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Research Article

THE EFFECT OF FOOD INFLUENCERS ON CONSUMERS' INTENTION TO PURCHASE FOOD PRODUCTS/SERVICES**

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ABSTRACT

Information related to food products/services conveyed by food influencers has the potential to affect consumers' food purchasing behavior through mechanism of social influence. This study aimed to examine the effect of perceived usefulness of food influencers' recommendation on the intention to purchase food products/services. The study also tested the effect of perceived usefulness of food influencers' recommendation on consumers' attitudes, and the mediating role of consumers' attitudes between perceived usefulness of food influencers' recommendation and intention to purchase food products/services. The questionnaire was designed from previous studies consisting of perceived usefulness, consumers' attitudes and purchase intention. Data were collected from 394 participants, responding the questionnaire Instagram influencers posted. Hypotheses were tested by explanatory factor and regression analysis. All hypotheses were supported. The study results provide important inferences to food brands/businesses in terms of brand collaborations with influencers. The results are also expected to contribute to the relevant literature investigating the effects of food influencers on consumers' purchase intention.

Keywords: food influencer, influencer marketing, consumers' attitudes, purchase intention

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