

UNIVERSITI TEKNOLOGI MARA

**THE IMPACTS
OF FOOD VLOG
ATTRIBUTES VIA
INSTAGRAM USERS
ON PARASOCIAL
INTERACTION AND
BEHAVIOR INTENTION
IN MALAYSIA**

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ABSTRACT

Foodservice industry today relies on many kinds of technologies for different functions such as ordering, producing, delivering, and even presenting the menu. Foodservice industry grabs this opportunity to evolve especially in the marketing aspects in expanding the businesses in the new era of modernization. E-commerce is recognized as one of the initiatives to reach customers and gain better information. Online reviews such as food vlogs are parts of e-commerce which are believed to be the current trend among customers. This research seeks to understand the food vlog's attributes that lead to parasocial interaction and its impacts on customers' recommendation adoption. This area of study is rarely discovered in Malaysia thus it will provide a new knowledge specifically the parasocial interaction in relation to the foodservice industry. It will also help the vlogger communities to identify the most influential attributes that keep people watching and believing in their contents and consequently visit the restaurants or consume the food the vloggers' review. This study applied quantitative research design through self-distributed online questionnaire and applied cross-sectional study. The questionnaire has been answered individually in this study. Data were taken from 421 respondents which was gathered from the total of 11,863,000 *Instagram* users in Malaysia. This research is based on data obtained from survey questionnaire that polled from respondents who ever watched food vlog reviews on *Instagram*. The research suggested that positive behavioral intention is influenced by good attributes of vlogs; appearance, video quality, and homophily. The results of study also suggested that parasocial interaction approach is needed for the attributes to successfully result the positive behavioral intention. The scarcity of literature specifically on parasocial interaction and homophily through vlog in Malaysia, universities closed and restriction to meet the respondents in person (only use Google Form questionnaire) due to pandemic of Covid-19, and the existing of other social media platforms that are more convenient and interesting booming nowadays are the limitations of this study. The possible future improvement also provided in this study. It is hope that the study can contribute to the improvement of the food vlogs' quality as marketing tool in Malaysia.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter consists of the background of the study and then followed by the problem statements and research objectives. Next, the research questions were presented based on the research objectives. The significance of the study was also discussed in this chapter.

1.2 Background of the Study

In the era of globalization today, technology is not categorized as a new thing involved in our daily life. People rely on technology in doing their daily routines. The Internet is the best example of the technology that is 'brought' into our life. There are no businesses or matters that cannot be done by the Internet, even communication between people becomes easier with the existence of the Internet. Furthermore, with the presence of the Internet, information is likely to be zero-cost and people can see the Internet's purpose is becoming wider and bigger with the existence of e-commerce through online business or online reviews (Laudon & Laudon, 2020). Online businesses are not only focusing on inedible items since these days edible items are also going viral and contributing more to the industry. As stated by Zulkifly (2017) and Euromonitor (2021), the foodservice industry in Malaysia has extremely changed to another level because of technological advancement.

There are many types of mediums for customers to gain the information they need before they decide to purchase some items. For as much as the Internet is essential for everyone, most of the information needed is available at the fingertips. For example, the reviews of the products or the effectiveness of the services can also be found on the website's box chat or comments. Thus, it helps people to make a better choice and spend their money wisely. The price range of food is also categorized as essential information for new customers to estimate their budget before they decide to purchase. Other information such as cafés and restaurants' directions are also important for customers to