

The Effects of Influencer Personality and Social Media Content Towards Customer Purchase Intention in the Restaurant Industry

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Abstract

Businesses are now focusing on social media platforms to promote their products or services. They use social media influencers, who have a large following, to give positive reviews of their products or services and increase sales. The goal of a recent study was to discover the impact of influencer personality and social media content on customer purchase intention in the restaurant industry. Factors such as expertise, attractiveness, entertainment value, informative value, short form video, images, and live video were analyzed using a quantitative technique in the form of a questionnaire survey. The study involved 128 UTeM student respondents who had used social media influencers to find their restaurant preferences. The data collected was analyzed using Pearson Correlation, Multiple Regression analysis, and ANOVA with the help of Statistical Package of Social Science (SPSS) version 27 software. The study found that informative value, short form video, images, and live video positively correlated with customer purchase intention in the restaurant industry. The results indicated that images in social media content have the most significant impact on customer purchase intention in the restaurant industry. The study concluded that the independent variable for social media content had a higher impact on customer purchase intention, with an R square value of 0.728, meaning 72.8% of customers in the restaurant industry were influenced by it. It was suggested that future researchers could carry out their research with a different sample size, population, or a comparative study of two or more states to obtain more impactful results.

Keywords: Influencer Personality, Social Media Content, Customer Purchase Intention, Restaurant Industry

Introduction

Twenty-five million people in Malaysia are active social media users. In today's digital age, businessmen think a lot about the full use of social media influence on their business. Social media platforms are now the main target for businesses to promote their products or services. Businesses now use social media influencers to increase their sales by paying influencers who have a lot of followers to make good reviews of their products or services. A good influence can give a good response to a business. Not to be missed, the food industry also takes this opportunity to pay social media influencers for food and service reviews in their restaurants.

In Malaysia, the use of social media is increasing day by day proving that marketing through social media can provide many benefits to businesses. An influencer is someone who can influence others in making decisions by using expertise, knowledge, rank, or relationships. Meanwhile, social media influencers are people who use social media to create content that they are experts or knowledgeable about to attract followers. Consistently, upload content about their areas of expertise and provide opinions and insights to establish a close relationship with their followers (Geysler, 2023). Influencer marketing is the result of an agreement between a social media influencer and a brand that wants to promote a product or service (McKinsey & Company, 2023).

Using influencers as a medium to deliver products or services that are carried out to focus on businesses such as cosmetics, clothing, and others because they are well received by social media users or their followers. A mistake in choosing a good influencer will have a deep impact on a business. If the business hires the wrong influencer, it is most likely that the business will not have a positive effect and may cause losses. Businesses need to find out some important personality traits about an influencer such as their characteristics and the type of content they produce before deciding to hire them.

According to Forsey (2021), from his experience, making content is hard. And it seems that most advertisers agree with this. 24% of marketers say their biggest problem in 2022 will be making content that people want to read. Creating good content for social media takes time, so think about how you can get the most for your money by using the same content in different ways. For example, if you take the time to make a 10-minute YouTube video about a topic, you can cut small pieces from it to use on short-form channels like Instagram Stories, Snapchat, or TikTok (Forsey, 2021). As we come out of the worst plague in decades, restaurant owners still must deal with a lot of problems in running their businesses (Occhiogrosso, 2022). Sixty-four percent of people buy something after watching a branded video on social media (Munjial, 2021). Branded videos not only help spread the word about your brand and your delicious food, but they also show how your business works. The careful customer of today wants to look around your restaurant to see what safety measures you take when cooking or serving food. A simple behind-the-scenes clip can give them the courage to go to your restaurant or order online.

Literature Review

Restaurant Industry

In recent years, the restaurant business has seen a few shifts. In 2022, Forbes identified five themes to look out for (Canter, 2022). The rising use of technology in restaurants of all sizes is

one noticeable trend. Apps, third-party ordering sites, and direct online ordering methods are all examples of this. The expansion of restaurant delivery services is another noteworthy development that has both enormous importance and particular difficulties. Home delivery depends heavily on trust in the food handling procedure and contactless purchases.

Even as the business recovers from the pandemic, restaurant owners still face several difficulties. The sector has been severely damaged by a lack of labor in a variety of positions, including servers, chefs, and other restaurant employees. Many restaurants now work fewer hours because of the lack of willing workers (Occhiogrosso, 2022). Concerns about the supply chain have also included shortages and rising costs of necessities like fresh produce, meats, and paper goods (Occhiogrosso, 2022). These difficulties have made running restaurants more challenging and called for innovative solutions from proprietors.

According to research, a restaurant's social media reviews and sales are positively correlated. Revenue can grow by 5–9% with just one additional star in the rating on social media platforms (Ben, 2014). This demonstrates how social media has an impact on how people perceive and make decisions about eateries.

Customer Purchase Intention

Customer buying intention is a measure of whether a customer is likely to buy a certain product or service. It is an important marketing metric because it helps businesses understand and predict how customers will act, make good choices, and cut costs (MBA Skool Team, 2021; Cuofano, 2023). By measuring purchase intention, businesses can figure out how likely it is that a customer will buy something. This helps them make better marketing plans and increase sales rates.

There are many things to think about when trying to figure out what a customer wants to buy. These factors can include customer segments, buyer personas, and parts of social psychology like attitudes, subjective norms, perceived behavioral control, ease of use, and perceived value (Peña, Gil, Rodríguez, & Siqueira, 2020) Also, things like suitability, self-efficacy, a sudden urge to buy, and the features of a product or service can affect a person's decision to buy (Peña, Gil, Rodríguez, & Siqueira, 2020).

Influencer Personality

The term "influencer personality" refers to the set of traits and characteristics typically associated with individuals who have acquired influence and a devoted following in a variety of domains, particularly social media. Influencers are recognized for their ability to influence the opinions, behaviors, and purchasing decisions of their audience (Geyser, 2023). The results of the empirical study that has been done so far are mixed when it comes to how the traits of social media influencers affect buy intent and customer engagement.

The strength of the link between the traits of social media influencers and customer engagement and desire to buy is different in each set of results. For example, (Duh, Thabethe, 2021) found that expertise had a low effect on customer engagement, while (AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour, Al-Haddad, 2021) found that expertise had a high effect on customer engagement.

Social Media Content

Social media appeals to our natural need for social connection. They facilitate social networking by enabling dialogue without the need for middlemen, in contrast to traditional monologues where one person speaks for many (Constantinides, 2014; Hahn, Scherer, Basso, & Dos Santos, 2016; Hassan et al., 2015; Peña & Quintanilla, 2015; Saarijärvi, Sutinen, & Harris, 2017; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017). The term, which dates back to the 1990s, describes a technological platform that facilitates interactive communication between people in organizations, communities, and individually by allowing users to create, share, discuss, and rate content (Zhou & Wang, 2014).

In order to reach new customers, keep hold of current ones, and increase target audience satisfaction, businesses have been using social media as a channel for customer interaction. Many have even integrated this strategy into their marketing plans (Arajo & Zilber, 2016; Constantinides, 2014; Hahn et al., 2016; Kacker & Perrigot, 2016; Pinho & Soares, 2015). Like any other business, restaurants need to strengthen their relationships with the general public. SMEs often still lack clarity regarding the appropriate tools to use and how to convert them into strategic actions (Jiang & Erdem, 2017; Jones et al., 2015).

Proposed Research Framework

The two parameters are independent and dependent variables, respectively. The elements that effect influencer personality such as expertise, entertainment value, information value and attractiveness, and social media content such as short form video, images and live video with the restaurant industry are considered independent variables. Customer purchase intention in the restaurant industry is considered a dependent variable. Figure 1 shows the research framework.

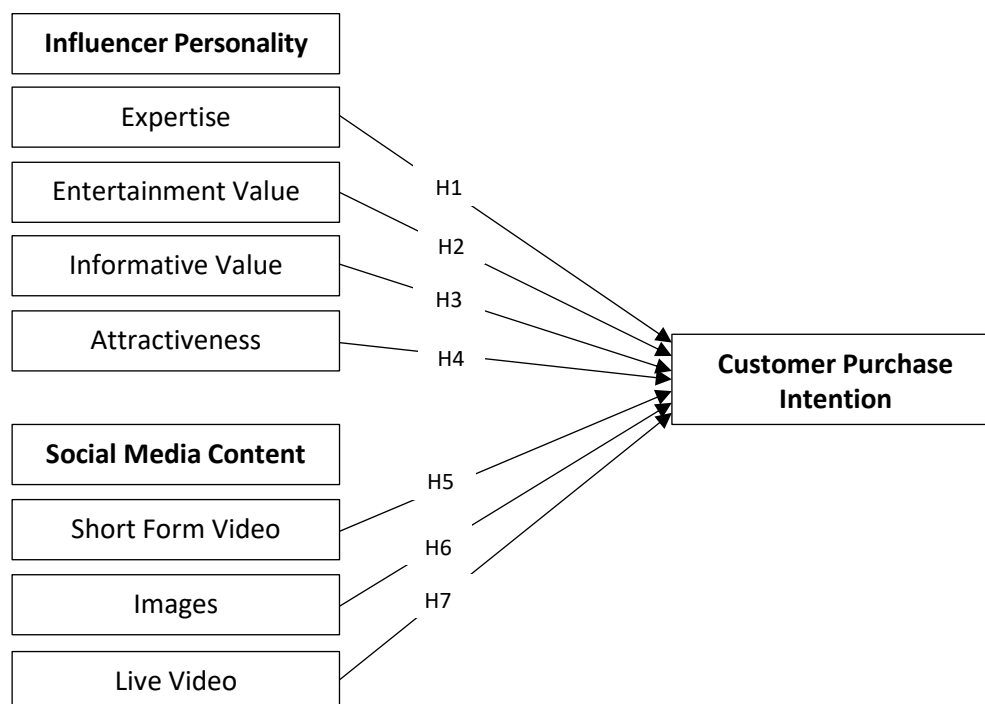


Figure 1. Conceptual Framework for this research

Hypothesis Development

According to the factors which were derived from the conceptual framework, the following hypothesis was suggested.

Hypothesis 1

Studies on digital influencers have demonstrated that influencer expertise is essential for influencing subject matter expertise, resulting in consumers giving more weight to content shared by subject matter experts. (Yadav, Rahman, 2018) Additionally, expertise influences consumer purchase intent and engagement. (Yadav, Rahman, 2018)

H1: There are significant effects of influencer personality expertise towards customer purchase intention in the restaurant industry.

Hypothesis 2

Social media users utilise platforms for amusement, with fun and enjoyment influencing followers' attachment to influencers. (Chen and Lin, 2021) The perceived entertainment value of influencers influences consumer perceptions and purchase intentions, which could influence engagement and purchase intentions. (Gautam, Sharma, 2017; Kim, Ko, 2012)

H2: There are significant effects of influencer personality entertainment value towards customer purchase intention in the restaurant industry.

Hypothesis 3

Informative appeals have a substantial impact on how a target audience perceives an influencer. Influencers on social media must provide concise, understandable, expeditious, relevant, and appropriate information. Peer consumers view SMIs as credible information sources, with higher perceived information value influencing consumer decisions. (Fransen, Verlegh, Kirmani, Smit, 2015). Moreover, Ki and Kim (2019) Additionally, informative influencers affect purchase intent.

H3: There are significant effects of influencer personality informative value towards customer purchase intention in restaurant industry.

Hypothesis 4

Attractiveness is a positive stereotype that encompasses demeanour and athleticism. (Erdogan, 1999) Influencers with enticing characteristics have a greater chance of retaining their followers' attention and influencing their purchasing decisions.

H4: There are significant effects of influencer personality attractiveness towards customer purchase intention in restaurant industry.

Hypothesis 5

The duration of short-form video content varies based on platform and context (Oladipo, 2023). Platforms such as TikTok, Instagram Reels, and YouTube Shorts have increased its popularity, as 85 percent of marketers believe it to be the most effective social media format.

H5: There are significant effects of social media content short form video towards customer purchase intention in the restaurant industry.

Hypothesis 6

Images are essential for social media content, as they captivate users and distinguish brands (Hirose, 2022). Visual content requires the use of high-quality images and adherence to

copyright guidelines to be effective. Using a variety of images, such as behind-the-scenes, products, infographics, user-generated content, and quotes, keeps content engaging and intriguing (Statler, 2023).

H6: There are significant effects of social media content images towards customer purchase intention in the restaurant industry.

Hypothesis 7

Using live video on social media platforms, restaurants can share real-time content, fostering interactive and personal relationships (Video, 2023). With billions of active users, this is an efficient method for reaching a larger audience (Spinoza, 2021). Using live video, restaurants can promote limited time offers, events, and special dishes, develop customer trust, and address customer concerns. Live video marketing is cost-effective and provides a greater return on investment, allowing restaurants to reach a large audience with minimal resources (Spinoza, 2021).

H7: There are significant effects of social media content live video towards customer purchase intention in the restaurant industry.

Methodology

The design of the study revealed a distinct connection between the dependent and independent variables. The study adopted a quantitative research approach, employing an online questionnaire survey to gather data from 128 respondents. A method for this quantitative research sampling is stratified random sampling. A pilot test was conducted with chosen 30 participants to assess the validity of the survey questionnaire and obtain feedback on its structure. The Cronbach's Alpha result for the pilot test is 0.891, which indicates that the questionnaire developed by the researcher is valid since the value is greater than 0.70. This also demonstrates that most of the respondents understood the questionnaire well, and it can be used in a full-scale study. A Cronbach's alpha value above 0.6, signifying satisfactory reliability (Hajjar, 2018). The survey instrument comprised three sections. Section A collected demographic information about the respondents, while Section B focused on factors influencing influencer personality and social media content. Section C assessed dependent variable customer purchase intention. The measurement scales utilized in the study were previously validated in the literature.

Responses were recorded using a Likert scale, ranging from 1 for "strongly disagree" to 5 for "strongly agree." Data analysis was performed using SPSS version 27, encompassing descriptive statistics, reliability and validity analysis, Pearson correlation, and multiple regression tests to fulfill the study objectives. Table 1 presents the demographic profile of survey participants. Findings reveal that 44.5% of respondents were male, while 55.5% were female. Malay respondents constituted the largest racial group (91.4%), followed by Chinese (3.9%) and Indian (2.3%). The majority of participants fell within the 21 to 25 age group (91.4%), followed by those aged 18 to 20 (4.7%), and aged 26 to 30 (3.9%).

Table 1

Respondents Background

Demographic	Demographic Details	Frequency	Percentage (%)
Gender	Male	57	44.5
	Female	71	55.5
Race	Malay	117	91.4
	Chinese	5	3.9
	Indian	3	2.3
	Other	3	2.3
Age	18-20	6	4.7
	21-25	117	91.4
	26-30	5	3.9

Reliability and Validity Analysis

The reliability analysis, assessed through Cronbach's Alpha, is depicted in Table 2. The values of Cronbach's Alpha for all variables fall between 0.915 and 0.961, exceeding the threshold of 0.70, which is considered significantly high. According to Kline (2000), a minimum reliability value of 0.7 is indicative of good reliability.

Table 2

Reliability Analysis of Each Variable

Variable	No. of Item	Cronbach's Alpha
Influencer Personality	15	0.915
Social Media Content	12	0.961
Customer Purchase Intention	5	0.926
Over all	32	0.967

From the table above, the researcher used Cronbach's Alpha Coefficient to examine the reliability of independent variables and dependent variables, totalling 32 number of items in the questionnaire that were delivered to 128 respondents. Cronbach's Alpha of reliability statistics for all variables is 0.967, which is very reliable.

Based on the result of Reliability Statistics above, the Cronbach's Alpha value for influencer personality is 0.915 and social media content is 0.961 which is both values are very reliable because the value was among 0.80 to 1.00. This proof that majority of the respondents understood the questionnaire developed by the researcher. Therefore, it can be concluded that the overall reliability test of all items in the questionnaires is valid and acceptable.

Result and Finding*Multilinear Regression Analysis*

Multilinear regression analysis is a method for estimating a value based on independent and dependent variables. This method is used to examine the impact of the independent factors on the dependent variables. In this study, the researcher wanted to examine the impact of influencer personality factors which are expertise, entertainment value, informative value, and attractiveness on customer purchase intention.

Multilinear Regression Analysis for Overall (Influencer Personality and Social Media Content)

Table 7

Model Summary for Overall (Influencer Personality and Social Media Content)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869	.755	.741	.44641

a. Predictors: (Constant), LV, E, IV, EV, A, SFV, I
b. Dependent Variable: CPI

Based on table 7, the research analysis by Multiple Regression Analysis (MRA) above, the correlation coefficient (R) value is 0.869 which indicates that the seven independent variables (expertise, entertainment value, informative value, attractiveness, short form video, images, and live video) are highly correlate to a dependent variable. This means that the respondents are positive on customer purchase intention. Furthermore, the result of the coefficient of determination, R square in this research shows a total variation of 75.5%. So, this means that the remaining 24.5% of the variation are indirect factor which means other variables have been used for this study to effect customer purchase intention.

The one-way analysis of variance (ANOVA) is used to examine whether there are any significant differences between the means of independent variable groups. In the ANOVA table 8, the F value generated is 52.931 with a significant level of 0.001. Since the significance level (p-value) is 0.001 is below than alpha value of 0.05 which is a significant relationship between a dependent variable (customer purchase intention) and independent variables (expertise, entertainment value, informative value, attractiveness, short form video, images, and live video).

Table 8

ANOVA for Overall (Influencer Personality and Social Media Content)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.835	7	10.548	52.931	<.001
	Residual	23.913	120	.199		
	Total	97.749	127			

a. Dependent Variable: CPI
b. Predictors: (Constant), LV, E, IV, EV, A, SFV, I

Table 9
Coefficient

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.488	.285		-1.715	.089
	E	.060	.076	.052	.788	.432
	EV	-.137	.094	-.111	-1.460	.147
	IV	.227	.105	.141	2.161	.033
	A	.142	.091	.118	1.563	.121
	SFV	.228	.105	.220	2.176	.031
	I	.370	.107	.353	3.453	<.001
	LV	.219	.103	.207	2.128	.035

a. Dependent Variable: CPI

Based on table 9, it is indicated to determine the result of the coefficient between independent variables and dependent variables. The independent variable of expertise towards customer purchase intention has not significant because their alpha value is more than 0.05 which is 0.432. For entertainment value, results show no significant effects on customer purchase intention because the p-value is 0.147 which is higher than the alpha value of 0.05.

Meanwhile, for the independent variable of informative value, it is significant to effect the customer purchase intention because the p-value is 0.033 which is less than the alpha value of 0.05. However, attractiveness shows the p-value is more than the alpha value of 0.05 which is 0.121. This proves that attractiveness has no significant effect on customer purchase intention.

Besides that, for the independent variable of short form video, it is significant to effect customer purchase intention because the p-value is 0.031 which is less than the alpha value of 0.05. For the images, it is also significant to effect customer purchase intention because the p-value is 0.001 which is less than the alpha value of 0.05. Lastly, the independent variable for live video is significant in effecting customer purchase intention with a p-value is 0.035 less than the alpha value of 0.05.

Discussion and Conclusion

In this study, three objectives must be met after the data from the questionnaire has been analyzed, and almost 128 respondents participated in this survey to provide the findings for the researcher to meet the research objectives listed.

Research Objective 1 (To Determine the Effects of Influencer Personality Towards Customer Purchase Intention)

In this research, four influencer personality factors effects customer purchase intentions in the restaurant industry that is expertise, entertainment value, informative value, and attractiveness. After conducting the data analysis of Multiple Regression Analysis overall, the results were used to prove the hypothesis. Hence, the results show that only informative value has a significant relationship with customer purchase intention as the p-value is 0.033

respectively which is less than 0.05. However, the results of Multilinear Regression Analysis overall show that the p-value of expertise, entertainment value, and attractiveness has no significant relationship with customer purchase intention. In short, this research figured out that the influencer personality factors that may affect customer purchase intention in the restaurant industry are informative value.

Based on the data presented in Table 4.23, the model summary of multilinear regression analysis for influencer personality shows that the R square value is 0.489. This indicates that 48.9% of the customers' purchase intention in the restaurant is influenced by the personality factors of the influencer.

Research Objective 2 (To Examine the Effects of Social Media Content Towards Customer Purchase Intention)

This study examined how three social media content elements impact customer purchase intentions in the restaurant industry: short-form video, images, and live video. Through Multiple Regression Analysis, the findings supported the hypothesis that all three factors had a significant relationship with customer purchase intention. The p-values for short-form video, images, and live video were 0.031, 0.001, and 0.035, respectively, which are all less than 0.05. Based on the research, it can be concluded that images have the most significant effect on customer purchase intention in the restaurant industry because their p-value is the lowest at 0.001. The data presented in Table 4.26 show that the model summary of multilinear regression analysis for social media content indicates an R square value of 0.728. This suggests that 72.8% of customers' restaurant purchase intention is influenced by social media content factors.

Research Objective 3 (To Identify Which Factor Has More Impact on Customer Purchase Intention)

To achieve research objective 3, the researcher has carried out Multilinear Regression Analysis Coefficients overall to get the p-value for each factor in the independent variables. Table 4.22 shows the most significant p-value for influencer personality received is an informative value with a p-value of 0.033. Furthermore, based on table 4.22 also shows the p-value for the social media content factors. The factor that has the most significant p-value is images which is 0.001 the lowest among all factors.

Based on the Model Summary in the Multilinear Regression Analysis, the researcher can conclude that the independent variable for social media content has more impact on customer purchase intention with an R square value is 0.728 which means that 72.8% of customer purchase intention in the restaurant industry were influenced. Meanwhile, the R square value for influencer personality is 0.489 representing that only 48.9% of the customer purchase intention in the industry is influenced by the factors. Furthermore, the result of the coefficient of determination, R in this research shows a total variation of 75.5%. So, this means that the remaining 24.5% of the variation are indirect factor which means other variables have been used for this study to effect customer purchase intention.

Implication of the Research

The results of this research can be interpreted in a few different ways. To begin, the informative value of the influencer personality factors has a significant role in effecting customer purchase intention in the restaurant industry. From this study, informative value is important for the

restaurant industry to evaluate the influencer's personality before hiring them to promote their business. Informative value delivered by influencers can increase the impact on customer purchase intentions. As a result, the expenditure released to pay for store promotion to influencers will be more effective and increase the number of customers. In addition, social media content has more effect on customer purchase intentions. The results of this study show that customers are very interested in content from social media such as short form videos, images, and live videos. The results of the study proved that images have the highest impact on the customer's purchase intention.

Limitations and Recommendations

There are a few limitations on this study. First off, rather than measuring actual purchasing behavior, this study evaluates intention to purchase. The model will be expanded by further study to incorporate real behavioral evaluations. Other features that can benefit the restaurant business are also being considered and may be introduced. These elements include membership promotion, social media feedback, tales on Facebook, Instagram, and WhatsApp, and other elements that are currently trendy. To have a deeper understanding of consumer intent, it is also beneficial to investigate other industries, including fashion, manufacturing, handicrafts, and other service sectors like banking, cleaning, and laundry. Furthermore, this study is specifically focused on UTeM students; future research will examine the model in other geographical contexts across Malacca, in each state, or Malaysia as a whole.

Conclusion

This report builds on earlier usage studies but differs in relevance as it investigates the effects of influencer personality and social media content towards customer purchase intention in the restaurant industry. A sample of 128 respondents was studied for this purpose. This study was conducted using the influencer personality framework by Ao et al.(2023), and the social media content framework by Jansasoy (2023), which was established based on previous studies. In many respects, this study adds to the growing body of knowledge for entrepreneurs in the restaurant industry. First, this study adds and expands the understanding of social media as a medium for business use in the market. Effective use of social media content can reduce spending money to promote an industry.

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