

# Influencer Marketing and Traditional Marketing in Indonesia: How Does Influencer Marketing in the Leisure Food Industry Affect Purchase Intention?

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## **Abstract**

*With the development of technology, marketers from various industries are required to keep abreast of these developments by consistently producing innovations and strategies for marketing their products. One strategy that is currently being intensively used is the use of digital marketing technology to complement current conventional marketing techniques. When it comes to making a purchase, today's buyers are influenced by both personal preferences and societal conformity standards. As efforts are made to implement marketing strategies in the digital world at a time when the use of social media is expanding rapidly, influencer marketing is becoming ever more important. Using influencer marketing strategies in business can help raise brand awareness, reach the target demographic, and develop trust. This study aims to examine and analyze related marketing activities in Indonesia and how influencer marketing in the leisure food industry influences purchase intentions, with interactivity, celebrity expertise, and cross-platform collaboration as factors influencing consumer decisions. The survey method was employed in this study as a quantitative approach. This study uses 100 consumers, split roughly between males and females of various ages, as the consumer sample, and is done by administering an online questionnaire regarding food consumers' online purchase activities. The study focuses on questions that are tailored to the three hypotheses, such as whether influencer marketing interactivity affects purchase intention, whether influencer marketing celebrity worship affects purchase intention, and whether influencer marketing cross-channel cooperation affects purchase intention. The study's results confirm that influencer marketing is positively correlated with consumer purchases in the recreational food industry.*

**Keywords:** *Celebrity Worship, Cross-channel Cooperation, Digital Marketing, Influencer Endorsement, Interactivity.*

## **INTRODUCTION**

One of the crucial aspects of a company is marketing. The marketing division oversees how a product is advertised, disseminated, and finally obtained by customers. Marketers must adapt their marketing strategies and patterns to keep up with the times and compete in the free market with their competitors (Guo et al., 2021). One such strategy is

to use digital marketing technologies to supplement current conventional marketing techniques.

On a monthly basis, approximately three billion people use social media, with 90 percent accessing their preferred networks via mobile devices (Kemp, 2022). The most popular social media sites in Indonesia, according to a Partipost study conducted in 2021, are Instagram (71.4%), TikTok (15.8%), YouTube (6%), and Facebook (5.2%). New behaviors and patterns emerged. Online buying and selling transactions are among them. Customers today trust the F-factors (Friends, Families, Fans, and Followers) more than advertising or expert advice, according to Kotler (2018). Today's buyers are influenced by both personal preferences and societal conformity standards when making a purchase. The more consumers care about the opinions of others, the more consumers care. They also share their opinions and receive many reviews.

Influencer marketing is becoming increasingly important as efforts are made to implement marketing tactics in the digital world at a time when social media use is rapidly increasing (Hariyanti & Wirapraja, 2018). Influencer marketing is a type of marketing technique in which a brand works with an influencer to boost the marketing of its products and services and raise brand awareness. According to Hariyanti & Wirapraja (2018), by employing this technique, the influencer will act as a customer or user of a brand, representing the positive aspects of the brand and thus increasing product sales. Influencer marketing can help a subject establish a reputation based on their level of experience. They will consistently produce content for their blogs, websites, and social media platforms that will attract a sizable audience. Because influencers can initiate trends and persuade their followers to purchase the things they recommend, brands become more frequently use influencer marketing as one of their social media strategies.

Celebrity endorsements are based on co-branding, in which symbolic meaning is passed from the celebrity, in this case, social media influencers, to the partner brand, as well as from the brand to the celebrity's personal brand (Arnesson, 2022). The fundamental advantage of influencer marketing is that influencers keep a tight relationship with their fans, making it easier for them to publicize and persuade than traditional hard-selling methods (Chen et al., 2023).

Food is frequently at the core of social interaction, entertainment, and cultural expression in ordinary home and communal life. Wei & Nakatsu (2012) state that due to the variety of roles that food plays in daily life as well as its social and cultural effects, we present the idea of "Leisure Food," whose central idea is to look for ways to make use of the special potentials of food and develop new channels to derive more social and cultural entertainment from the actual interactions with food. The meaning of Leisure Food itself derives social and cultural entertainment through physical interaction with food. The relationship that results from this when it is combined with the modern idea of entertainment through live streaming, in which content creators produce content related to the enjoyment they experience while eating and the reactions that occur between content creators and their viewers, will be advantageous to many parties.

The Indonesian recreation industry has enormous market potential. Indonesia is the largest e-grocery market in the food and beverage category, with retail sales of US\$1.8 billion in 2021 and a 42.0% market share in the ASEAN region (Euromonitor International, 2022). It is critical to investigate various influencer advertising tactics that affect consumer intentions and purchasing decisions. This study aims to investigate and analyze influencer marketing, traditional marketing, and the impact of influencer marketing on purchase intention in Indonesia's leisure food sector.

The earlier study, "Influencer Marketing and Traditional Marketing in China: How Influencer Marketing in the Leisure Food Industry Affects Purchase Intentions," established the extent to which influencer marketing has influenced consumer purchase intentions, primarily in the Chinese leisure food sector. However, this research has not been conducted in Indonesia that focuses on the leisure food industry, while many Indonesians owned food and beverages used food bloggers' or food influencers' services to review and promote their services.

Considering the issues raised previously, our primary goals as researchers are to examine and analyze related marketing activities in Indonesia, as well as how influencer marketing in the leisure food industry influences purchase intentions using interactivity, celebrity expertise, and cross-platform collaboration as factors influencing consumer decisions.

According to the background, researchers use one theory, Parasocial Interaction (PSI) theory or Parasocial Relationship theory, and three concepts in this study, Influencer Marketing Interaction, Celebrity Worship & Purchase Intention, and Trustworthiness & Cross-channel Promotions.

## **LITERATURE REVIEW**

### ***Parasocial Theory***

Donald Horton and Richard Wohl coined the phrase "parasocial relationship" in 1956. To illustrate parasocial interactions, they take the example of television, namely the delusion that there is a direct link between the viewer and the presenter when in reality there isn't (Stever, 2019). Even though the essay was written decades ago, parasocial relationships still happen today, usually involving famous people like artists, celebrities, and other public personalities like content providers. Stever (2019) continues in his studies that, one-sided exchanges with viewers who know celebrities on television but are otherwise completely unknown determine parasocial interaction (PSI).

PSI gives rise to parasocial relations (PSR), which is a continuation of the feeling of knowing a celebrity after a long period of viewing the program. In one scenario, celebrities provide solace and a haven, resulting in a parasocial attachment (PSA). An attachment relationship occurs when one person craves intimacy with another to feel safe and secure. Through social media, technological advancements make it simpler for us to interact with more people and reach further than ever before. According to research by Kim & Song (2016), professional self-disclosure (talking about his career), personal self-disclosure (talking about his personal life), and retweeting all have a beneficial impact on

a person's parasocial interaction with celebrities. One may argue that social media is a favorable environment for the development of parasocial interactions because it makes it simpler to be exposed to the lives, thoughts, and beliefs of people we don't know and because it serves as a platform for the public dissemination of information that belongs in private.

According to Yang & Babenskaite (2019), PSI literature explains how the psychological parasocial interaction acts to 'manipulate' followers-consumers, which enriched the field of influencer marketing by giving a sound analytical lens. Based on field studies in the Influencer marketing and PSI fields, the parasocial relationship between influencers and followers serves as a mediator between brands and their consumers, where brands that support influencers can build credibility and encourage buying behavior, which will benefit them.

### ***Influencer Marketing Interaction***

Influencers are individuals or public figures whose social media posts have the power to affect or change the behavior of their followers. They typically have a large or substantial number of followers. Influencers have their own scales of engagement and network size. With technology improvements and greater usage of social media, people may now post their opinions, pictures, and other content online, and some people have become influencers because of these posts.

Marketers began to recognize the high-impact potential of these people and account on social media sites like YouTube in 2006 and Instagram in 2010 (Brown & Fiorella, 2014). Traditional advertisements are regarded to be less effective than recommendations from influencers. Consumers consider influencers' product or service reviews to be more authentic and reliable than brand marketing, as well as more approachable (Satı & Kazancoglu, 2020). Furthermore, customers are constantly bombarded with marketing messages.

Marketing should leverage social media through influencer marketing to be effective. According to Conick (2018), influencer marketing is gaining popularity over traditional marketing strategies such as pre-roll, banner, and pop-up advertisements because it is less intrusive and more flexible for the public. Influencer marketing is a strategy used by brands to win influencers' support by giving them test versions of their products and to create a favorable impression in the minds of the influencers' followers. Influencer marketing can involve many different forms of communication and advertising, such as their personal social media or the social media of their brand. Influencer marketing, which typically involves live-streaming and vlogging, has grown in importance as a strategy for businesses looking to reach the larger internet user masses as a result of their various online activism and "live" engagements with their followers (Yang & Babenskaite, 2019). To develop and spread trends, they engage with a huge number of users. Compared to traditional marketing, influencer marketing encourages increased engagement with commercials.

Online live-streaming is a new media genre that blends the broadcast of activity with cross-modal video-mediated communication, claims Recktenwald (2017). The Korean word "mukbang" means "eating streaming". Mukbang, or eating live streaming influencers, is a relatively new phenomenon among online influencers who primarily use blogging, microblogging, vlogging, and live streaming to reach out to the public (mainly their followers). Mukbang is a live stream in which the host interacts with the viewers while eating. The viewers "type" to one another and the eater in a live chat room while the eater "talks" to them (Choe, 2019).

Furthermore, Choe claimed that the Mukbang show created a collaborative online community by combining verbal expression (eating performance), body language, and written words in their recordings. This type of eating show quickly spread from South Korea to other Asian countries such as Japan, China, and Indonesia. Mukbang influencers share some characteristics with other types of internet influencers, such as their use of online platforms and willingness to be open and communicate with their audience (Yang & Babenskaite, 2019).

### ***Celebrity Worship and Purchase Intention***

The physical attractiveness of a person is referred to as their attractiveness. Furthermore, while physical appearance is important, attractiveness is more important than physical appearance. Attractiveness is a key component of influencer marketing that influences consumer purchase intentions (Martiningsih & Setyawan, 2022). As a result of initial attraction, an object or person may become idolized. Previous research has investigated the phenomenon of idolizing celebrities or influencers. There is a positive relationship between wanting to buy something and idolizing a celebrity or influencer. Fans can satisfy inner emotional demands such as emotional resonance and belong through social media interactions with celebrities and influencers, as well as forge lifelong relationships that benefit both parties (Guo et al., 2021).

In a form of advertising known as a celebrity endorsement, a business engages a well-known individual to help market a good, service, or brand. The "buzzwords" that influencers prefer to coin are seen as one of the most successful and lucrative marketing techniques; this is how they can gain prospective endorsements (Yang & Babenskaite, 2019). Influencers could impact consumer behavior, boost purchasing power, and strengthen the identity and recognizability of a brand. When influencers create sponsored content, they are contributing to an ongoing community conversation. This will influence consumer purchasing intentions. People nowadays want to appear more truthful and to see through marketing. Brands must strengthen their identities and increase their consumer credibility. To do so, they must connect their clients with their brand so that purchase intentions can be met appropriately.

### ***Trustworthiness and Cross-channel Promotions***

Trustworthiness refers to the degree to which the recipient of information believes the source intends to convey his statement. An endorser's "honesty, integrity, and believability" is referred to as trustworthiness. Because purchase intention involves the

likelihood that a consumer intends to buy a specific product, it is defined as an individual's conscious intention to make an effort to purchase a brand (Lou & Yuan, 2019). Consumers regard celebrities and influencers as generally trustworthy sources of information.

Social media's acceptance as a tool for marketing has altered how companies interact with their clients and disseminate brand information. Consumers today interact with businesses through social media, which increases consumer involvement (Araujo et al., 2015). Social media, in addition to raising awareness, assists managers in maintaining interaction and engagement, and it serves as a market research tool, allowing businesses to improve their performance (Yang & Babenskaite, 2019). Modern interactive marketing involves a greater comprehension of consumers' behavior and communication preferences to generate individualized experiences that customers find valuable and engaging. As a result, brand marketing needs to be carried out through a variety of channels as opposed to just one.

Marketing, organic promotions, and media advertising are all examples of cross-channel promotions. To reach a wider audience, post the products on Facebook, Pinterest, Instagram, YouTube, and other sites. Brands may be able to draw interested customers to this platform and boost scalability by using this cross-channel promotion strategy (Guo et al., 2021). Cross-channel marketing offers the consumer a consistent, integrated experience while giving the product the greatest visibility. In the conventional marketing strategy, only brands are permitted to decide what and how their adverts are distributed. With cross-platform collaboration, cross-channel marketing may satiate consumers' irrational urges and motivate them to interact with and support the company.

The following hypotheses were developed by the researchers based on the literature and explanations:

H1: influencer marketing interactivity affects purchase intention.

H2: influencer marketing celebrity worship affects purchase intention.

H3: influencer marketing cross channel cooperation affects purchase intention.

## **METHODS**

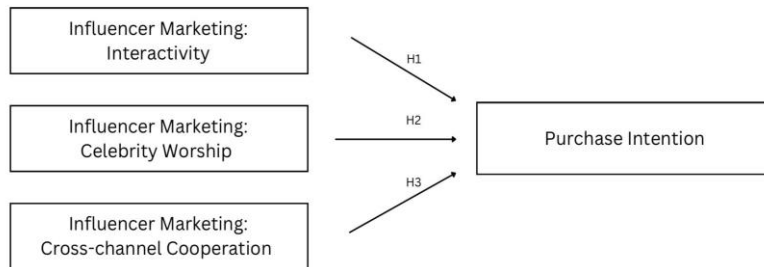
### ***Sampling Data Collection***

This study used a quantitative strategy called the survey method and was conducted via distributing an online survey. The sampling technique used by researchers is the random sampling method. As our consumer sample, we give the questionnaire to 100 random online users on social media, consisting of male and female users of various ages. The questionnaires ask about the online consuming habits of the consumers, and the survey was carried out in the Jakarta area. The survey questions are based on a development of previous research that has been done.

## Research Model

The research model guiding this research is depicted in Figure 1. The research model in Figure 1 posits the influencer marketing factors (interactivity, celebrity worship, cross-channel cooperation) affecting purchase intention.

**Figure 1.** Research Framework



## RESULTS AND DISCUSSION

### *Data Analysis and Result*

The survey results show that influencer marketing is currently more popular than traditional marketing. With so many social media platforms that provide information related to the desired content, this also creates influencers who can be trusted and liked by the public. According to the results of the survey, respondents are more likely to be interested in purchasing products (food) after watching influencers on social media platforms than after watching television or advertising. Influencer opinions have a significant impact on the purchasing decision of the respondent. Those between the ages of 18 and 35, hold most of the positions in the age distribution connected to the influence of influencers on purchase decisions. According to the respondents, viewing the eating live broadcast (Mukbang) would boost their likelihood of purchasing the item.

Furthermore, it is given that responders will buy the products when it is reviewed and Mukbang live streamed by influencers who are authorities in their professions or chefs. Apart from that, these purchases are made feasible by discounts that are provided on other platforms.

**Table 1.** Consumer Buying Havits Survey in Indonesia Leisure Food Market

<i>Construct</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Gender</i>		
<i>Female</i>	54	54.0
<i>Male</i>	46	46.0

<i>Total</i>	<i>100</i>	<i>100</i>
<b><i>Age (in years)</i></b>		
<i>Under 18</i>	<i>11</i>	<i>11.0</i>
<i>18 to 35</i>	<i>64</i>	<i>64.0</i>
<i>36 and above</i>	<i>25</i>	<i>25.0</i>
<i>Total</i>	<i>100</i>	<i>100</i>
<b><i>Are you attracted to traditional marketing or influencer marketing while you are making the purchase decision?</i></b>		
<i>Traditional marketing</i>	<i>23</i>	<i>23.0</i>
<i>Influencer marketing</i>	<i>77</i>	<i>77.0</i>
<i>Total</i>	<i>100</i>	<i>100</i>
<b><i>Would you buy the food when you are watching the eating live-stream?</i></b>		
<i>Yes</i>	<i>61</i>	<i>61.00</i>
<i>No</i>	<i>39</i>	<i>39.00</i>
<i>Total</i>	<i>100</i>	<i>100</i>
<b><i>Would you buy food recommended by an influencer because you like or trust him/her?</i></b>		
<i>Yes</i>	<i>79</i>	<i>79.00</i>
<i>No</i>	<i>21</i>	<i>21.00</i>
<i>Total</i>	<i>100</i>	<i>100</i>
<b><i>Is it the food endorsed by idols that appeals to you more or recommended by food professionals?</i></b>		
<i>Idols</i>	<i>31</i>	<i>31.00</i>
<i>Food Professionals</i>	<i>69</i>	<i>69.00</i>
<i>Total</i>	<i>100</i>	<i>100</i>



<i>Do you open links from other apps and jump to other platforms?</i>		
<i>Yes</i>	<i>71</i>	<i>71.00</i>
<i>No</i>	<i>29</i>	<i>29.00</i>
<i>Total</i>	<i>100</i>	<i>100</i>

Source: Data Collection by Author (2023)

### ***Parasocial Theory***

According to Horton and Wohl, the relationship that occurs appears to be based on an implicit agreement between performers (media figures or celebrities) and television viewers, in which they (television viewers) assume that the relationship is a direct meeting (face-to-face encounter) and not a relationship through an intermediary (Sekarsari & Mashoedi, 2009). According to the findings of the researcher's survey, promoting through influencer marketing is more appealing since respondents trust and like these influencers; 79% of respondents will buy or consume food offered through influencer marketing. As a result of media fiction, the parasocial relationship is an illusion of a direct relationship between the audience and the performer, while the further characteristic that will lead to parasocial interaction is an attempt to create a conversation between the performer and the audience. In the following stage, influencers will ask their audience for recommendations on food or restaurants that must be visited, and when the audience mentions a place A and this is chosen by the influencer, a parasocial interaction will be established, even if this happens by chance. With this type of attachment, trust will be built, and the audience will make purchases in response to recommendations made by influencers, with 69% of respondents making purchases if recommended by professional food influencers, and 71% making purchases on other platforms.

### ***Influencer marketing interactivity affects purchase intention***

Purchase intention is defined in marketing literature as "an individual's deliberate plan to make an effort to purchase a brand" (Mabkhot et al., 2022). The phrase "purchase intention" refers to consumers' deliberate plans or desires to buy branded items. A client's willingness to use internet services, purchase goods and services, or simply compare prices before making a purchase is measured by their online purchase intention. Assessing consumer behavior before they make a purchase or request product information is advantageous (Mabkhot et al., 2022). Consumers are now more motivated to participate in purchases because interactions between influencers and customers on social media platforms foster a personal relationship rather than using traditional advertising to disseminate information. The data shows that 77% of respondents are more inclined to buy food if influencer marketing is employed to advertise it. Also, if they witness mukbang being properly performed, they will purchase the products. A certain "eating life" style called mukbang originated in South Korea. Several Indonesian influencers aired the live event on YouTube and other platforms after it was successful in

South Korea (Guo et al., 2021). In Indonesia, currently professional Mukbang use Youtube as their platform. Ken & Grat, Ria SW, Tanboy Kun, and MGDALENAF, are examples of mukbang shows or food vloggers in Indonesia. While viewers watched the live broadcast, the Mukbang program created an online community by combining spoken words, written texts, and body movements (eating performance) (Choe, 2019).

The interactions seen in the videos by Mukbang influencers or performers will come across as very natural and at ease, which will increase the audience's receptivity to what they have to offer. Influencers will review food in accordance with their preferences in a delicious and enticing way, as well as look for food that is available to everyone and that can be discovered in unexpected places. Furthermore, aiming for emotional contagion with clients fosters a close relationship between the influencer and the consumer. The term limbic resonance, also referred to as "emotional contagion," describes the capacity for empathy and nonverbal communication (Medic, 2021). In actuality, establishing a personal connection with clients is quite advantageous for both the influencer and the brand (Guo et al., 2021). As a result, there will be greater interaction between influencers and their audience, which may encourage potential customers to buy these foods.

### ***Influencer marketing celebrity worship affects purchase intention***

Celebrity worship typically focuses on media figures who are praised on television, in publications, on social media, and elsewhere. While there are many levels of celebrity admiration, some people—referred to as "celebrity worshippers"—are extremely drawn to famous people. The Absorption-Addiction Model presented by McCutcheon et al., (2002) implies that most celebrity admiration is harmless and related to entertainment objectives.

Stever (2011) claimed in McCutcheon & Aruguete (2021) that there have been significant changes in interactions between celebrities and their admirers, particularly with the advent of various types of social media. It is an excellent marketing tool that has made it easier for celebrities to communicate with their fans. Increased communication between celebrities and their fans, made possible by technology-mediated social networking, has the potential to increase celebrity attachment. It is now very easy to obtain celebrity information.

When compared to traditional marketing, the interaction between consumer and influencer marketing makes celebrity worship more reliant. According to the data in Table 1, 79% of respondents will buy food recommended by an influencer due to the trust established by the influencers. This can occur as a result of the relationship and engagement established between influencers and their followers on social media platforms.

In Indonesia, there are several food and beverages brand that use influencers as their brand ambassador and has the duty to promote and market these food products. Some food and beverage companies even invite influencers to collaborate in making menus that will be sold later by adding the influencer's characteristics. For example, a local

business in Indonesia called 'Menantea' use Jerome Polin as their brand ambassador and also named their menu based on Jerome's characteristics. Also, a brand called 'Street Boba' owned by an influencer Jovi Adhiguna, often creates collaborations with other influencers such as Shani Amelia. This collaboration is to aim a bigger target market because both influencers already have many followers. There are also cases where national and international brands also use celebrities as their brand ambassador and collaborations on the menu. One of the big food companies and celebrity collaborations happening globally is McDonald's and BTS collaboration which creates a huge excitement in the consumers.

### ***Influencer marketing cross-channel cooperation affects purchase intention***

The development of technology has increased Indonesia's reliance on online purchasing apps. In addition to other enticing promotions that the program offers, brands can advertise their products on this application to entice more customers. In Indonesia, prominent apps include Gojek (GoFood), Grab (Grab Food), Shopee, and Shopee Food. With this benefit, brand or store voters become more valuable, and influencers gain credibility in the eyes of the public. This method is less complicated and less expensive than traditional marketing. Influencers can also advocate for free if the food product is appealing to them. Influencers are using more social media to excite consumer interest and reach out to more potential new customers. Influencers have a devoted following that is eager to follow them. Influencers may constantly recruit new followers because almost all of their followers are likely to become consumers.

When introducing a product or store to their fans, influencers will mention the store's name in their video or live stream so that viewers can make a purchase after watching the influencer's convincing argument. If the shop has an online sales system through a platform that is readily available, influencers can also provide a link in the description section. Vlogs shared on well-known platforms will increase brand exposure and attract new customers. This method significantly improves the efficiency of turning prospective customers into direct purchases (Guo et al., 2021). Furthermore, the poll results show that respondents are very inclined to click on links to these products even if they are on different platforms if they believe influencers have influenced them to do so. On this matter, 71% of respondents agreed. Additionally, by enticing customers to post more useful and uplifting comments on their platform, the store may boost customer loyalty. As a result, sales can rise, and more customers will be motivated to make purchases.

## **CONCLUSIONS**

In this paper we write questions related to Influencer Marketing and Traditional Marketing in Indonesia: How Does Influencer Marketing in the Leisure Food Industry Affect Purchase Intention? We focus on questions that are tailored to the 3 hypotheses we made, namely, influencer marketing interactivity affects purchase intention, influencer marketing celebrity worship affects purchase intention, and influencer marketing cross-channel cooperation affects purchase intention. We conducted a survey of 100 participants between the ages of 15 and 50 in order to find the answer to this question. The study's results confirm that influencer marketing is positively correlated

with consumer purchases in the recreational food industry. This is possible and extremely efficient thanks to highly developed technology. Through social media, technological advancements enable us to communicate with more people and reach further than ever before. As a result, chances for the expansion of parasocial interactions between celebrity personalities and their followers have emerged. This might be a benefit or a disadvantage. Influencers, in particular, can fulfill the unique requirements of a brand or product. Young people are easily drawn to new technology, which increases influencer interactions with consumers. Virtual influencers also have a better chance of luring buyer intentions when using the right brand image and cross-channel cooperation approach. As a result, Indonesian consumers can favorably absorb the concept of purchase intention, and we have learned how influencer marketing can support the growth of the business market in the country.

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