok's Algorithm: A WSJ Video Investigation. https://www.wsj.com/articles/tiktok-algorithm-video-investigation-11626877477?mod=e2tw

Wu, B., & Chen, X. (2017). Continuance intention to use MOOCs: Integrating the technology acceptance model (TAM) and task technology fit (TTF) model. *Computers in Human Behavior, 67*, 221–232. doi: 10.1016/j.chb.2016.10.028

Xiao, Y., Wang, L., & Wang, P. (2019). *Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions. 351*(Mmetss), 415–422. doi: 10.2991/mmetss-19.2019.82

Yoon, S.-J. (2002). The antecedents and consequences of trust in online-purchase decisions. *Journal of Interactive Marketing, 16*(2), 47–63. doi: 10.1002/dir.10008

Zarif Sagheb, M., Ghasemi, B., & Nourbakhsh, S. K. (2020). Factors affecting purchase intention of foreign food products: An empirical study in the Iranian context. *British Food Journal,*

122(5), 1485–1504. doi: 10.1108/BFJ-05-2019-0318

Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing, 30*(6), 461–469. doi: 10.1002/mar

Zhang, Z., Ni, M., He, Q., Gao, J., Gou, J., & Li, X. (2016). Exploratory Study on Correlation Between Twitter Concentration and Traffic Surges. *Transportation Research Record: Journal of the Transportation Research Board, 2553*(1), 90– doi: 10.3141/2553-10