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### Factors Affecting Youth's Buying Intention in the F&B Sector Through Influencer Marketing Form

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#### Abstract

Influencer Marketing is defined as marketing communication in which influencers promote service brands on their own social media pages that continue to grow (Influencer Marketing Hub, 2019). These are people who have the ability to influence public opinion. Thus, anyone who is famous, has a large fan base on social networks, is willing to buy the products they recommend or use the service of their choice, can be called an influencer. Influencer marketing is believed to be more appealing to customers than traditional, celebrity-based, mass media advertising (Evans *et*

*al.*, 2017; Müller *et al.*, 2018), as it gives consumers a sense of close relationships and alignment with their favorite influencers (Sokolova & Kefi, 2019). Brands can take advantage of these close links by asking influencers to promote their services to consumers. Especially in the field of food and beverage, this type of marketing is increasingly developing and gradually becoming an effective tool for businesses and influencers themselves as they gain the admiration and love of customers everybody.

**Keywords:** Factors, Purchase Intention, Young People, Form

#### 1. Introduction

In the trend of the digital era, social networks have gradually developed into a basic human need and behavior. Therefore, it is not surprising that famous brands are increasingly using social networking sites to further their relationship marketing goals and build brand equity (Arora & Sanni, 2019 <sup>[5]</sup>; Chakraborty & Bhat, 2018 <sup>[22]</sup>; Dodoo-Arhin, 2018 <sup>[36]</sup>; Ibrahim *et al.*, 2020; Kumar *et al.*, 2020).

Influencer, in English means influential people. These are people who have the ability to influence public opinion. Influencer Marketing is defined as marketing communication in which influencers promote service brands on their own social media pages that continue to grow (Influencer Marketing Hub, 2019). Thus, anyone who is famous, has a large fan base on social networks, is willing to buy the products they recommend or use the service of their choice, can be called an influencer. Influencer marketing on social networking sites is becoming increasingly popular and has positive effects for businesses and individuals. Especially in the field of food and beverage, this type of marketing is increasingly developing and gradually becoming an effective tool for businesses and influencers themselves as they gain the admiration and love of customers everybody.

Instagram is a social media application that ranks as one of the most downloaded applications that can share photos, videos, stories and is a place where people can communicate and send messages to each other. Up to now, the number of Instagram users in Vietnam is about 7-8 million people with 60% of users being female. Instagram is so famous that many businesses are willing to pay large amounts of money and invest in their accounts to make it more attractive and valuable, with the main purpose being to attract people.

YouTube is an American online video sharing platform headquartered in San Bruno, California. Available content includes video clips, TV clips, music videos, short documentaries and documentaries, audio recordings, movie trailers, and other content such as video blogging, short creative videos and educational videos. According to Adsplus.vn (2022), the largest age group using YouTube is from 15-35 years old with 77% of Internet users. 53.9% of YouTube users are men and 46.1% are women.

TikTok is a Chinese music video and social media platform launched in 2017, for markets outside of China. TikTok is the leading destination for short videos on mobile. TikTok's stated mission is to inspire creativity and bring joy. TikTok has 1 billion monthly active users (MAU's).

Researching factors affecting young people's purchasing intentions in the F&B sector through influencer marketing is necessary in the current context.

## 2. Content

### 2.1 Overview of Research Situation

Social media influencers are people who have built a community of followers on social media (Veirman *et al.*, 2017). They introduce brands and products to consumers described in the six strategies of electronic word-of-mouth marketing (eWOM) including advice, enthusiasm, education, evaluation, fun and enjoyment. Aggregation (Zhou *et al.*, 2020). One of the major challenges for brands is identifying and selecting the right influencers, who can have a strong impact on their target audience (Akhai *et al.*, 2011; Pophal, 2016).

Researchers have only recently begun to investigate the impact of influencers (Veirman *et al.*, 2017; Zhou *et al.*, 2020; Akhai *et al.*, 2011; Pophal, 2016). Pick (2020) demonstrated that customers' psychological ownership has a positive influence on consumers' purchase intention. However, there are still differences in the impact on Influencer Marketing, which depend on the personality characteristics of each customer that previous studies have not studied, for example: worries about socio-physical (Hart *et al.*, 1989)<sup>[48]</sup> or adaptive psychology (Mehrabian & Stefl, 1995). Furthermore, previous studies mainly surveyed popular social networks such as Facebook, Instagram, and Youtube but ignored a platform that is gradually dominating global social networks - TikTok. As of early 2022, TikTok is a rapidly growing platform, with the number of TikTok users among the 4.8 billion Internet users worldwide accounting for 20.83%; In Vietnam, the number of people over 18 years old using Tiktok is 39.91 million (Kemp, 2022). The authors' overview shows that most previous research on Influencer Marketing has only shed light on the importance of Influencers to consumers' purchasing intentions. However, the authors mention very little about how influencers influence consumer behavior. It can be seen that not mentioning the above issues much is a major shortcoming, creating a gap in research. Therefore, this study was written with the aim of filling in the gaps and achieving a deeper understanding. To achieve the set goal, the authors researched the overall impact of Influencer Marketing on 3 popular social network channels in Vietnam including Instagram, YouTube and Tiktok; It is also possible to identify differences that may exist between them. The author's purpose in researching these 3 channels is because these are the platforms where Influencer Marketing takes place most strongly, especially in the F&B field. Specifically, the study considers the following contents:

First, the impact of Influencer Credibility on Attitude towards the product, Attitude towards advertising and Purchase intention, using Ohanian's (1990) Source Credibility model.

Second, the impact of Adaptive Psychology on consumer behavior by showing that this concept has a significant positive impact on the relationship between Influencer Credibility and Purchase Intention.

Third, the impact of Adaptive Psychology on consumer behavior by showing that this concept has a significant positive impact on the relationship between Psychological Ownership and Purchase Intention.

### 2.1.1 Overview of Influencer Marketing

The term social media-based influencer refers to people who have built a large social community of followers on one or more social media platforms (Veirman *et al.*, 2017).

Influencer Marketing refers to Influencers who use their reach to convey messages about a company's product or brand to their community (Brown & Hayes, 2008)<sup>[16]</sup>. People tend to refuse to believe in direct advertising messages about brands, but tend to believe Influencers because they think that the goal of direct advertising is simply to sell products, while Influencers there is no such goal (Brown & Hayes, 2008)<sup>[16]</sup>.

Influencer Marketing is defined as companies that persuade individuals with sizable networks of social media followers to spread the word and endorse their products (Veirman *et al.*, 2017) and thus, create awareness. Purchase intention (Knoll, 2016). However, until now, companies paying for Influencer Marketing have been unable to know whether and how their investment in influencer marketing is actually generating purchase intent. Therefore, they cannot be sure whether their investments will eventually pay off or purchases will not increase and waste money. Furthermore, Influencers do not know how to best promote their ads to create purchase intent, which is essential to optimize the effectiveness of Influencer Marketing.

### 2.1.2 The Development Process of the Current Form of Influencer Marketing

In the world:

An influencer is someone who posts on social networks in exchange for compensation (Campbell & Grimm, 2019)<sup>[20]</sup>. Influencers can post to any social media platform, although Instagram and Facebook are the most popular (Association of National Advertisers, 2018)<sup>[6]</sup>. Companies pay Influencers in money or in kind, such as free products, services, trips or experiences.

Influencer ads appear online and often blend into their environment by matching the format of surrounding content, similar to advertisements or infomercials (Campbell & Grimm, 2019)<sup>[20]</sup>. The recent growth of Influencer Marketing can be attributed to the intersection of a number of different conditions.

First, consumers have shifted their media consumption from print to online media. Second, consumers respond differently to advertising when they are online. Online, consumers are known to be goal-oriented, which makes them more averse to overt advertisements (Cho & Cheon, 2004)<sup>[29]</sup>. This makes advertising in the online environment difficult and leads to the use of softer, less overt and more authentic advertising approaches (Association of National Advertisers, 2018; Campbell & Grimm, 2019)<sup>[6, 20]</sup>. Third, consumers spend most of their time online on social networks, a reality that is not unique to Millennials (Gajanan, 2017)<sup>[45]</sup>. Unlike print media, social media platforms like Instagram and YouTube are open forums where consumers compete to attract audiences. Consumers review their content based on the direct feedback of other consumers, leading to the emergence of experts who are highly engaging and often considered more authentic than brand-created content go out. Fourth, social media expands the consideration and evaluation stages of consumer decision making (Lindsey-Mullikin & Borin, 2017), requiring less but more frequent exposure to information

about products and brands. Finally, the Internet allows for easy aggregation of consumers based on common interests. This facilitates the emergence of Influencers, who attract relatively niche audiences.

All of these conditions combined are driving rapid change in the advertising industry, as many agencies are not set up to build digital experiences for consumers who increasingly spend time online more (Mallia & Windels, 2011). Social media marketing brings with it the expectation of 24/7 interaction and feedback, as well as the need for a marketing structure that is flexible, agile and dynamic in responding to customer response patterns. Consumers and trending topics. As a result, some marketers are shifting some control out of agencies and into the hands of influencers, leveraging their skill sets and close connections with target audiences. This has created an increasingly powerful, rapidly expanding group of influencers and constitutes a prominent change in online marketing.

In Vietnam:

According to Starnage (2017), in Vietnam there are two ways to increase Influencers in Vietnam to carry out Influencer Marketing: Businesses approach influential individuals, or through an Influencer Marketing agency.

On the surface, reaching out to influential individuals with a lowcost estimate and high success rate seems to make sense. However, with the large number of Influencers in Vietnam today, focusing on each specific topic of interest, implementing Influencer Marketing and coordinating with them can be a real challenge. In addition, an agency specializing in Influencer Marketing will be very helpful in identifying suitable Influencers for the Marketing campaign, negotiating costs and measuring results.

## 2.2 Theoretical Models

### 2.2.1 Theory of Reasoned Action (TRA)

According to TRA, behavior must be clearly defined according to four elements: Action, Goal, Context and Time. From there, researchers can predict how individuals will decide on options based on their preexisting attitudes and behavioral intentions. Besides, the theory also shows that the intention to perform a certain behavior precedes the actual behavior. That is, when performing a certain behavior, people have to go through a decision about the options for that behavior.

Attitude research is important in Marketing and advertising research to predict consumer purchase intention (Evans & Bang, 2019<sup>[42]</sup>; Kobia & Liu, 2017; Oliver, 1980; Shih, 2004).

Because consumers are also divided into many different groups such as: Children, youth, teenagers, adults, middle-aged and the elderly. Each customer group will have different attitudes towards behavior, so businesses will most likely apply this theory to better understand the behavior of each different consumer group, to be able to understand customers and can fully meet the needs and tastes of consumers.

According to Fishbein and Ajzen (1975)<sup>[43]</sup>, a person's actual actions are governed by his or her intention to act. Therefore, intention is the determinant of behavior, in which intention is influenced by two factors: personal attitude (Attitude Toward Behavior) and subjective norm (Subjective Norm).

Attitudes (opinions) are measured based on beliefs toward product attributes and are subjectively evaluated by

individuals. According to Schiffman and Kanuk (1987), attitudes are made up of: cognitions, emotions (preferences) and behavioral tendencies. Ajzen and Fisher (1975, 1980)<sup>[43]</sup> argue that the decision depends on the ability of the attributes to bring benefits and to a greater or lesser degree.

The TRA model and other versions based on it are quite popular models used by many researchers to evaluate customers' intention to use products or services. The TRA model is also the origin of later customer behavior assessment models such as the Planned Behavior Model-TPB (Ajzen, 1985), Technology Acceptance Model-TAM (Davis, 1989; Davis *et al.* events, 1993)<sup>[33]</sup>.

### 2.2.2 Theory of Planned Behavior (TPB)

Ajzen's (1991) theory of planned behavior is an expanded and improved theory based on the theory of reasoned action - TRA. According to TPB, the central factor to explain behavior is behavioral intention, meaning that actual behavior is predicted and explained by behavioral intention. The TPB has been widely used to explain human behaviors, such as choice of leisure activities (Ajzen & Driver, 1992) or intentions to perform health-related actions (Godin & Kok, 1996). More recently, TPB has helped predict online behaviors, such as the use of anti-spyware software (Lee & Kozar, 2008), the use of electronic services (Liao *et al.*, 2007), or use online tax services (Wu & Chen, 2005).

Perception of behavioral control reflects whether it is easy or difficult for people to perform the behavior and whether the performance of that behavior is controlled or not. Ajzen (1991) demonstrated that the factor of perceived behavioral control not only directly affects behavioral intention, but also indirectly affects actual behavior and the explanation of behavioral intention will be achieved. Higher and more accurate results when adding this factor.

### 2.2.3 Technology Acceptance Model (TAM)

Based on the theory of reasoned action (TRA) model of Ajzen and Fishbein (1975, 1980)<sup>[43]</sup>,<sup>[1]</sup>, the technology acceptance model (TAM) explains behavioral intention in the field of information technology. The technology acceptance model proposes two key factors in innovation adoption: Perceived ease of use and Perceived usefulness. Technology product consumption behavior is influenced by perceived usefulness and perceived ease of use.

According to the TAM model, perceived usefulness and ease of use have a direct influence on attitudes; Attitude affects intention to use and intention to use affects behavior to accept an information technology system or service. A person's subjective beliefs about a behavior are the basis for that individual's belief that their actions will lead to a particular outcome. Based on identifying specific human beliefs, the TAM technology acceptance model predicts the influence and relationships of variables on attitudes, intentions, and usage behavior.

### 2.2.4 Social Learning Theory

Social learning theory originates from the work of psychologists Bandura and McClelland (1977)<sup>[7]</sup>. It provides a structured approach to address a variety of behavioral concerns across a number of different disciplines and contexts (Chavis, 2012)<sup>[27]</sup>. It is also an influential theory of learning and human development and is rooted in some basic concepts of traditional learning (Bandura & McClelland, 1977)<sup>[7]</sup>. However, the theory adds a social

element. It emphasizes that people can learn new information and behaviors by observing others. Therefore, the use of observational learning, imitation or modeling explains many types of human behavior using social learning theory and methods.

Social learning is essentially learning by observing the actions of others (Lorenzo *et al.*, 2012). Individuals learn what behavior is acceptable and/or unacceptable by observing and imitating others. Imitation is a function of successful modeling. Through a successful modeling process, an individual can quickly reproduce the behavior demonstrated by the model (O'Fallon & Butterfield, 2012).

### 2.2.5 Source Credibility Model

To address the issue of Influencers' impact on consumer behavior, the study is based on Ohanian's (1990) source credibility model, which captures the three source effects that have the highest influence on intention, purchases and attitudes toward advertising, specifically credibility, expertise, and attractiveness (Amos *et al.*, 2008) [3]. Among them, perceived trustworthiness shows that influencers have different positive and significant impacts on consumer behavior and customer reviews.

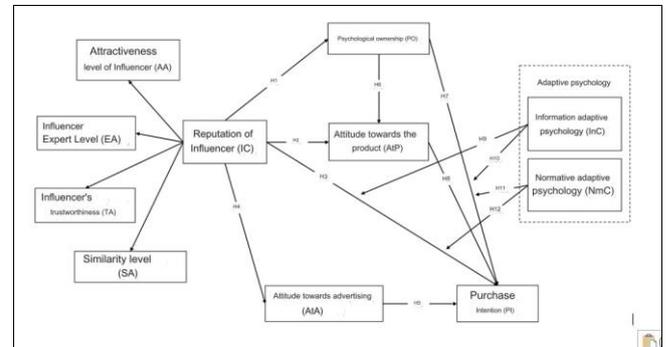
In the process of communicating with target segments, the inherent persuasiveness of the messages conveyed plays an important role. The persuasiveness of a message depends on the considered characteristics of the source (Kelman, 1961). Trustworthiness is a multidimensional concept that has a unique impact on consumer attitudes, intentions and behavior. Credibility is closely linked to information, so it can be described as a part of communication. Source credibility is the basis for credibility, which is often used to describe the positive effect of a communicated message on the receiver or transmitter (Ohanian, 1991). Researchers have found that the persuasiveness of a message largely depends on the credibility of the source (Cacioppo and Petty, 1986) [18]. In 1990, Ohanian proposed three factors that contribute to source credibility. First among them is source trust, or "the degree to which the audience perceives the communication as valid" (Hovland, 1953).

### 2.3 Current Status of Influencer Marketing in Vietnam

Influencer Marketing is becoming increasingly effective, especially in the F&B sector. In Vietnam, as of February 2022, there are up to 77 million social network users in Vietnam, equivalent to 78% of the population (Kemp, 2022). Up to now, the number of Instagram users in Vietnam is about 7-8 million people with 60% of users being female. The current social media landscape is a fierce battle because although Instagram is leading in terms of popularity, only TikTok is growing strongly and is gradually taking the top spot (20.83% usage). TikTok among 4.8 billion Internet users worldwide).

According to Adsplus.vn (2022), the age group that regularly uses YouTube is from 15-35 years old (accounting for 77% of Internet users). In addition, YouTube users are 53.9% male and 46.1% are female. Vietnam is one of the leading countries in the global YouTube market and there are more and more YouTubers who have a great influence on the lifestyle and perspectives of Vietnamese youth. So, YouTube is the second most popular platform for Influencer Marketing. Influencers in general have a positive influence on the shopping behavior of young people in Hanoi, examples include Woossi, Ninh Tito, Tieu Man Thau.

According to AnyMind's "The State of Influence in Asia 22/23" report (2022), in Vietnam, Facebook is the most popular platform for Influencer Marketing campaigns, with more than ¾ of the total campaigns (79.1%) made on this platform. Followed by Instagram (9.8%), TikTok (7%) and YouTube (4.2%). Many campaigns have been carried out on multiple platforms, showing the market's interest in diversifying platforms.



Source: Research Team

Fig 1: Proposed research model

#### Description of hypotheses

##### (first). Psychological ownership (PO)

PO refers to the consumer "Feeling like it is mine" or in the words of Pierce *et al.* (2001) "a state in which the subject feels as if he or she owns the object completely or partially." (material or immaterial)", although there is no legal reason for this feeling or ownership of reality.

##### (2). Attitude towards the product (AtP) Description of hypotheses

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##### (2). Attitude towards the product (AtP)

Attitude "is a psychological tendency expressed by evaluating a particular entity with a degree of approval or disapproval" (Eagly & Chaiken, 1998) [38]. In this study, the entities are products. "Product" refers to everything that can be consumed, including tangible products, services, brands, lifestyles, and symbols. Therefore, attitude toward the product here means the customer's tendency to approve or disapprove of the product.

##### (3) Purchase intention (PI)

PI is defined as "the tendency of consumers to purchase a brand's products in the future" (Yoo *et al.*, 2000). Most research in the field of consumer behavior suggests that purchase intention is a function of brand attitude (Bennett & Harrell, 1975 [11]; MacKenzie *et al.*, 1986; Flaherty & Pappas, 2000 [44]).

Consumers when making purchases are likely to be highly dependent on satisfaction, expectations and what they receive. Purchase intention reveals a customer's willingness to pay for a good or service (Spears & Singh, 2004).

##### (4) Attitude towards advertising (AtA)

Attitude toward advertising is defined as a learned tendency to respond consistently favorably or unfavorably toward advertising in general. For example, it has been suggested that consumers' attitudes toward individual advertisements

are influenced by their attitudes toward advertising in general (Bauer & Greyser, 1968<sup>[9]</sup>; Lutz, 1985; Alwitt & Prabhaker, 1992<sup>[2]</sup>). Furthermore, there are concerns that consumer skepticism about advertising may reduce its effectiveness (Calfee & Ringold, 1988<sup>[19]</sup>; Pollay & Mittal, 1993).

#### (5). Reputation of Influencer (IC)

Influencers on social networks also have a huge influence on consumers' purchasing intentions. Studies on Source Credibility Theory (Djafarova & Rushworth, 2017)<sup>[35]</sup> have emphasized the influence of credibility, expertise, similarity, and attractiveness as factors of source credibility. For perceived trust in Influencer Marketing.

Based on previous studies, we use 3 observed variables including: Attractiveness, Expertise, Trustworthiness along with a new observed variable, Similarity (Similarity) to measure the covariate of Influencers' Reputation (IC).

Currently, there is no research on the reliability of influencers on consumer ownership psychology. If people believe they are capable and worthy, self-esteem increases PO (Pierce and Jussila, 2011). Since attractiveness, trustworthiness, and expertise are aspects of source credibility, a positive relationship between a PO's feelings toward a product and an Influencer's rating was investigated (Pick, 2020). From the above studies, we hypothesize that:

H1: IC has a positive impact on the customer's PO for the advertised product.

H2: IC has a positive impact on attitude toward the product (ATP).

H3: IC has a positive impact on customer PI.

H4: IC has the same impact on AtA.

H5: AtA has a positive impact on customer PI.

H6: The customer's PO for the advertised product has a positive impact on the customer's ATP.

H7: The customer's PO for the advertised product has a positive impact on the customer's PI.

H8: ATP has a positive impact on customer PI.

#### (6) Adaptive psychology

In the traditional social psychological sense, consumer conformity is the tendency of an individual to conform to group norms (Burnkrant & Cousineau, 1975)<sup>[17]</sup>. In a consumption context, there would be a tendency to adapt to group norms related to consumer products (Boush *et al.*, 1993<sup>[15]</sup>; Cialdini and Goldstein (2004)<sup>[30]</sup>; Lascau & Zinkhan, 1999). Type of social influence that involves changing attitudes, beliefs, and behaviors to conform a group to its norms and beliefs (Cialdini & Goldstein, 2004)<sup>[30]</sup>.

Deutsch and Gerard (1955)<sup>[34]</sup> suggested that adaptation may be the result of informational influence-leading to the acceptance of information received from others as evidence of reality; and normative influence-causing individuals to conform to the expectations of a person or group of people (Burnkrant & Cousineau, 1975<sup>[17]</sup>; Deutsch & Gerard, 1955<sup>[34]</sup>; Kassarjian & Robertson, 1981).

Pick (2020) believes that a new research direction that can be implemented is to explore the differences in the impact of Influencer Marketing, which depends on the personality characteristics of each specific customer. Therefore, we have divided Adaptive Psychology into Normative Conformity and Informational Conformity to have more specific and profound results and the following four hypotheses are proposed.

H9: Customer InC has a moderating role in the relationship

between customer IC and PI.

H10: Customer InC has a moderating role in the relationship between customer PO and PI.

H11: Customer NmC has a moderating role in the relationship between customer PO and PI.

H12: Customer NmC has a moderating role in the relationship between customer IC and PI.

(7) The role of Attitude towards advertising (AtA), Attitude towards product (AtP) and Psychological ownership (PO) in the mediating relationship

Consumer attitudes are also important to understand their behavioral intentions (Zeithaml *et al.*, 1996). Previous literature indicates that a consumer's positive attitude toward a product influences that customer's behavioral intentions, such as willingness to buy, pay a premium price, or recommend the product to the consumer. Other uses (Belanche *et al.*, 2020; Zeithaml *et al.*, 1996).

Pick (2020) confirmed that there was a significant relationship shown between Product Attitude and Purchase Intention, however this relationship was not examined further due to lack of contextual relevance. Previous research has also found that Product Attitude positively influences Purchase Intention (Belanche *et al.*, 2021)<sup>[10]</sup>. Therefore, the following hypothesis was proposed:

H13: Mediating role of AtP in the relationship between IC and PI.

H14: Mediating role of AtA in the relationship between IC and PI.

H15: PO plays a mediating role in the relationship between IC and AtP.

H16: PO plays a mediating role in the relationship between IC and PI.

## 2.4 Overall Research Sample and Research Data Collection Methods

### 2.4.1 Overall Research Sample

The overall research sample in this study includes 500 people from 18 to 30 years old in Hanoi who have the habit of using Instagram, Tiktok and Youtube to watch food and drink reviews. They can be students, employees or freelancers. The age chosen is 18 years old or older because they are the age of students or vocational trainees, they have certain finances and own a mobile phone-a device that can install social networks festival.

### 2.4.2 Description of the Research Sample

The number of valid observations included in the analysis sample is 380. Of which, 66.3% of survey participants are female, with ages ranging from 16 to 30. Number of students participating in the survey accounts for 47.6%, the rest are people who have and have not worked. Most of these people have an income of over 3 million (average 24%), the rest have an income of less than 3 million (average 14.05%). Their willingness to pay for food costs is mostly from 1-3 million (46.6%), followed by 3-5 million (23.9%), less than 1 million (16,000). 8%); On the contrary, at costs of 5 million or more, the portion is small, on average only 6.3%. The number of survey participants using Youtube, Instagram, Tiktok accounts for 72.1%, the rest are other social networks such as Facebook, Zalo. Mainly, people use social networks for fun and entertainment purposes. Entertainment, connecting with people, shopping online, doing business, selling or studying. The food areas they are interested in are: fast food, coffee, milk tea, hot pot,

breakfast and healthy food.

**2.4.3 Check the Scale**

Results of exploratory factor analysis (EFA) and Cronbach's Alpha reliability analysis

The Cronbach's Alpha coefficient of the scales all satisfies the condition greater than 0.6. In particular, the Cronbach's Alpha coefficient of AtA is the largest (0.881) and the smallest (0.690) is that of InC. Therefore, the scales used have acceptable reliability in the analysis. According to this result, all variables have satisfactory variable-total correlation coefficients (> 0.3).

**2.4.4 EFA Test Results of Independent Variables**

By PCA extraction and Promax rotation, the EFA test results of the independent variables for KMO and Barlett's test results show that KMO value = 0.878 > 0.05 and Sig. coefficient = 0.000 < 0.05, From there, it is concluded that the observed variables included in the analysis are correlated with each other and EFA exploratory factor analysis is appropriate for use in this study.

The factor analysis results also show that the total variance explained is 68,835% > 50%, the stopping point when extracting at the 10th factor is 2,722 > 1, all of which satisfy the condition. There are 10 factors extracted from the analysis of 37 included scales.

The results of the EFA analysis rotated matrix show that 10 new factor groups with observed variables with factor loading coefficients greater than 0.3 all meet the requirements.

**2.5 Results of Formal Model Evaluation**

**2.5.1 Results of Critical Model Analysis**

In the study, the measurement models were evaluated using CFA. The scales are evaluated through CFA analysis in a critical model to get an assessment of convergent validity, compatibility of the theoretical model with real data and discriminant validity between factors. According to Bentler

*et al.* (1980)<sup>[12]</sup>, the values GFI, TLI, CFI ≥ 0.9, CMIN/df ≤ 2. However, according to Carmines *et al.* (1981)<sup>[21]</sup> there are also some cases of CMIN/df < 3 acceptable. Previous studies suggest that if the model has TLI, CFI ≥ 0.9, CMIN/df ≤ 2 and RMSEA ≤ 0.08, the model is compatible with market data, if RMSEA ≤ 0.05 is very good (Steiger, 1990). According to the study, CFA results showed: Chi-square/df = 1.315 (< 2), TLI = 0.964 (> 0.90), CFI = 0.968 (> 0.90) and RMSEA = 0.029 (< 0.08); and PCLOSE = 1 (> 0.05). The evaluation indices satisfy the acceptance threshold, implying that the theoretical model has good compatibility with real data. From there, the authors confirmed that the model achieved convergent validity.

**2.5.2 Results of Testing the Reliability and Convergence of the Scale**

Composite reliability (CR) is used to evaluate the reliability of measurement models, where the CR value for each latent variable must be greater than 0.7 (Hair *et al.*, 2009). Validity includes convergent validity and discriminant validity. In terms of convergent validity, AVE should exceed the minimum value of 0.5; In terms of discriminant validity, the square root of the AVE of each latent variable should be greater than its correlation coefficient with other latent variables (Hair *et al.*, 2009). Therefore, the results show that the measurement model is reliable and valid. The weights (normalized) are all greater than 0.5. In which AVE ranges from 0.581 to 0.664 and all have P < 0.05, so the scales have convergent validity. Because the model is suitable for market data and the observed variables are not correlated with each other, the scale achieves unidirectionality based on the indices AVE > 0.5 and CR > 0.7. The AVE coefficients of the above 10 groups are all greater than MSV, so the scale achieves discrimination. Thus, model one is suitable for market data, the concepts achieve convergent validity, unidimensionality, discriminant validity and scale reliability.

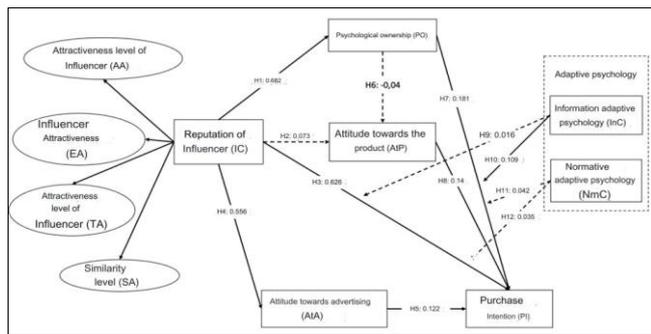
**Table 4.5:** Evaluate convergence and discriminability

	CR	AVE	MSV	AA	AtA	NmC	TA	AtP	PO	PI	InC	SA	EA
AA	0,856	0,545	0,428	<b>0,738</b>									
AtA	0,881	0,597	0,327	0,301***	<b>0,773</b>								
NmC	0,831	0,552	0,018	-0,134*	0,048	<b>0,743</b>							
TA	0,805	0,508	0,353	0,594***	0,383***	-0,035	<b>0,713</b>						
AtP	0,803	0,506	0,073	0,118	0,06	-0,094	0,074	<b>0,711</b>					
PO	0,819	0,602	0,471	0,483***	0,523***	0,048	0,505***	0,046	<b>0,776</b>				
PI	0,847	0,581	0,471	0,654***	0,572***	-0,053	0,593***	0,178**	0,687***	<b>0,763</b>			
InC	0,751	0,506	0,073	0,104	0,134*	-0,066	0,251***	0,271***	0,141*	0,222***	<b>0,711</b>		
SA	0,767	0,525	0,105	0,148*	0,284***	0,038	0,324***	-0,026	0,232***	0,240***	0,058	<b>0,724</b>	
EA	0,798	0,664	0,301	0,549***	0,394***	-0,059	0,474***	-0,095	0,361***	0,532***	0,136*	0,088	<b>0,815</b>

Note: CR (composite reliability): composite reliability; AVE (average variance extracted): average variance extracted; MSV (maximum shared variance): largest shared variance.

## 2.6 Results of Linear Structural Model (SEM) Analysis

### 2.6.1 Results of Linear Structural Model Analysis



**Fig 4.1:** Diagram for analyzing relationships between variables in the SEM model

In addition, research results on the impact hypothesis of two regulatory variables InC and NmC are also given. InC is proven to have a regulatory role in the relationship between PO and PI (0.109,  $p < 0.05$ ), but does not have a regulatory role in the relationship between IC and PI (0.016,  $p = 0.681$ ) thus accepting H10 and rejecting H9. Besides, NmC does not have a regulatory role in either relationship between PO and PI, IC and PI (0.042,  $p = 0.278$ ; 0.035,  $p = 0.368$ ), so hypotheses H11 and H12 are rejected.

**Table 4.6:** Results of linear structural model analysis

Fake theory	Relationship route	Normalized beta	Standard Error	CR	P-value	Decision
H1	IC → PO	0.788	0.09	8.788	...	Accept
H2	IC → AtP	0.082	0.122	0.677	0.498	Rejected
H3	IC → PI	0.639	0.11	5.830	...	Accept
H4	IC → AtA	0.622	0.081	7.661	...	Accept
H5	AtA → PI	0.112	0.053	2.104	...	Accept
H6	PO → AtP	-0.004	0.101	0.039	0.96	Rejected
H7	PO → PI	0.160	0.067	2.376	...	Accept
H8	AtP → PI	0.126	0.041	3.069	...	Accept

### Impact of moderating variables

Hypothesis	Relationship route	Normalized beta	Standard Error	CR	P-value	Decision
H9	MOD_InC_IC → PI	0.009	0.023	0.411	0.681	Rejected
H10	MOD_InC_PO → PI	0.053	0.019	2.820	...	Accept
H11	MOD_NmC_PO → PI	0.022	0.02	1.086	0.278	Rejected
H12	MOD_NmC_IC → PI	0.019	0.022	0.900	0.368	Rejected
	InC → PI	0.046	0.048	0.951	0.342	Rejected
	NmC → PI	-0.030	0.035	0.869	0.385	Rejected

Note: IC: Reputation of the influencer; PO: Psychological ownership; AtP: Attitude towards the product; AtA: Attitude towards advertising; PI: Purchase intention; InC: Information adaptive psychology; NmC: Normative adaptive psychology.

SE (Standard Error): Standard error.

CR (Critical Ratio): Critical index.

\*\*\* $p < 1%$ ; \*\* $p < 5%$

## 3. Conclusion and Proposed Solutions

### 3.1 Conclude

The research was designed to achieve three main goals: (1) Analyze the impact of Adaptive Psychology on the purchasing behavior of Hanoi youth through Influencer Marketing in the F&B sector; (2) Identify factors affecting purchasing behavior in the F&B sector using Influencer Marketing through building an SEM model; (3) Propose scientifically-based solutions for service providers as well as policy makers to improve the effectiveness of using images of influential figures on social networks in marketing to stimulate demand for F&B services with Hanoi youth. With those goals, the research has achieved the following results: Firstly, the study built a model of factors affecting young people's intention to buy food online through analyzing domestic and international documents as well as applying some theories on behavioral intention. It revolves around 5 main effects, including: InC, NmC, AtP, AtA, PO, and IC (measured by AA, EA, TA and SA). Additionally, demographic data (including gender, age, occupation, and income) were considered.

Second, the study's findings also confirm the existence of four factors that directly influence young consumers' intention to buy food online: IC, AtP, AtA, and PO have an impact on online food purchases. positive to PI (accept H3, H5, H7, H8). Besides, InC is tested to have a positive impact on the relationship between PO and PI in the F&B sector (accepting H10). InC, NmC have no impact on the relationship between PO and PI, IC and PI (reject H9, H11, H12). In addition, PO and AtA were tested as intermediates between IC and PI (accepting H14, H16).

Third, the study shows that IC and PO have no relationship with AtP (reject H2, H6, H15). Therefore, reject the intermediate relationship of AtP variable (reject H13).

Fourth, some recommendations are provided to help businesses apply influencer marketing to stimulate demand in the F&B service industry for young consumers in Hanoi from data analysis with a scientific approach. Proposed solutions to improve the issues: Enhance user trust in the service, Strengthen food quality control for food suppliers (Restaurants), Improve quality information provided to Influencer consumers.

### 3.2 The Solution Involves Improving Audience Trust in Influencer Marketing

In today's era of digital transformation, consumers prefer advertising through their favorite influencers. Therefore, it is extremely important for Influencers to build customer trust with the information they provide. If the information they provide is false to reality, it will easily affect the love of viewers and shake their trust in the Influencer. To further strengthen viewers' trust in Influencers, the team discussed and proposed some solutions as follows:

Firstly, Influencers need to provide accurate information to viewers, evaluate fairly and honestly the quality of products and services they provide to viewers, ensuring authenticity and sufficient detail. Leaving a deep impression in the hearts of viewers. Correctly evaluating the quality of products and services makes Influencers trustworthy in the eyes of viewers, this is also an important lever for Marketing through Influencers. Moreover, when Influencers are trustworthy, viewers will increasingly love them and want to

have similar experiences with them.

Second, Influencers also need to listen and pay attention to feedback, reviews and suggestions from the community to make adjustments to achieve maximum "credibility". Feedback from customers is both negative and positive, so Influencers also need to be selective to listen and meet the needs of those who love and always support them.

Third, to build trust and attract viewers, methods such as: instructions on how to enjoy the food to achieve the best quality are indispensable; Improve the quality of sound, images, and video content.

### 3.3 Solutions to increase the Selection of Information Provided by Influencers (Customer)

On the customer side, to avoid unnecessary experiences, customers must always be vigilant and selective about the information that Influencers provide to them to become smart consumers. To be able to optimize the experience, here are some solutions proposed by the author team:

Firstly, customers themselves need to have an objective view and selective information before experiencing a certain food product or service provided by Influencers.

Second, customers can selectively consult the opinions of other Influencers or other customers' experiences about that food service. Objective factors can help customers about the products and services they want to experience.

Third, the most optimal way is for customers to actually experience it themselves to evaluate the dish specifically and in detail because each flavor and product experienced by each person is a different feeling.

### 3.4 Solutions to Optimally Improve Product and Service Quality for Suppliers

In the F&B field, if the restaurant cannot maintain the quality of service and products provided to consumers, it will also lead to customer experiences that are different from the Influencer's experience. This also indirectly affects customers' trust in Influencers as well as marketing through Influencers. Here are some solutions for service providers to get the best results from this form of Marketing:

First, the service provider can develop a logistics system to ensure that the products delivered to customers are consistent in form and quality; They must always maintain and ensure food quality so that customers have similar experiences. This also avoids rush hour delays; quickly respond to customer needs.

Second, the service provider needs to publicly notify the product price and accompanying fees consistently to customers, avoiding price discrepancies that bring about an unnecessary experience. When prices are not transparent, it will lead to negative feedback from customers, affecting the brand as well as customer trust.

Third, an indispensable thing in the F&B field is that individuals and organizations need to pay more attention to feedback and reviews from customers and Influencers to improve food quality to meet user needs based on their needs. within the scope of the restaurant's own capabilities.

Fourth, service providers can attract more customers by offering incentives that appeal to customer psychology. These include: food discounts; gift incentives; Launching new products and dishes to attract consumers.

Fifth, the supplier can immediately respond and resolve customer complaints in some cases such as: missing food/dish accompanying utensils; poor food packaging.

Some solutions that can be applied are apologizing directly to customers and giving them incentives for the next experience.

### 3.5 Solution to Develop a Loyal Customer System

For some businesses, loyal customers are the ones who create direct revenue and net profit for them. Businesses that want to survive long term need a target audience to use the services they provide. Therefore, building a group of loyal customers is something that businesses need to pay special attention to. Customers often choose and stay long-term with businesses that are always ready to meet and enhance their experience. And the businesses that can do this have and still have a number of loyal customers that contribute to increasing their income and profits. Therefore, the group proposed the following solutions:

Firstly, businesses always try to retain customer information, especially for customers with high demand for services. This means that businesses can easily send them the best incentives and policies for customers. When customers always receive attention, dedication and a good experience, they will easily become loyal customers of the business.

Second, listen to what customers really want. This helps build a loyal customer system that is detailed, meticulous and requires absolute accuracy. When there is sincere listening, understanding and respecting customers' opinions, it will help customers know what their strengths and weaknesses are. From there, overcome your weaknesses and enhance your strengths.

Third, reach out to customers who have "left". It is perseverance through improvements in refreshing the image and brand of the business that will help reach customers who have left. Whenever there is an opportunity, businesses should grasp it and act carefully to attract them and avoid further risks.

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