The Effectiveness of Food Vlogger Review on Purchase Intention Toward Food Product (Study on Mega Influencer)

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ABSTRACT

The objective of this research is to investigate the factors, such as source credibility (attractiveness, trustworthiness, and competence) and brand-influence match up congruence, that might contribute to better customer attitudes and buy intentions. The study is focused on millennials and Gen Z between the ages of 18 and 34 who have recently seen food vloggers review products on Youtube. This research utilizes using an online questionnaire that is made with Google Form distributed to 265 respondents. The full-scale data is analyzed through SmartPLS and bootstrapping analysis to test for reliability, validity, and the research's hypotheses to identify the relationship between variables. The findings of the research shows that trustworthiness, expertise, similarity, liking, and familiarity value has a positive and significant relationship with customer attitude toward food product. Customer attitude toward food product also has a positive and significant relationship with purchase intention. Then both Attractiveness and Brand-Influencer Match-up does not have a positive influence significant effect on customer attitude toward food product. The results of this research, it can be concluded there are 6 variables that measure food vlogger reviews that are included in the source credibility model, namely trustworthiness, attractiveness, expertise, liking, familiarity, and similarity. The more trustworthiness, expertise, similarity, liking, familiarity felt by food vloggers by customers, the more positive customer attitudes towards food products will be.

Keywords: Youtube; Food Vloggers; Food Product; Customer Attitude; Purchase Intention

INTRODUCTION

The commercial communication growth of social media has attracted people attentions, especially young generation people. The company's marketing strategy focuses on doing promotions with the aim of persuading customers to be interested in their products. Because consumers have gained a lot of experience, and references before making a purchase decision. Several techniques that can be used by marketers in promoting a brand are by hiring celebrities or influencers to help the brand become more widely known. Social media plays a role as a communication tool between users that has a big influence on society. Increasing popularity such as Youtube has established them as the most popular social media brand in Indonesia, with around 175.4 million active users (Statista, 2019).

One industry that has realized the benefits of EWOM is the food and beverages industry which allows consumers to be involved the food and beverages sectors as opinion seekers or opinion givers. The result is a food vlogger to creates special content about reviews of a food or beverage produced by the company, has a higher level

of knowledge and trust in the eyes of consumers (Djafarova and Rushworth, 2017). In this digital era, Youtube, Instagram, Twitter, and TikTok can be used as marketing media. But of all the existing types of social media, Youtube is the most appropriate medium for marketing in the culinary business. According to Global Media Insight (2022), most Youtube users are in the 15–35-year age group. As the foodie generation, millennials are addicted to foodvlogging, foodstagram, cooking videos that are always accompanied by their respective recipes and of course restaurant review. The skills of vloggers as influencers of product review videos can increase consumer buying interest in these goods through video review of product recommendations through the Youtube channel provided by the vlogger.

According to Djafarova et al. (2017), the food and beverage industry has recognized the significance of employing the role of a food vlogger in their promotional or advertising content. With 92% of millennial consumers are more interested in reviews or recommendations from vloggers or influencers than celebrities. Accordingly, food vlogger reviews can be said to have an impact on consumers' minds. As a result, the circumstance is critical for a business or brand to comprehend the influence what a food vlogger has to an audience Youtube channel. Specifically, to demonstrate how the attractiveness, trustworthiness, and expertise of the source, as well as the brand's suitability for influencers, can influence the food product audience's intention to purchase.

One of Youtube's many benefits is that it may serve as a platform for influential people to offer their opinions on products. Youtube videos tend to be longer, covering more ground and having a greater influence on viewership and earnings much after they've been posted. Youtube data shows that now, videos on food are the most popular type of video uploaded to the site. There is a large audience for food review content because it is both popular to make and watch. Promoting a restaurant or other food-related business on Youtube is most effective when coupled with a review, and this is especially true when the review is provided freely by the Food Vlogger. Despite Youtube's many benefits and the presence of Mega Influencers, it's unclear whether these foods contents persuade their viewers to purchase the recommended foods. Therefore, the purpose of this study is to address this issue. The Mega Influencers that will be analyzed deeper in this research are Nex Carlos, Tanboy Kun, & Mgdalenaf.

In addressing the growing influence of social media, particularly YouTube, in shaping consumer preferences, this study has identified a specific focus on the food and beverage industry. The prevalence of social media platforms among the younger demographic, particularly in Indonesia, has led companies to strategically utilize influencers, specifically food vloggers, to promote their products. The problem statement emphasizes the significance of understanding the impact of food vlogger reviews on consumer behavior, highlighting that millennials show a higher preference for such reviews compared to endorsements by celebrities. This study also underscores the critical need for businesses to comprehend the multifaceted influence food vloggers wield, including their attractiveness, trustworthiness, expertise, and brand suitability. To delve deeper into this phenomenon, the study will focus on prominent Mega Influencers on YouTube – Nex Carlos, Tanboy Kun, & Mgdalenaf. The study aims to explore how these influencers contribute to audience intention to purchase by examining the persuasive power of their food-related content and the lasting impact it may have on consumer behavior. By investigating the role of Mega Influencers, the study seeks to unravel the complexities of the relationship between food vlogger reviews on YouTube and consumer decision-making in the culinary industry, ultimately contributing valuable insights to marketing strategies in the digital age.

To have a better understanding on this research, the following research questions will be analyzed: (RQ1) Does trustworthiness have a positive effect on consumer attitude?, (RQ2) Does expertise have a positive effect on consumer attitudes?, (RQ3) Does attractiveness (attractiveness, similarity, liking, familiarity) have a positive effect on consumer attitude?, (RQ4) Does brand-influencer match up congruence have a positive effect on consumer attitudes?, (R5) Does consumer attitude affect purchase intention?

According to Ha & Lam (2016), social media marketing is a method for establishing direct communication between businesses or brands and their target market through social media communities connected to digital networks. This is important when a brand is attempting to cultivate interest among customers in the young customer as well as those in the older age group. According to Kotler (2010) social media marketing is a strategy in which individuals and groups establish communication between one another by getting what is needed. Influencers on social media can engage with audience, which usually has many followers on the platform. The information given is intended so that the audience has the experience of feeling what is considered capable of creating a connection

between influencers and their audience.

The number of people who follow them defines the following types of influencers. Nano Influencer is the sort of influencer with the shortest, who has between one thousand and ten thousand followers. Micro Influencers are those with 10,000 to 100,000 followers. People generally have a great deal of faith in this type of influencer due to their expertise in specific disciplines. Macro Influencers is the influencers classified as macro influencers have between 100,000 and 1,000,000 followers. Lastly, Mega influencers are those with over one million followers. In general, this form of influencer is a nationally or internationally renowned artist or community leader (Djafarova et al., 2017).

Source credibility is a combination of trustworthiness, expertise, and attractiveness. Also, the audiences tend to choose which communicators they like or dislike, so companies or brands need to take into consideration in selecting communicators/influencers to communicate the brand by looking at credibility. According to Schouten, Janssen, & Verspaget (2019), a communicator's credibility can be derived from a variety of factors, including personality, skills, and attitudes. Credibility comes from within the individual or the expertise they have in the field they are involved. Credibility is part of the audience's response to the nature of an influencer/communicator. Trustworthiness refers to the degree to which the source can be trusted by fostering confidence in the audience's understanding of the message (Singh, 2021). A person's level of experience, knowledge, or skill can be measured as their level of expertise.

According to Aaker (2013), brand personality is a collection of characteristics that can be linked to the similarity of individual consumer characteristics. On the other hand, Garcia, Saura, Orejula, & Junior (2020) define influencer personality as the traits of human behavior that influence a brand, such as suitability, compatibility, and brand characteristics. According to several studies, consumers' attitudes toward a product and their intentions to purchase it are stronger when a celebrity is more important or compatible with the brand.

According to De Veirman, Cauberghe, & Hudders (2017) attitude is perception, knowledge, feelings towards an individual, activity or object. Attitudes are seen as a part of the steps for consumers to make decisions after consuming a product/brand. According to Chen & Yang (2021), consumer attitudes toward a brand can have a significant impact on consumer to make a purchase. Another study (Choi & Lee, 2019) found that vloggers' videos influenced consumer attitudes toward brands and their intentions to purchase.

Purchase intention is a part of the attitude component of consuming a product because it goes through the stage of the respondent's tendency to act before the purchase decision is made (Schouten et al., 2019). According to De Veirman et al., (2017), purchase intention is defined as a consumer's likelihood of making a purchase or taking other actions related to that purchase.

Trustworthiness is a mindset that comes from one's experience in making decisions to consume a product and its benefits in general regarded as a crucial component of a relationship's success. In addition, honesty, integrity, and endorsement trust are the three dimensions of trustworthiness, as stated by Sanchez & Jimenez (2021). This allows for the formulation of the study's hypothesis, which is:

H_1: *The more food vlogger trustworthiness is perceived by the customer, the more positive customer's attitude toward food product will be.*

According to Sanchez et al., (2021), celebrities are attractive as communicators because they are regarded as having expertise in particular areas. This makes them ideal for helping to raise brand awareness. This allows for the formulation of the study's hypothesis, which is:

H_2: *The more food vlogger expertise is perceived by the customer, the more positive customer's attitude toward food product will be.*

According to Chen et al., (2021) attractiveness can not only be defined as physical attractiveness. However, it can also be defined as a non-physical attraction related to feelings, mentality, personality, lifestyle, and talents. According to Singh (2021), a person's weight, height, and facial beauty are the primary indicators of their physical attractiveness. As a result, the following hypothesis can be formulated as:

H_3: *The more food vlogger attractiveness is perceived by the customer, the more positive customer's attitude toward food product will be.*

According to Choi et al., (2019), people are more likely to accept the message when they see similarities between themselves and the endorser. The relationship between celebrities and their audience can be stronger if they have something in common. Examples of similarities such as similarities in interests in certain things or

similarities in lifestyle. So that the hypothesis is:

H_4: *The more food vlogger similarity is perceived by the customer, the more positive customer's attitude toward food product will be.*

Likeability is how well someone is liked by other people because of how they look and behave. According to Garcia et al., (2021), customers will associate a celebrity with a brand if they like that celebrity. This allows for the formulation of the study's hypothesis, which is:

H_5: *The more food vlogger liking is perceived by the customer, the more positive customer's attitude toward food product will be.*

Familiarity is the perception of emotional and physical similarity between individuals with other individuals who have higher popularity (Garcia et al., 2021). Thus, the hypothesis in this study can be formulated, namely:

H_6: *The more food vlogger familiarity is perceived by the customer, the more positive customer's attitude toward food product will be.*

According to (Kotler, 2010) there is a high degree of probability for an influencer in promoting a product, who has a background that matches them. The similarity effect is considered as an influence for consumers to prefer advertisements promoted by celebrities who have something in common, rather than those who do not have unsuitable backgrounds or expertise. This makes it possible to formulate the study's hypothesis, which is:

H_7: *The more food vlogger match-up congruence with the brand or product is perceived by the customer, the more positive customer's attitude toward food product will be.*

Chen et al., (2021), specifically discusses purchase intention as a person's propensity to decide. Ha et al., (2016), define as customers' opinions of celebrities will influence their intentions to buy. As a result, the following hypothesis can be formulated:

H_8: *Customers will be more likely to make a purchase if they feel good about food products.*

Food Vlogger Review

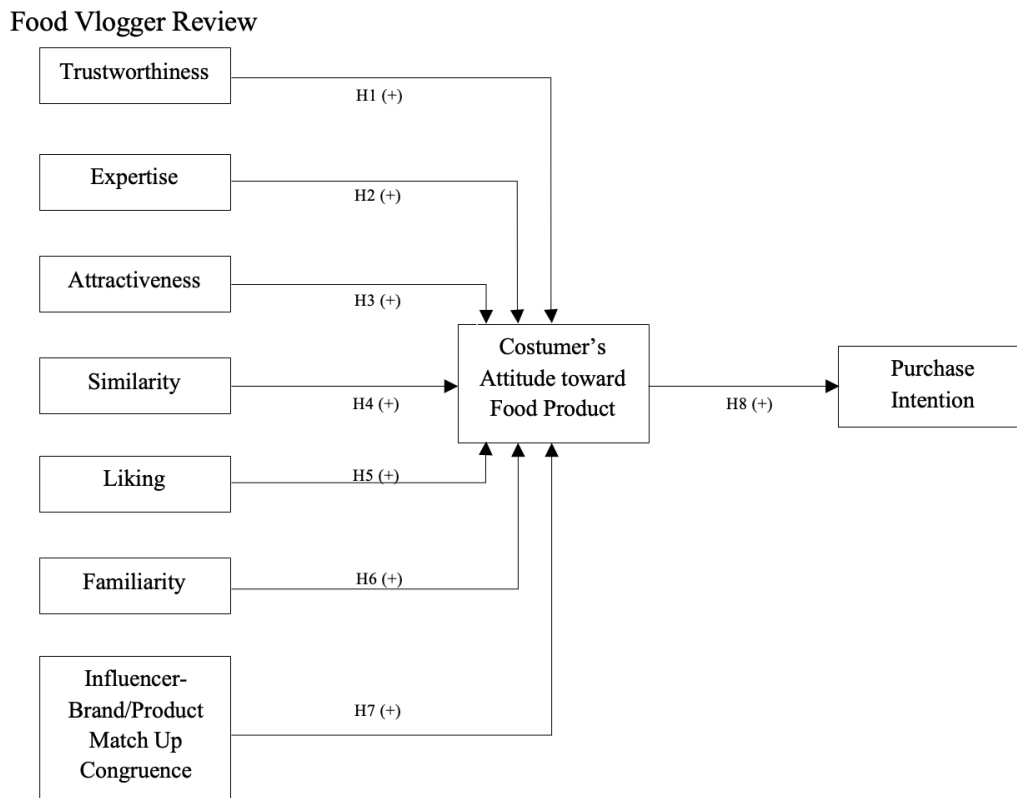Figure 1. Theoretical Framework

METHODS

Research Design

The research design for this study is conclusive research. To arrive at a decision or draw a conclusion that is supported by quantitative data, conclusive research is carried out, as implied. To either confirm or refute the research hypothesis, conclusive research is conducted. The research tests the relationship between the indicators through the collection and analysis of numerical data, which will be gathered using a quantitative approach. Online surveys used to distribute the data, and SmartPLS software used to analyze the data.

Population

Population is a collection of elements or objects that have the information sought by researchers and from where the conclusion is made (Sugiyono, 2014). Population is mass of people that want to be investigated (Malhotra, 2010). Based on Datareportal (2022), the number of Youtube users in Indonesia 2022 was 139 million users (all ages). Focusing on the specific ages/generation that match with this research is generation Millennial and Gen Z that aged between 18 to 34 years old. Therefore, the number of Youtube user in Indonesia that lies in age 18-24 years old is around 17% (23.6 million users) and 25-34 years old is around 22% (30.5 million users) from total users.

Unit of Analysis

The unit of analysis in this study is people who have purchased food products after watching a food vlogger (Mega Influencers: Nex Carlos, Tanboy Kun, & Mgdalenaf) on Youtube at least once. Researchers have the opinion that consumers will gain a deeper understanding of the products/brands included in the content. In addition, consumers can have more knowledge about the platform and the impact of food content reviews on their behavior. Researchers limit respondents to the Millennial and Gen Z generations, men and women who have an age range of 18-34 years, with the criteria that in the last three months, respondents have watched at least one food vlogger review about food products on Youtube.

Sampling Method & Number of Samples

A non-probability sampling technique called convenience sampling is used in this research. Researcher can choose respondents using convenience sampling if they are nearby, readily available, and the best fit for the study (Mccombes, 2022). This can increase the time efficiency of collecting respondents by using online questionnaires in combination with convenience sampling, which enables visibility to people who are nearby and suitable for the study. Sample size is a very significant factor to consider in quantitative research. In his sample size research, stated that a desirable sample size should be greater than 30 but not greater than 500. More than 500 samples would be more vulnerable to Type 2 error, resulting in inaccuracy. Meanwhile, statistical experts Hair et al., (2017) sample size must be appropriate should be 5 times the number of items latent variables used. Due to time efficiency because number of the population stated at previous section is big enough, therefore for this research used this kind of approach. Therefore, each variable will contain 5-8 indicators, for a total of 53 items. By multiplying the value by 5, we get 265 responders to the questionnaire.

Data Analysis

The statistical methods utilized to accept and reject the hypothesis will be elaborated in the following sections. The software used to process the data is SmartPLS to efficiently process all the data and maintain accuracy. Reliability and validity test also conducted to make sure all the data are reliable and valid before further process to hypothesis testing (using PLS-SEM).

Questionnaire Design

The research utilized Likert Scaling as its main scaling method. The Likert Scale is one of the most common scaling methods in researchers. This measurement is used to individual's perception and attitudes towards an object, such as influencers which are utilized in this study. Respondents be asked to choose from a range of responses that are coded numerically for qualitative study such as 1 = disagree, 2 = slightly disagree and so on (Mcleod, 2019). In this research, the researcher also use a 5 (five) point Likert scale. Moreover, this study using 6 variables consisting of attractiveness, trustworthiness, expertise, brand-influencer match up congruence, consumer attitude toward brand and purchase intention. There are 33 questions in total, not considering the demographic and filter questions.

Variables	Questions	Source of item
Trustworthiness *Defined as the honesty integrity and believability of an endorser that create positive features, and increase the acceptance of the message (Nguyen et al 2016).*	• T1: I believe in food vlogger's brand choice. • T2: I think that the food vlogger is an honest person. • T3: I think that the food vlogger provides reliable source of information. • T4: I think that the celebrity is a sincere person. • T5: I think that the celebrity is a trustworthy person.	Ohanian (1990) Nguyen et al (2016)
Expertise *Defined as the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid (Nguyen et al, 2016).*	• E1: I see that the food vlogger is an expert in the field that he/she represent • E2: I see that the food vlogger has experience in food industry • E3: I see that the food vlogger has a lot of knowledge about this food product brand. • E4: I see that the food vlogger has got high professional qualification. • E5: I see that the food vlogger has skilled this brand.	Ohanian (1990) Nguyen et al (2016)
Attractiveness *Defined as influencer physical attributes or characteristics that can exert a positive attitude on consumers subsequently with a purchasing intention. (Erdogan 1999)*	• A1: I think that the food vlogger has got a strong attractiveness. • A2: I think that the food vlogger is a very classy • A3: I think that the food vlogger has a very pretty face. • A4: I think that the food vlogger has a very elegant fashion style. • A5: I think that the food vlogger has a very attractive appearance. • A6: I see that the food vlogger has a very persuasive voice. • A7: I think that the food vlogger has a very professional manner.	Ohanian (1990) Nguyen et al (2016)
Similarity *Defined as resemblance between the source and the receiver of the message (McGuire, 1985). In other words, a customer may*	• S1: I think that the food vlogger and I share the same culture. • S2 : I think that the food vlogger and I share similar lifestyle. • S3 : I think that the food vlogger and I share similar interests.	Nguyen et al (2016) Erdogan (1999)

Figure 2. Item Measurement

RESULTS & DISCUSSION

Descriptive Statistics

The survey has total 265 participants. Respondents are restricted to those between the ages of 18 and 34, both genders included. Respondents must meet the criterion of having seen at least one food vlogger review a food product on Youtube during the last three months. Some of the details that make up a person's demographic profile include their gender, where they live, what they do for a living, and how much money they bring in per month.

		Frequency	Percentage
Gender	Female	180	67.9%
	Male	85	32.1%
Age	18-21	42	15.80%
	22-25	138	52.10%
	26-29	74	27.90%
	30-34	11	4.20%
Domicile	JABODETABEK	101	38.10%
	Jawa Tengah	67	25.30%
	Jawa Barat	43	16.20%
	Other	54	20.40%
Occupation	Private Employees	107	40.4.0%
	University Student	73	27.5%
	Government Employees	66	24.9%
	Other	19	6.80%
Monthly Income	Rp. 5,000,001 - Rp. 10,000,000	170	64.20%

Figure 3. Descriptive Statistics

Reliability & Validity Test

Based on figure 4 below, the results of the Cronbach Alpha test and composite reliability test at n=265. When the Cronbach Alpha is greater than 0.7, the data set can be considered as reliable. After running SmartPLS on the data, the Cronbach Alpha value varied from 0.788 – 0.946. All constructs have passed the Cronbach Alpha test and is above 0.7. The Composite Reliability value of all variables is also greater than 0.70. Based on the calculation results of Construct Reliability (Cronbach's Alpha and Composite Reliability) in Cronbach's Alpha calculations, all variables meet the criteria. Thus, it can be concluded that each indicator under study has met the reliability requirements.

Constructs	Cronbach Alpha	Composite Reliability	Conclusions
Trustworthiness	0.944	0.957	Reliable
Expertise	0.929	0.957	Reliable
Attractiveness	0.913	0.947	Reliable
Similarity	0.842	0.931	Reliable
Liking	0.916	0.887	Reliable
Familiarity	0.919	0.933	Reliable
Brand-Influencer Match-up	0.788	0.934	Reliable
Consumer Attitude Toward Food Product	0.946	0.855	Reliable
Purchase Intention	0.929	0.946	Reliable

Figure 4. Reliability Test

Based on figure 5 below, the construct had passed the AVE test when it had exceeded the 0.5 threshold. The value of the AVE of each construct varied from 0.541 – 0.818. Therefore, 54.1%-81.8% of the variance can be explained by the construct and not due to an error in the measurement. The author can conclude that at n=265, the data received from the respondents are also valid can be subjected to more analysis.

Constructs	AVE	No. of items	Conclusions
Trustworthiness	0.818	5	Valid
Expertise	0.781	5	Valid
Attractiveness	0.660	7	Valid
Similarity	0.612	5	Valid
Liking	0.665	7	Valid
Familiarity	0.640	8	Valid
Brand-Influencer Match-up	0.541	5	Valid
Consumer Attitude Toward Food Product	0.789	5	Valid
Purchase Intention	0.779	5	Valid

Figure 5. Validity Test

Path Coefficient Model

The blue circles stand in for the latent variables, and the lines connecting them to the yellow rectangles indicate the corresponding indications of measurement. A reflective measurement model depicts the interplay between latent variables and the indicators they serve as reflections of (Hair et al., 2017). There are a total of 9 hidden variables and 53 indicators. The inner and outer models are also shown in figure 6 below. In the following parts, we will conduct a more in-depth examination and description of the connection between the constructions and their indicators.
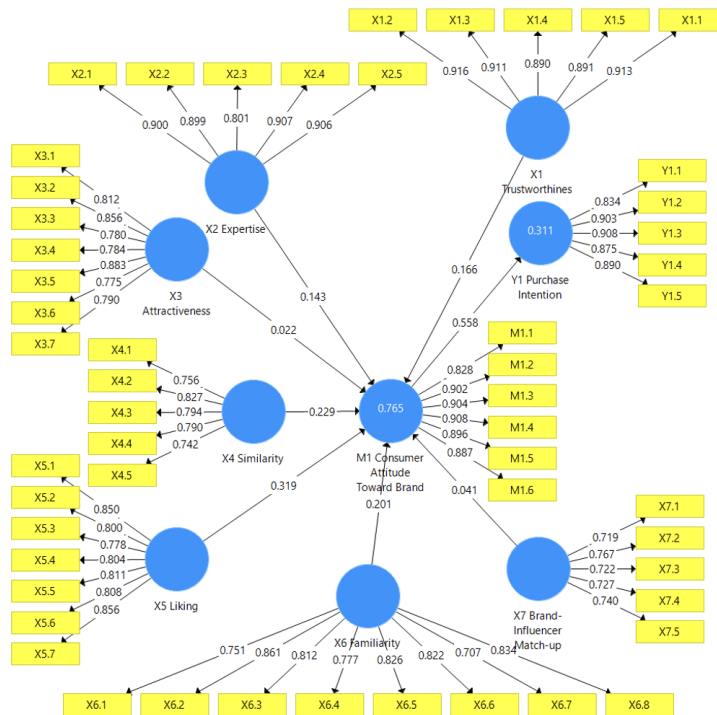

Figure 6. Path Coefficient Model

Hypothesis Analysis

This research used SmartPLS to perform a bootstrapping study to demonstrate the path coefficient model and p-values for hypothesis testing. According to Huber et al. (2007), a route coefficient is regarded to influence the model if its value exceeds 0.100, as shown by the model. relevance. The p-value must be analyzed as a guideline for accepting or rejecting the hypothesis. Using an alpha of 0.05, a 95% confidence interval will be constructed. According to the hypothesis test guidelines, if the p-value is more than 0.05, hypothesis should be rejected. If the p-value is less than 0.05, then the hypothesis may be accepted (Mcleod, 2019).

The results of hypothesis analysis can be seen in figure 7 below:

Variable Relationship	Path Coefficient	P Values
H1: Trustworthiness -> Costumer Attitude Toward Food Product	0.166	0.003
H2: Expertise -> Costumer Attitude Toward Food Product	0.143	0.038
H3: Attractiveness -> Consumer Attitude Toward Food Product	0.022	0.606
H4: Similarity -> Consumer Attitude Toward Food Product	0.229	0.001
H5: Liking -> Consumer Attitude Toward Food Product	0.319	0.000
H6: Familiarity -> Consumer Attitude Toward Food Product	0.201	0.000
H7: Brand-Influencer Match-up -> Consumer Attitude Toward Food Product	0.041	0.507
H8: Costumer Attitude Toward Food Product -> Purchase Intention	0.558	0.000

Figure 7. Path coefficient and p-value

Hypothesis	Description	Current Research Findings
H1	The more food vlogger trustworthiness is perceived by the customer, the more positive customer's attitude toward food product will be.	Supported
H2	The more food vlogger expertise is perceived by the customer, the more positive customer's attitude toward food product will be.	Supported
H3	The more food vlogger attractiveness is perceived by the customer, the more positive customer's attitude toward food product will be.	Not Supported
H4	The more food vlogger similarity is perceived by the customer, the more positive customer's attitude toward food product will be.	Supported
H5	The more food vlogger liking is perceived by the customer, the more positive customer's attitude toward food product will be.	Supported
H6	The more food vlogger familiarity is perceived by the customer, the more positive customer's attitude toward food product will be.	Supported
H7	The more food vlogger match-up congruence with the brand or product is perceived by the customer, the more positive customer's attitude toward food product will be.	Not Supported
H8	The more positive customer's attitude toward food product is, the more positive purchase intention will be.	Supported

Figure 8. Hypothesis Findings Summary

Research Findings

RQ1: Does trustworthiness have a positive Influence on consumer attitude?

A higher trustworthiness will lead to higher consumer attitude. Based on the survey results, most respondents agree that the three mega influencers mentioned in this study, namely Tanboy Kun, Nex Carlos, and Mgdalenaf, have been trusted by respondents as trusted food vloggers. Most respondents stated that they are honest mega influencers, providing reliable and trustworthy information. Because of this high trust from the followers of the three mega influencers, their followers who become customers have a positive attitude/response and are interested in purchasing the food product being reviewed. This finding is aligned with Ha et al., (2016) who elaborated that as influencers grow more important on their followers, they would develop stronger trustworthiness to them. This finding is also in line with previous research, there is a positive influence of trustworthiness on consumer attitude (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, Sherazi, 2012).

RQ2: Does expertise have a positive influence on consumer attitudes?

According to the findings of this research, competence has a favorable influence on customer attitudes. When followers sense a greater level of knowledge value from the food vlogger, they also perceive a larger level of influence from the food vlogger reviewer. This conclusion is also consistent with prior research, which found that competence had a large beneficial influence on customer attitudes (Shah et al., 2012). As a result, customers need more cognitive trust to be convinced than merely an emotional trigger. Tanboy Kun, Nex Carlos, and Mgdalenaf will be used once more as real-life evidence of this theoretical reasoning. As an influencer with strong expertise value, the researcher was able to reason that one of the reasons is due to their ability to provide in-depth reviews regarding an endorsed product. Their followers complimenting and appreciating their ability to provide a very detailed and informative review.

RQ3: Does attractiveness (attractiveness, similarity, liking, Familiarity) have a positive influence on consumer attitude?

Most influencers or food vloggers today are pretty, attractive, and perfect, which makes their reviews more convincing. So, the attractiveness of food vloggers will draw customers' attention and make reviews more interesting. However, the attractiveness of a food product has nothing to do with how a customer feels about it. Then, similarity is another point of view, similarity has a significant influence on how a consumer feels about a brand. The results of this research show that fans will also eat what their favorite food vloggers eat if they feel like they have a lot in common with them. Many of Nex Carlos's followers have flooded his comment sections to spread positive comments about the value of similarity. The next part is liking variable. Where this study found that liking made a big difference in how the customer felt about the brand. In this research, most of the people who filled out the questionnaire agreed that the mega influencers they chose had good popularity, behavior, looks, and attitudes. They said that they liked the food vlogger. The last factor is how well you know the person. Researchers found that being familiar with food vloggers had a big positive effect on how customers felt about food products. From this research, we can say that the more well-known a food vlogger is and the more often he shows up at food-related events, the easier it will be for people to remember him or her, and people will think of him or her as a famous food vlogger. When a customer finds that he or she is like a food vlogger, that makes the customer feel more comfortable with the food vlogger.

RQ4: Does brand-influencer match up congruence have a positive influence on consumer attitudes?

The results show that brand influencer match up congruence variables have no significant positive effect on customer attitude (H6 Rejected). The researcher can come to this conclusion because the food vloggers they chose are already well-known and trusted in the world of food. So, they will package all the food products reviewed by the food vloggers in their own way, and people won't care if the products match the three food vloggers or not. People will think that all the food products reviewed by Tanboy, Nex Carlos, and Mgdalenaf are perfect for those three mega influencers.

RQ5: Does consumer attitude affect purchase intention?

When followers have a higher tendency to have a customer attitude, they are also more likely to want to buy. The results of this study suggest that people who like food vloggers are more likely to want to buy the product they reviewed. This result was similar to Singh (2021), which showed that attitudes have a positive and significant influence on purchase intentions. One of them is the original study, which found the same link between how a customer feels about a brand and whether they plan to buy it. This has a big and positive effect on Indonesian markets, especially among young people who like to watch food reviews on Youtube.

CONCLUSION

Conclusion

Based on the results of this study, it can be concluded there are 6 variables that measure food vlogger reviews that are included in the source credibility model, namely trust, attractiveness, expertise, liking, familiarity, and similarity. Of the six variables that influence customer attitudes towards brands, there are 5 variables, except for attractiveness. Based on that, the more trust, expertise, similarity, liking, familiarity felt by food vloggers by customers, the more positive customer attitudes towards food products will be. The research findings also show that customer attitudes towards food vloggers show a positive and significant relationship with purchase intentions. Customers who have a higher tendency to have a positive attitude towards the food product reviewed by the food vlogger, also develop a higher tendency to buy the food product reviewed by the food vlogger. Similarly, the aspiration to appear as an influencer and be seen as an expert can inspire followers to buy brands and products too. The researcher highlights Tanboy Kun as a prime example because most of the respondents refer to him when answering the questionnaire. Tanboy Kun has a strong emotional connection with his followers and can provide valuable information to his followers. Thus, he is considered very influential, and his followers are willing to be interested, have a positive attitude, and buy the products/brands he reviews. Overall, this study has succeeded in proving that mega influencer such as Tanboy Kun, Nex Carlos, and Mgdalenaf have an influence on consumer purchasing decisions for food products.

Research Contribution

The findings of this study offer a substantial contribution to the field of influencer marketing and consumer behavior, particularly within the context of food vlogger reviews on social media platforms. The identification and analysis of six key variables, encompassing trust, attractiveness, expertise, liking, familiarity, and similarity, within the source credibility model provide a comprehensive framework for assessing the impact of food vloggers on consumer attitudes. The revelation that five of these variables significantly influence customer attitudes towards food products underscore the nuanced dynamics at play in influencer-consumer relationships. Importantly, the established positive and significant correlation between consumer attitudes and purchase intentions sheds light on the persuasive power of food vlogger content in driving actual consumer behavior.

Moreover, this research extends its contribution by highlighting the aspirational element embedded in influencer interactions, where followers' aspirations to emulate influencer lifestyles and expertise translate into tangible preferences for endorsed brands and products. The specific case of Tanboy Kun serves as a compelling illustration of how a mega influencer can forge a profound emotional connection with followers, influencing their perceptions and purchasing decisions. By substantiating the influential role of mega influencers such as Tanboy Kun, Nex Carlos, and Mgdalenaf in shaping consumer choices within the food industry, this research enriches the understanding of the broader impact of influencer marketing on contemporary consumer culture. The insights gained from this study provide practical implications for businesses seeking to leverage influencer marketing strategies and enhance their understanding of consumer decision-making processes in the digital age.

Research Implications

Tanboy Kun, Nex Carlos, and Mgdalenaf will be used as real-world examples of this theory once more. As an expert with a lot of influence, the author was able to figure out that one of the reasons is that they can give in-depth reviews of products they endorse. Their fans like and appreciate how they can write reviews that are very detailed and full of information. This finding also shows that the three mega influencers should be called "food mega influencers." From a management point of view, this study gives marketers some practical things to think about when choosing social media influencers to use for advertising to gain a competitive edge in the market. It is up to the marketer to choose social media influencers who can get the attention of their target audience and get them interested in their ads. Based on an analysis of the data, consumer attitudes have the most impact on their plans to buy. So, marketers need to make sure they choose the right social media influencers to change how people feel and what they want to buy.

Food vloggers can become a lot of people's main source of income, so it's important for them to know what makes people want to watch their videos. Also, it is highly recommended for food vloggers to make their audience like the brand and want to buy the food products they review. In this study, it was found that food vloggers need to keep or even boost the credibility of their sources. The more attractive, trustworthy, and knowledgeable a brand is, the better consumers feel about it, which leads to a higher purchase intention level. So, food vloggers need to use this information in all their reviews. The first is attractiveness, which has to do with how similar and likeable

the audience thinks the food vloggers are. Second is about how trustworthy they are. In the review video, the food vloggers should be honest, sincere, and trustworthy in what they say about the food product. Third is expertise, which could be seen if food vloggers could show in their review videos that they know and have used the food products they are talking about. So, it will be good for the brand to choose the food vloggers for a partnership.

Research Limitations & Future Research Suggestion

The research has experienced several limitations that should be avoided and improved for future research with a similar premises as followed:

- **Sampling Method**

The first limitation relates to the sampling technique of using convenience sampling. Convenience sampling relies on finding respondents that are readily available and in the author's proximity. Therefore, future research can gather respondents from all around Indonesia through stratified random sampling. A more distributed sampling technique may provide a different result to this study.

- **Cross Sectional Research**

The data in this research is cross-sectional, which is the second constraint. A cross-sectional study is one in which the investigator collects data only at one moment in time. Due to the researcher's restricted time and resources, the research used a cross-sectional design. Future research may explore performing a longitudinal study instead, in which writers would investigate respondents throughout time at precise intervals (Cherry, 2018). A longitudinal study enables future researchers to track the evolution of followers' perceived influence and behavior over time, improving our understanding of the relationship between variables.

- **Types of Influencers**

The researcher only cites the names of three major influencers in the third restriction of this research. Based on their following, influencers are classified as nano, micro, macro, or mega (Djafarova et al., 2017). Thus, future studies may conduct research using various kinds of influencers, since if mega influencers are used as a measure, many people are already aware that they are renowned, and there is a probability that he will get endorsements from the product/brand he is reviewing.

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