

UNIVERSITY OF KWAZULU-NATAL

**Consumer-to-consumer influence on attitude towards, and intention to buy South Korean
food:**

An Instagram study

By

Shéfali Rokush Ramjathan

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Supervisor: Deborah Ann Ellis

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DECLARATION

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Shéfali Rokush Ramjathan

ABSTRACT

Background – With the emergence of the internet and the introduction of social networking services, opportunities for consumer-to-consumer (C2C) communication have expanded exponentially. Virtual communities enable consumers to access and exchange information with each other, independent of companies, allowing consumers to influence each other's attitudes and behaviours. Instagram, a free photo and video sharing mobile application, is a platform with great potential and growth and has caught the attention of marketers seeking to understand and use C2C influence. With the increase of user-generated content (UGC), interest has shifted onto consumers and what factors influence them in a C2C context.

Purpose – The purpose of this research was to investigate the factors of Source Credibility, Tie Strength, Informational Quality and Consumer Susceptibility to Interpersonal Influence (CSII) in the C2C context of Instagram and their effect on consumers attitudes towards and intentions to purchase South Korean food. The contribution is for marketers to better understand C2C influence.

Research Methodology/Approach – A quantitative approach involved an Instagram account called @shaynanigans_sk being specifically set up and images and videos of South Korean food consistently posted. Research data on the constructs in the conceptual framework was collected using an online survey, with a total of 163 Instagram followers who made up the final sample.

Findings – The research found that Source Credibility and CSII significantly impact consumers' attitudes towards South Korean food, and Informational Quality was found to significantly impact consumers' purchase intentions towards South Korean food.

Managerial implications – Marketing practitioners spend a significant amount of time determining the driving forces that influence consumer behaviour. The outcomes of this study confirmed that the relationships between Source Credibility, CSII, and Attitude; and Informational Quality and Intention were significant. These results emphasise the need for marketers using consumers in Influencer marketing strategies on Instagram to consider and pay attention to the chosen consumers' credibility, their content quality, and the types of other consumers they target, as these factors will influence the success of Influencer marketing on this platform.

Research limitations – Limitations and recommendations for future research are identified.

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CHAPTER 1: OVERVIEW OF THE STUDY

1. 1 INTRODUCTION

Imagine this: You're taking a quick study break and log into Instagram. You see a celebrity confessing their love for Aroma Gourmet Coffee Roastery with a photo of themselves and a friend at a table covered with their favourite food (see Figure 1). On scrolling a little further, you see a friend's post of themselves posing with a Starbucks latte with its signature feature – the customer's name written on the coffee cup (see Figure 2).



Figure 1: Celebrity Instagram post (Instagram)

Figure 2: Mary, drinking her first personalized Starbucks cup of coffee in Durban (Instagram)

The first figure above (Figure 1) shows Melinda Bam, Miss South Africa 2011, enjoying a birthday meal at Aroma Gourmet Coffee Roastery in Pretoria, and is an example of celebrity endorsement which offers many similarities to influencer marketing (Sammis et al., 2016, p. 8).

Influencer marketing can be described as the ability to connect with people who are influential online and will share branded communication with their audiences through sponsored content (Sammis et al., 2016, p. 7). People usually trust, admire and aspire to be their favourite celebrities therefore advertisers have been using celebrity endorsement to increase awareness, improve perceptions of a brand and overall positively impact consumer behaviour for many years (Sammis et al., 2016, p. 8). Celebrities are paid to deliver a brand message carefully constructed by advertisers (Han & Yazdanifard, 2015, p. 27). The word ‘celebrity’ holds a new meaning today because any person can build a large and engaging audience online and wield influence over that audience, similar to celebrity influence (Sammis et al., 2016, p. 8). Both celebrity endorsement and influencer marketing are marketer driven and thus essentially ‘paid for’ by the marketer (Han & Yazdanifard, 2015, p. 27; Sammis et al., 2016, p. 7).

The second figure above (Figure 2) shows Mary, a general consumer, drinking her first personalised Starbucks cup of coffee in Durban, and is an example of consumer-to-consumer (C2C) influence which describes the sharing of online content and interpersonal communication of regular, every day people to affect attitudes and decision-making (Berger & Milkman, 2011, p. 1). Brown and Hayes (2008, p. 8) describe the newly emerging and significant role of influence and consumer’s influencers in the quote below:

“As a culture we are no nearer making our decisions in isolation than we have ever been. But our points of reference have changed. With our lessening respect for age and seniority, our immediate peer group has increased in importance, as have subject matter experts, those we need to help us navigate our way through increasingly complex issues. These people are likely to have been known to us yesterday, today we treat them as a close ally, tomorrow we will have moved on. All these factors combine to mean that our circle of influencers are ever more transient, flexible, dynamic, and therefore harder to predict”.

The growth of social networks has changed the consumer decision-making process to be a more social experience, making C2C relationships more valuable and potentially more influential (Karimi, 2013, p. 57). Both Figure 1 and Figure 2 are examples of how a consumer can create

awareness and improve perception, or influence another consumer (Sammis et al., 2016, p. 8). However, is it not clear what is genuine, unsolicited endorsement and what is paid for, both of which exert different types of influence (Bakshy, Hofman, Mason, & Watts, 2011, p. 66). The purpose of this research was to investigate the factors of influence in the consumer-to-consumer (C2C) context of Instagram. Specifically, the study aims to determine if the electronic word-of-mouth (eWOM) factors of Source Credibility, Tie Strength, Informational Quality and Consumer Susceptibility to Interpersonal Influence (CSII) between consumers on Instagram, affect their Attitude towards or Intentions to purchase South Korean (SK) food. Attitude can be defined as an individual's evaluation of an object, issue, person or action (Sallam & Wahid, 2012, p. 56) , and purchase Intention refers to how likely an individual is to purchase a brand or a product (Sallam & Wahid, 2012, p. 57).

1.2 BACKGROUND AND MOTIVATION

1.2.1 Social media

Social media utilises a combination of mobile and web-based technologies to create highly interactive platforms, allowing consumers to create, modify, share and discuss internet content (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011, p. 241). With the influx of information being transmitted online, content plays a major role in influencing consumer behaviour in terms of information acquisition, creating awareness, formulating opinions and attitudes, and purchase and post-purchase communication (Mangold & Faulds, 2009, p. 357). The impact of consumer-to-consumer communication about brands, products and services has been greatly magnified and has forced marketers and the advertising industry to adapt their methods to target their audiences more effectively and efficiently (Mangold & Faulds, 2009, p. 365).

The number of social media users has grown steadily over the years with approximately 3.8 billion internet users currently using social networks (Kemp, 2020, p. 8). This is likely to increase as mobile device usage and mobile social networks increasingly gain traction (GlobalWebIndex, 2020, p. 9; Kemp, 2020, p. 10). Not only is the digital audience becoming larger in size, but the

time spent on social media is also increasing year on year – digital consumers now spend an average of 2 hours and 24 minutes per day on social networks and messaging apps (GlobalWebIndex, 2020, p. 4). According to Kemp (2020, p. 231), the new generation of digital consumers is expecting more intimate communication with brands, suggesting that brands should behave more like people on social media to establish and maintain positive and loyal relationships within growing digital audiences and communities facilitating an increase in brand awareness, engagement and ultimately turning social followers into business leads. With ‘entertainment’ being the third most important reason for social media usage, and showing the highest growth (GlobalWebIndex, 2020, p. 4), it seems marketers will be under a lot of pressure to find effective ways to reach digital consumers personally. A report by (Ornico & WorldWideWorx, 2020, p. 35) revealed that although overall growth across the platforms had slowed down, the interaction amongst consumers has intensified, echoing views expressed by Rambarun (2018, p. 15). This consumer-to-consumer influence is thus a growing trend today making it an important topic to explore.

Social media is instrumental in assisting consumers to make decisions (Pate & Adams, 2013, p. 92). Social media platforms have made it possible for any individual to build a community and become an expert with the potential to influence their community (Sammis et al., 2016, p. 30). Blogging set the foundation of social media influence allowing consumers to share their stories and articles on blogging platforms (Sammis et al., 2016, p. 34). Today there is a range of established platforms such as Instagram, Facebook, YouTube, Twitter, Snapchat and many more that similarly allow for the sharing of personal content (Sammis et al., 2016, p. 34). Influence on social media is founded on authenticity and is growing because it does not use marketing jargon which allows online influencers to relate to their audiences (Sammis et al., 2016, p. 55).

1.2.2 Instagram

Instagram is one of the most used social platforms (Kemp, 2020, p. 95). With over one billion monthly active users and over 25 million business accounts, Instagram ranks as one of the most popular social media platforms used (Hubspot, 2020, p. 3). With the growth of visual communication and the increase in usage of smartphones, Instagram has become a powerful

business platform and a highly effective marketing channel for brands (Hubspot, 2020, p. 3). Instagram is a free photo and video sharing application (app) allowing users to share their photos and videos with their followers, and to 'like', comment and view posts shared by other users on Instagram (Instagram, 2020, p. 1). Mike Krieger and Kevin Systrom launched the mobile Instagram app in 2010, and it grew from one million users in just over its first month (Blystone, 2020, pp. 7-9) to its current user base of one billion, showing its exponential growth. As of August 2020, the number of Instagram users in South Africa is 5 152 000 (NapoleonCat, 2020b, p. 1) as compared to the 15 582 000 number of Instagram users in South Korea (NapoleonCat, 2020a, p. 1). According to Yeo (2019, p. 1), Instagram is gaining popularity faster than any other social media app in South Korea, and an official stated that people use Instagram to see what is trending among their peers (Yeo, 2019, p. 8).

Instagram allows users to capture, modify, and share their personal moments using filtered or unfiltered photos and videos (Hu, Manikonda, & Kambhampati, 2014, p. 595). The app continued to evolve with the introduction of new filters, business accounts and analytics, algorithms for image ordering, and its more recent development, Instagram stories, which is a feature that lets consumers upload videos and photos for only 24 hours, after which they will disappear (Manovich, 2016, p. 146). Veissi (2017, p. 15) states that consumers mainly use Instagram to follow up on friends, spend leisure time, stay current and find information about other interesting topics.

To sign up for an Instagram account, any person can download the mobile app and create a username and password for their account. It is also possible for one person to have multiple accounts (Stegner, 2019, p. 6). The new Instagram account holder will then need to choose an image to represent their profile, edit their personal information, and write a short summary about the account that will be visible to other Instagram users on the new Instagram account holder's profile (Davis, 2020, pp. 29-31). Once the account is set up, the account holder needs to create a 'friends' list. On the 'Discover' page found at the bottom of the Instagram account holder's Instagram profile page, Instagram will suggest other Instagram users or friends and content that the Instagram account holder may like, together with their categories. The Instagram account holder can also search for a person, account, hashtag or category using the search function (Stegner, 2019, pp. 9-10). If the Instagram account holder finds another account containing content

they like, the account holder can click on the 'Follow' button on that Instagram account's profile page and will become a 'follower' of that Instagram account. They will therefore be able to view the followed Instagram account's content (Stegner, 2019, p. 11).

After the Instagram account holder has set up their account and started to create a community of followers, they are able to post content that their followers can view. The Instagram account holder can find photos and videos in their gallery on their phone, select them, filter them, if needed, and then upload or share them to their Instagram account with a caption, relevant hashtags, tagged accounts and even a location (Davis, 2020, pp. 46-48). Followers of an Instagram account can then view the content, double tap the photo or video to 'like', comment on or share the content, and send direct messages to the Instagram account holder. This activity is called 'engagement' and increased engagement shows Instagram that the Instagram account holder is not a robot (bot) and it increases awareness (Davis, 2020, pp. 43-45).

Previous research on Instagram focuses on the platform as a marketing tool with a business-to-consumer focus (e.g. Carah & Shaul, 2016, p. 15; Latiff & Safiee, 2015, p. 22). A study by Kleintjes (2017, p. 1) on the growing "Instagram economy" in South Africa draws attention to the potential of Instagram as a branding tool for brands, influencers and consumers within the realm of Instagram. Besides placing emphasis on the relationship between brands and consumers on Instagram, the research also revealed that consumers have an effect on other Instagram users by introducing them to brands they may not have been aware of, via their posts (Kleintjes, 2017, p. 135). The focus on business-to-consumer research, and the recognition of interpersonal effects on the platform creates a gap for research to examine the consumer-to-consumer behaviour on Instagram.

As Instagram was designed as a mobile app, it allows users to share images of their daily activities, one of which is food (Sharma & De Choudhury, 2015, p. 1). It is a platform highly suited to food logs and showcases consumers culinary and dining experiences, contextualising the favourite foods of social media users around the world (Mejova, Abbar, & Haddadi, 2016, p. 250). The concept of "food porn" then developed as a popular hashtag on Instagram and refers to carefully stylised and appetising images that are used to heighten the pleasures of consumption (Mejova et

al., 2016, p. 250). Previous food-related Instagram studies have focused on health and fitness (e.g. Cohen, Newton-John, & Slater, 2017, p. 2; Sharma & De Choudhury, 2015, p. 250; Slater, Varsani, & Diedrichs, 2017, p. 2), and content analysis (e.g. Hu et al., 2014, p. 595; Rich, Haddadi, & Hospedales, 2016, p. 111; Vassallo et al., 2018, p. p3). These studies place great emphasis on the Instagram images and less on the consumers that share the content, creating a space for this area to be explored. With a large amount of research being conducted on Instagram, on food and between consumers and brands, this research aims to bridge the gap by examining the influential relationship between consumers on Instagram in relation to South Korean food.

The explosion of internet-based communication has become a major influence on various aspects of consumer behaviour, and social media have placed great importance on the impact of consumer-to-consumer conversations, however very little guidance is provided to marketers on how to take advantage of this phenomenon (Mangold & Faulds, 2009, p. 358). Given that Instagram is a growing social networking platform in South Africa, this study explores the role, function and effects of C2C influence on Instagram.

1.2.3 Factors and Variables in C2C influence

Factors affecting C2C influence found in previous research are outlined in Table 1 below:

Table 1: Factors affecting C2C influence

Factor	References
Source Trustworthiness	(Ayeh, Au, & Law, 2013; Djafarova & Rushworth, 2017; Goldsmith, Lafferty, & Newell, 2000; Silvera & Austad, 2004)
Source Attractiveness	
Source Expertise	
Tie Strength	(Brown & Reingen, 1987; East, Hammond, & Lomax, 2008; Shen, Chiou, Hsiao, Wang, & Li, 2016; Wang & Chang, 2013; Wirtz & Chew, 2002)
Informational Relevance	(Cheung, Lee, & Rabjohn, 2008; Shuqair & Cragg, 2017; Zhao, Wang, Guo, & Law, 2015)
Informational Timeliness	
Informational Accuracy	
Informational Comprehensiveness	
Informational Influence	(Burnkrant & Cousineau, 1975; Chang, 2015; Lee, Shi, Cheung, Lim, & Sia, 2011)
Normative Influence	

Factors that influence consumer attitude and intentions on Instagram form a major part of this study with emphasis on influencer variables, relationship variables, message variables, and follower variables which will be discussed in the literature review of this study. The factors used in this study included Source Credibility, Tie Strength, Informational Quality and Consumer Susceptibility to Interpersonal Information. Source Credibility refers to the extent to which a source is perceived to be credible (Morimoto & La Ferle, 2008, p. 49) which consists of two dimensions – Source Expertise and Source Trustworthiness (Ayeh et al., 2013, p. 8; Cheung et al., 2008, p. 235). Source Credibility is an influencer factor and, in this study, pertained to the source of information and influence, which was the Instagram account holder, i.e. the researcher. Tie Strength is the relationship factor in this study and described the relationship between the information seeker and the source of information (Brown, Broderick, & Lee, 2007, p. 4) with the Instagram account follower as the information seeker and the Instagram account holder as the source of information in the context of this study. Informational Quality refers to the subjective perception of the information provided to the user of that information (Filieri, 2015, p. 1261) and

consists of four dimensions – Informational Relevance, Informational Timeliness, Informational Accuracy and Informational Comprehensiveness (Cheung et al., 2008, p. 233; Filieri & McLeay, 2013, p. 44). In the context of the study, Informational Quality was the message factor and related to the quality of the content uploaded onto the Instagram account. Consumer Susceptibility to Interpersonal Influence (CSII) describes the extent to which consumers conform to group norms or modify their perceptions based on the information provided (Bailey, 2005, p. 68) and is a two-dimensional variable consisting of Normative Influence and Informational Influence (Bailey, 2005, p. 70). Normative Influence refers to the conforming to others' expectations whereas Informational Influence refers to acceptance of others' information as reality (Bailey, 2005, p. 70).

Even though an increasing number of consumers use social media to gather information, Instagram is specifically popular for brand use due to its sense of immediacy, creation of communities, high engagement rate and increasing number of users (Casaló, Flavián, & Ibáñez-Sánchez, 2018, p. 510). Instagram provides its users with information on fashion (Casaló et al., 2018, p. 510), travel (Fatanti & Suyadnya, 2015, p. 1090), nutrition (Sharma & De Choudhury, 2015) and more recently, the Covid-19 pandemic, climate change and other trending movements (BBCnews, 2020, p. 8). As a medium for image-based and textual based content, this study focused on the CSII dimension of Informational Influence as it refers to consumer-to-consumer influence through information, which is provided on the Instagram account. Normative Influence is more concerned with the social pressure on individuals to conform to the expectations or opinions of a particular reference group (Filieri, 2015, p. 1261) which is not the focus of this study and was therefore believed to be irrelevant. Although the study only focused on the dimension of Informational Influence, the variable in the study was referred to as CSII throughout the dissertation and is the follower factor in the study as it relates to how susceptible the Instagram follower is to influence from the information or content. It is essential for marketers to understand the role of these factors in consumer-to-consumer influence and to become familiar with the behavior of online consumers (Karimi, 2013, p. 57).

This study focused on the factors mentioned above, particularly on Instagram, in the context of South Korean food. The researcher is an Instagram user and has had a personal account for many years and had the opportunity for the research by being in South Korea. Living in South Korea

allowed the researcher to expose her followers to real-time, authentic images of South Korean food content. Authenticity is an important part of online influence as it makes content and source more relatable (Sammis et al., 2016, p. 55). According to a survey conducted by Statista, South Korean cuisine grew in popularity by 45.1% worldwide (Won, 2020b, p. 1) and by 31.5% in South Africa in 2019 (Won, 2020a, p. 1). Furthermore, there is a rise in Korean grocery stores (Maangchi, 2020, p. 1) and Korean restaurants around South Africa, specifically Cape Town (Zomato, 2020a, p. 1), Johannesburg (Zomato, 2020b, p. 1) and Durban (Tripadvisor, 2020, p. 1). The increasing interest in South Korean cuisine and the researcher residing in South Korea provided a chance to research the influence that customers can have on other customers in relation to South Korean food and Source Credibility, which is a factor in the study linked to a real source of authentic information – the Instagram account holder i.e. the researcher.

1.3 STATEMENT OF THE PROBLEM

The pervasive power of the internet and specifically, social media, is defined by customer connectivity and interactivity (Hanna, Rohm, & Crittenden, 2011, pp. 3-4). The combination of content and technology has increased the number of opportunities there are for marketers to reach and build meaningful relationships with consumers (Godey et al., 2016, p. 2). However, instead of being convinced by companies and brands to purchase a product, consumers have become part creator and part advertiser in the process (Mangold & Faulds, 2009, pp. 357-358) as they have developed their own preferences (Harmsen-van Hout, 2009, p. 1). With the shift of focus onto consumers and how they are able to choose their communication partners, consumers are able to help each other by exchanging information about brands, products, services and experiences (Harmsen-van Hout, 2009, p. 2) and those that have a high level of opinion-giving are thereby able to exert significant influence on other consumers' behaviour (Godey et al., 2016, p. 3). As mentioned, previous research shows (Kleintjes, 2017, p. 6; Mangold & Faulds, 2009, p. 328; Terttunen, 2017, p. 6), there are a number of factors that affect consumer influence in an offline and online context.

Although the importance of consumers and the modern digital environment is highlighted, the problem is that there is a lack of understanding of how consumers influence other consumers, especially on digital platforms such as Instagram. With the increase in Instagram users (Kemp, 2020, p. 10), and with the increase in the number of entrepreneurs and retailers in South Africa willing to use the platform, it will be valuable and beneficial to marketers to understand how consumers can influence each other to better understand their consumers and create marketing strategies around this (Pate & Adams, 2013, pp. 92-94).

Given the problem statement of this study, the following research questions were established:

Can a consumer influence other consumers' attitudes and / or purchase intention on Instagram – in the food industry – and to what extent? Specifically, what factors of C2C influence have an impact on consumers' attitudes and intentions towards South Korean food consumption choice?

1.4 RESEARCH PURPOSE

The purpose of this research is to investigate the factors of influence in the C2C context of Instagram that will positively affect and improve consumers' attitudes towards South Korean food, and that will encourage and increase intentions to purchase South Korean food. Furthermore, the purpose is to understand the factors that influence consumers' attitudes towards and intentions to purchase South Korean food. The consumers in this C2C research refer to the Instagram account holder and the Instagram followers. By analysing Instagram follower responses, the researcher presents how specific factors could contribute to value creation for the consumer, which could increase the effects of a brand's marketing efforts. Furthermore, Instagram's growing popularity and powerful ability of capturing users' attention and connecting them through visual elements is beneficial to marketers in this growing digital economy.

1.5 RESEARCH OBJECTIVES

The objectives of the study are to determine:

1. Whether an Instagram account on South Korean food influences Instagram followers' attitudes towards South Korean food.
2. Whether an Instagram account on South Korean food influences Instagram followers' intentions to purchase South Korean food.
3. The effect Source Credibility (an influencer variable) has on Instagram followers' attitudes and intentions.
4. The effect Tie Strength (a relationship variable) has on Instagram followers' attitudes and intentions.
5. The effect Informational Quality (a message variable) has on Instagram followers' attitudes and intentions.
6. The effect Consumer Susceptibility to Interpersonal Influence (a follower variable) has on Instagram followers' attitudes and intentions.
7. The effect Instagram followers' demographics (gender and income) have on their attitudes and intentions.

1.6 DELIMITATIONS

The following delimitations were identified in this study.

The scope of the research topic focused on South Korean food only. This is because food content is popular on Instagram and is an all-inclusive subject for Instagram users. Furthermore, the researcher resides in South Korea and therefore has access to current and relevant content for the study.

A quantitative research design was utilised. The survey included only closed-ended questions, mostly in the Likert scale format, rather than including additional open-ended responses. It was

hoped that having only closed-ended questions would make people more willing to take and complete the survey.

There are many languages in the world, but the research instrument used in this study was limited to the English language only. As such, only users who were proficient in English were eligible to participate in the survey.

1.7 RELEVANT CONCEPTS

Digital marketing can be defined as “the application of digital media, data and technology integrated with traditional communications to achieve marketing objectives” (Chaffey & Ellis-Chadwick, 2019, p. 11).

Influencer marketing is the “art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content” (Sammis et al., 2016, p. 7).

Social media are primarily online word-of-mouth forums that allow consumers to share information, personal messages, and videos; examples include Facebook, Instagram and Twitter (Mangold & Faulds, 2009, p. 358).

Instagram is a popular and relatively new form of communication that allows users to share their photos and videos and modify them using filters (Hu et al., 2014, p. 595).

Electronic word-of-mouth (eWOM) is described as an extension of traditional word-of-mouth where consumers are exposed to “unbiased product information from other consumers and are allowed the opportunity to offer their own consumption-related advice by engaging online” (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004, p. 39).

User-generated content (UGC) is data, information or media that is contributed by and distributed to regular consumers in a useful or entertaining form online (Krumm, Davies, & Narayanaswami, 2008, p. 10).

Consumer-to-consumer (C2C) influence can be described as the exchanging of product information and experiences between consumers to affect purchase behaviour (Adjei, Noble, & Noble, 2010, p. 634).

1.8 BRIEF OVERVIEW OF THE LITERATURE COVERED

Insight into influencer marketing and consumer-to-consumer (C2C) influence is presented. Influencer marketing is briefly defined and contrasted with related terms such as celebrity endorsements and social media marketing (SMM). Consumer-to-consumer influence is then discussed in detail as it forms the basis of the literature for this research study. This is because the world is witnessing the rise in the involvement of a new power group – ordinary consumers (Booth & Matic, 2011, p. 16) and these consumers are growing their own communities and making themselves heard thanks to social media platforms and the internet as a whole (Booth & Matic, 2011, p. 16). Opinion leadership, WOM, eWOM and UGC are discussed due their consumer-centered nature which lays the foundations of literature for the C2C influence found online. An explanation of relevant theories is included followed by a review of the factors of the study (Source Credibility, Tie Strength, Informational Quality, CSII, attitude, intention), which led to the conceptual model and hypotheses developed for this study.

1.9 BRIEF OVERVIEW OF THE RESEARCH METHODOLOGY

The study employed a quantitative approach. Although the target population included all the Instagram users on the platform, a census sampling method was implemented to include all the followers of the @shaynanigans_sk Instagram account which was specifically set up for this study. The Instagram account was opened and managed by the researcher who took photos and videos of South Korean food and uploaded the content to the @shaynanigans_sk Instagram account weekly,

interacting in real time with @shaynanigans_sk account followers. The researcher had an Instagram account previously and had accumulated followers and therefore understood how to manage an Instagram account and gain followers organically, i.e. without paid advertising. An electronic questionnaire was utilised as the data collection instrument by means of a Google docs form, and the link to the form was distributed to each follower of the @shaynanigans_sk Instagram account via direct message in the Instagram app. Data was analysed using regression analysis to explore the relationships between the dependent and independent variables.

1.10 CONTRIBUTION

Previously, marketers relied on influencing consumers through traditional one-way communication; however, social media has introduced a two-way and peer-to-peer form of communication which is the new communication reality (Hutter, Hautz, Dennhardt, & Füller, 2013, p. 343). Instagram is rising in popularity as a social network which is a platform where C2C communication is prevalent (Casaló, Flavián, & Ibáñez-Sánchez, 2017, p. 369) and is therefore relevant to the current digital space and serves as an appropriate topic for marketing. In addition to this, consumer-to-consumer behavior is important for marketers to understand as monitoring consumer needs, motives, goals, and C2C interactions and feedback can guide branded social campaigns content, advertising, price-points of offerings, and assist deepening consumer-brand relationships (Ashley & Tuten, 2015, p. 15). Marketing practitioners have recently accepted SMM as a tool for service and product sales promotions, branding, research, and customer relationship management (Ashley & Tuten, 2015, p. 15) making it a significant topic to research. It can also highlight the value of using regular consumers as Influencers to affect consumers attitudes towards and intentions to purchase products on Instagram. From a practical managerial perspective this research can provide marketers with valuable insights on the digital platforms, with insights about consumers and what variables influence them for marketers to leverage on Instagram. From a theoretical perspective, this study extends the theory on C2C in the context of digital media and particularly Instagram as the researcher takes the theory and tests it in a modern context.

1.11 OVERVIEW OF THE FOLLOWING CHAPTERS

The study begins with a review on the literature for the current research based on the emergence of the digital marketing era and the shift from WOM to eWOM. This is followed by a chapter describing the research methodology used for the study. The quantitative approach is discussed in relation to the data collection, the online questionnaire and the regression and ANOVA used in the data analysis. Chapter Four presents the results obtained from the univariate, regression and ANOVA analyses. Chapter Five consists of a discussion of the findings from Chapter Four in relation to the theory presented in Chapter Two to assess the similarities and differences in the research results. In this chapter, conclusions are drawn to accept or reject the hypotheses developed at the beginning of the study. The sixth and final chapter focuses on the recommendations, limitations and final conclusion of the research. The recommendations are designed to assist marketers with areas of interest around the research topic based on the findings of the present study. The limitations highlight problem areas with the study that should be recorded for future researchers to improve on. The final conclusions section of the chapter considers the findings and discussions of the study to satisfy the research questions defined at the initial stage of the study.

1.12 CONCLUSION

This chapter provides a clear introduction and outline to the research. The next section focuses on a detailed review of the literature surrounding the research topic to provide a foundation for the development of the conceptual model.

CHAPTER 2: CONSUMER-TO-CONSUMER INFLUENCE

2.1 INTRODUCTION

A major area of research has been dedicated to understanding how individuals influence and are influenced by each other in a variety of fields in the social and behavioural sciences including marketing and communications (Hung & Li, 2007, p. 485; Schivinski & Dabrowski, 2016, p. 189), management (Chatterjee, 2001, p. 3; Dholakia, Bagozzi, & Pearo, 2004, p. 241), health, education, political science, and social psychology (Bearden, Netemeyer, & Teel, 1989, p. 473; Calder & Burnkrant, 1977, p. 29). This prior research plays a significant role in explaining individual behaviour across many contexts, one of which is consumer decision-making (Kim & Hollingshead, 2015, p. 163). Consumer decision-making occurs as a response to internal and external influences from the environment which are either physically or referentially present at the time (Peter, Olson, & Grunert, 1999, p. 254). Interactions between and among people in the social environment affect consumers' cognitions and behaviours (Peter et al., 1999, pp. 255-257).

In order to understand the impact of consumer-to-consumer influence on consumers' attitudes and intentions, there needs to be a focus on the consumer and their behaviour. Consumer behaviour is described by Bamossy and Solomon (2016, p. 6) as "the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires". This is a broad definition that covers different types of consumption. For example, a consumer can fulfil their need and desire to eat Italian food by eating pizza or fulfill their need and desire to find new cuisines by browsing Instagram food posts. Each specific need and desire requires a specific approach to satisfying that need. The internet has changed the purchase process for consumers with informational and social value available online (Harmsen-van Hout, 2009, p. 2). According to Holbrook (1987, p. 128) consumer research involves studying consumer behaviour and therefore consumption acts. Consumption can be defined by the acquisition, usage or disposition of products and services but also intangible ideas, events or other entities which provide value to a person (Holbrook, 1987, p. 128). In the present study, one type of consumption is explored: the South Korean food consumption choice.

This chapter provides the foundations for the key areas of focus in this study. Insight into how consumers are influenced, marketer-driven influence and consumer-driven influence are presented, and an explanation of relevant theories is included. Furthermore, a review of the factors of the study which lead to the conceptual model and hypothesis statements developed for this study, are discussed.

2.2 INFLUENCING CONSUMERS

The Cambridge Dictionary's definition of 'influence' is "to affect or change how someone or something develops, behaves, or thinks" (CambridgeDictionary, 2019, p. 11). It can be inferred from this definition that influence can occur directly or indirectly and affects someone or something through several variables. From a marketing perspective the 'someone' who is affected is the consumer. The decisions that a consumer makes to use a particular airline or eat at a specific restaurant are not random, but the result of being influenced on a daily basis (Hautz, Füller, Hutter, & Thüridl, 2014, p. 1).

Marketing describes a process of exchange that takes place between two parties, where one party trades something of value for something in return from the second party (Armstrong, Adam, Denize, & Kotler, 2014, p. 7). This exchange of value is called a transaction and occurs between the seller and the buyer, placing significant importance on the relationship between consumers and companies, which aim to remain profitable (Armstrong et al., 2014, pp. 7-8). According to Brown and Hayes (2008, p. xi) the sales forces were the initial influencers in business-to-business (B2B) and business-to-consumer (B2C) marketing as they directly interacted with prospective customers, especially those who advised decision-makers. Now however, the internet has created new opportunities to create, build and maintain these relationships (Hanna et al., 2011, pp. 266-267). The internet, and more specifically social media, is a significant facilitator of message dissemination whether it is intentional or unintentional, where unintentional is as simple as someone posting a photo of themselves drinking a Starbucks coffee, thereby unintentionally promoting Starbucks, or intentional which is promoting a brand, product or service for an incentive (De Bruyn & Lilien, 2008, p. 151).

Besides their own sales personnel, companies can use various methods to influence consumers such as social media marketing (SMM), celebrity endorsements and influencer marketing. However, consumers can also influence each other without marketer involvement. Before moving on to the latter, which is the focus of the study, the following section looks at marketer-driven customer influence.

2.3 MARKETER-DRIVEN CONSUMER-TO-CONSUMER (C2C) INFLUENCE

Traditional media such as television, newspapers, radio and magazine have been viewed as one-way communication tools that enabled marketers to deliver their messages to the masses which people would passively consume (Tuten, 2008, p. 16). However, with the development of technology and the introduction of the internet, the relationship between brands and consumers, and the nature of influence has changed (Brown & Hayes, 2008, p. 15). Technology has had the greatest impact on consumer habits, business operations, and the economy in general (Brown & Fiorella, 2013, p. 74). The interactive capabilities of the internet, characterised by conversation and connections promoted a two-way form of communication between brands and consumers with a degree of shared control and was quickly adopted by companies as a major communication channel (Tuten, 2008, p. 17). With a growing number of platforms to choose from online, marketers initially turned to the traditional method of advertising to the online consumer, but the number of online advertisements soon became so excessive that consumers were trying to avoid them (Brown & Hayes, 2008, p. 164). Marketers were then forced to consider how to influence consumers rather than just advertise to them (Brown & Hayes, 2008, p. 164). The current study discusses three marketer-driven influence strategies which are similar, but subtly different, including SMM, celebrity endorsements and influencer marketing.

2.3.1 Social Media Marketing

Social media utilise mobile and web-based technologies to create online applications, media and platforms through which individuals and communities can interact, collaborate and share content (Kietzmann et al., 2011, p. 241; Kim & Ko, 2012, p. 1481). These social media have taken a variety

of forms such as social networking sites, weblogs, ratings and reviews, microblogging, and social bookmarking (Kim & Ko, 2012, p. 1480). With the increased use of social media, corporate communication has been put at risk as communication about brands continues with or without their permission (Kietzmann et al., 2011, p. 242). Thus businesses have directed their marketing efforts towards social media resulting in social media marketing (SMM) activities becoming a means for branding, sales promotions, managing customer relationships and services using various social platforms (Ashley & Tuten, 2015, p. 15). Brands integrate SMM activities into their marketing communications campaigns as social media provides a number of touchpoints for marketers to reach and persuade consumers to engage with online content from which a consumer's thoughts, feelings, perceptions and experience from these touchpoints form associations with the brand (Ashley & Tuten, 2015, p. 15). This is similar to influencer marketing (discussed below), where an influencer is paid to promote a brand to inspire change in the thoughts, feelings and attitudes of consumers (Hautz et al., 2014, pp. 9-11). In SMM activities, brands often use their own accounts to communicate content thus marketing to their followers, whereas influencer marketing allows brands to make use of the influencer's social media accounts and followers (Silverman, 2018, pp. 5-7). Ashley and Tuten (2015, p. 17) state that SMM is primarily used to drive brand awareness, whereas Veissi (2017, p. 10) states that the influencers in influencer marketing not only drive brand awareness, but have the ability to change a consumer's attitudes, opinions and behaviour. Good content used in SMM by brands may persuade consumers to engage, participate and even share their own opinions or share the content on their network mentioning the brand (Woods, 2016, p. 6). These can be described as influence impressions which are a word-of-mouth communication on social platforms between peers, increasing the credibility of the brand (Ashley & Tuten, 2015, p. 17).

2.3.2 Celebrity endorsements

Celebrity endorsements are a company's way of marketing their brand, product or service by hiring popular personalities to promote them (Han & Yazdanifard, 2015, p. 23). Much like influencer marketing, marketers using celebrity endorsements choose and pay to use people's attractiveness, trustworthiness and expertise (Silvera & Austad, 2004, p. 1510), although with celebrity endorsements, this extends to their wealth and fame and includes celebrities such as athletes,

entertainers, politicians, executives, and even fictional characters (Han & Yazdanifard, 2015, p. 23). The purpose of celebrity endorsements is to add value and generate positive association to a brand's product or service, which raises brand awareness rather than driving purchasing behaviour (Djafarova & Rushworth, 2017, p. 6). Influencer marketers, however, are usually amicable in nature and are therefore able to relate to consumers and build relationships with them easily, making them essential to creating brand loyalty and driving product engagement (Lim, Cheah, & Wong, 2017, p. 30). Both celebrities and influencers aspire to publicise product, service or brand information, but celebrities are more likely to achieve this through public appearances, press conferences, and featuring on social media (Han & Yazdanifard, 2015, p. 23) as compared to influencers who are predominantly online (Lim et al., 2017, p. 20). Using celebrities can be a high cost to companies (Han & Yazdanifard, 2015, p. 28) in contrast with influencers who are considered to be more cost-effective (Lim et al., 2017, p. 20).

2.3.3 Influencer Marketing

This section explores influencer marketing as an intentional and incentivised communication strategy. Brown and Hayes (2008, p. 10) explained influencer marketing to be an approach that identifies and targets influencers in markets that are made up of decision-makers. As mentioned previously, Sammis et al. (2016, pp. 8-9) defined influencer marketing as a method of appealing to influential people online to share sponsored brand communication and content. Carter (2016, p. 2) described influencer marketing as the promotion of products via experts and influential individuals that companies choose, and Bokunewicz and Shulman (2017, p. 214) suggested that influencer marketing is a form of marketing in which companies and marketers appoint ordinary people who are well-connected, thought leaders, key decision-makers and inspirational to others on social media, to push information about a brand's product and / or services. Based on the definitions above, influencer marketing is a new approach to marketing taken by companies and/or marketers to discover and acquire popular individuals to promote their brand's product or service messages through paid content on social media. Jaakonmäki, Müller, and Vom Brocke (2017, p. 1152) add to the definition by stating that influencer marketing is also a medium for customer-to-customer communication where product-related information, opinions, attitudes, purchase and post-purchase experiences are shared. For example, influencers may post photos of themselves

with products or brands on a social media platform accompanied by brand-related hashtags and information and be paid for it (Jaakonmäki et al., 2017, p. 1152). High popularity and connectedness are essential qualities of influencers (Jaakonmäki et al., 2017, p. 1152).

With traditional marketing facing challenges such as an oversaturated advertising market, a change in the consumer buying process, a rise in ad-blockers, and a decline in traditional media consumption (Hautz et al., 2014, p. 1), influencer marketing provided an efficient and effective brand communication solution to reach the consumer without disrupting their regular social media activity (Mechem, 2018, pp. 20-22).

Influencers, as compared to celebrities who endorse products, are similar to opinion leaders in that they usually have great depth of knowledge about a specific industry, product or brand and whose advice others take seriously (Pärnhem & Rutberg, 2018, p. 1). It thereby gives them power to influence the opinions, behaviour and decisions of others (Pärnhem & Rutberg, 2018, p. 1). Although the terms of celebrity endorsements and influencers may overlap, there are differences between the two. Celebrity endorsement attaches the fame of a celebrity to a brand, product or service which means that although it is a collaborative approach, the celebrities are hardly ever involved in creating the content and it is their reputation that is expected to win over and persuade users to make a purchase (Han & Yazdanifard, 2015, pp. 24-25). Influencer marketing, however, involves a WOM approach to advertising as the influencers are trusted in their field, viewed as experts, and almost always participate in the creation of their content. The difference here is authenticity, as influencer content makes it less likely to be dismissed by users (Veissi, 2017, p. 10). Both celebrity endorsement and influencer marketing are marketer driven approaches (Han & Yazdanifard, 2015, p. 24; Hellberg, 2015, p. 1; Veissi, 2017, p. 10). This literature assists in providing clarity on these two marketing-driven styles which are distinctly different to the consumer-to-consumer marketing approach discussed below and on which this research study is based.

Although influencer marketing is marketer-driven as opposed to customer-driven, which is the focus of the study, the influence of ordinary customers on other customers is still relevant to the

study and thus the models underlying influencer marketing are discussed in some detail before moving specifically to non-marketer-driven C2C influence.

2.3.4 Influencer models

According to Brown and Fiorella (2013, p. 77), the current paradigm of influencer marketing places the influencer at the centre of all marketing activities. However, these authors also mention “the scientific truth” of the customer being the centre of all marketing activities based on the premise that it is the consumer who makes the purchase decision (Brown & Fiorella, 2013, p. 77). Both of these models are explored in the Fisherman’s Influence marketing model and the Customer-centric Influence marketing model (Brown & Fiorella, 2013, pp. 77-80)

The fisherman’s Influence model places the influencer at the centre of all marketing communication and can be compared to the physical activity of fishing, where the influencer disseminates the message to a broad audience, much like casting a net, in the hope that some consumers may find it valuable and share it with their audience (Brown & Fiorella, 2013, pp. 77-78). In this model, marketers are expected to first identify people who have a large online community and network or a powerful connection within the community related to the brand, understand the role of the influencer within that community, and then leverage those relationships with tailored brand messages (Brown & Fiorella, 2013, pp. 77-78). See Figure 3 for a visual representation of the model (Brown & Fiorella, 2013, p. 77).

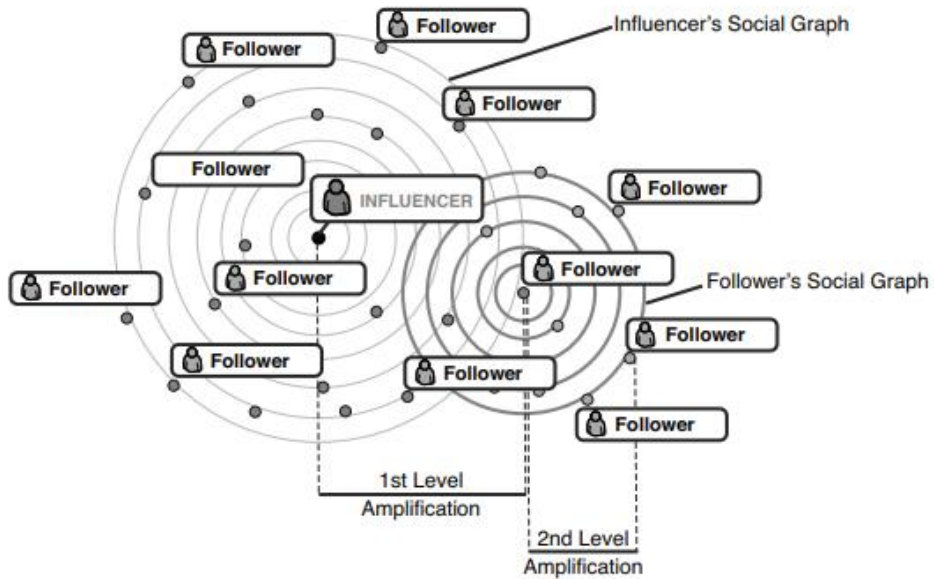


Figure 3: Fisherman's Influence model (Brown & Fiorella, 2013, p. 77)

In the Customer-centric Influence model, the customer is at the centre of all marketing activities while the elements that impact the customer's decision, such as people, technology, and businesses, orbit around the customer (Brown & Fiorella, 2013, p. 78). This model forces marketers to examine the decisions that the customer makes and to identify what inbound influence from the various elements revolving around the consumer affects their decisions (Brown & Fiorella, 2013, pp. 78-79). See Figure 4 below for a visual representation of the model (Brown & Fiorella, 2013, p. 78).

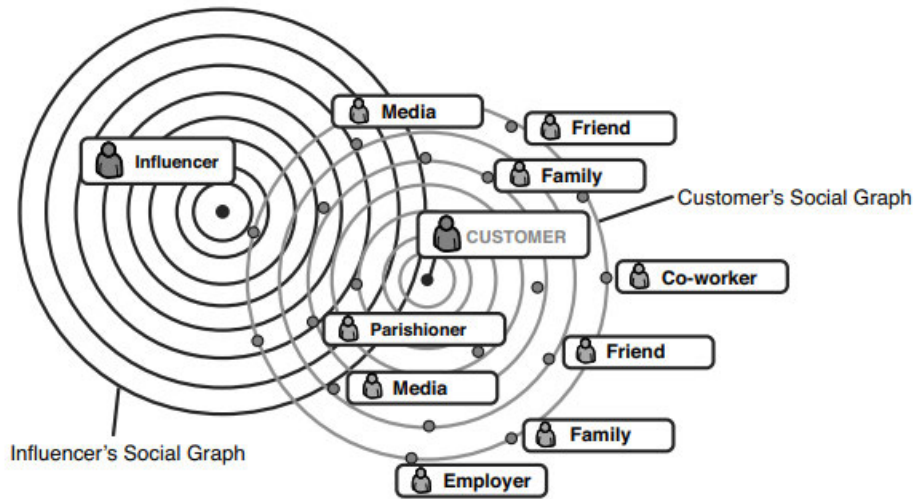


Figure 4: Customer-centric Influence model (Brown & Fiorella, 2013, p. 78)

Both the above influence models help marketers to ultimately better understand what influences consumers. However, it is the Customer-centric Influence model, which is relevant to this research as media, and more specifically other consumers (influencers) using Instagram as a form of social media, are elements that affect a consumer's decision. Various elements of C2C influence that affect the attitude and intentions of the consumer are explored in this study.

Although influencer marketing includes consumer-to-consumer influence, it does so in a paid arrangement, neglecting the impact consumers may have on each other organically. Marketer-initiated communication tactics such as those discussed above, can lead to further consumer-initiated influence which is discussed next. When it comes to product recommendations and purchase decisions, consumers no longer trust advertising like they used to, but do trust their friends and family, and many consumers consider their social media acquaintances to be friends (Sammis et al., 2016, p. 9). Any person who can build an audience on social media can influence an audience on social media (Sammis et al., 2016, p. 8) and with consumers looking to other consumers for information, C2C influence has become an important aspect of influencer marketing that needs to be understood.

2.4 CONSUMER DRIVEN C2C INFLUENCE

'Influence' is defined by Dictionary.com (2020, pp. 1-4) as: "(1) the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others; (2) the action or process of producing effects on the actions, behavior, opinions, etc., of another or others; (3) a person or thing that exerts influence." The process of social influence is a central component of social interaction (Cialdini & Trost, 1998, p. 180). Libai et al. (2010, p. 269) defines C2C interactions' as "the transfer of information from one customer (or group of customers) to another customer (or group of customers) in a way that has a potential to change their preferences, actual purchase behavior, or the way they further interact with others." Previous studies use the 'C2C' abbreviation to stand for customer-to-customer (Adjei et al., 2010; Libai et al., 2010, p. 267); however, this study uses C2C to refer to consumer-to-consumer.

The world is witnessing the rise in the involvement of a new power group – ordinary consumers (Booth & Matic, 2011, p. 16). These consumers are growing their own communities and making themselves heard thanks to social media platforms and the internet as a whole (Booth & Matic, 2011, p. 16). Consumers do not only share their product-related information online, but also seek the advice and opinions of others when making purchasing decisions (Chu & Kim, 2011, p. 31; Karimi, 2013, p. 13). These C2C interactions have substantial social effects such as consumer consumption and purchase behaviour (Libai et al., 2010, p. 271). Online C2C influence describes the interaction that takes places between consumers through the internet which leads to interpersonal influence (Chu & Kim, 2011, p. 11).

Consumers are evolving and the rise of the internet has propelled a change in not only how consumers communicate, learn and play, but how they consume products and services too (Kim & Lennon, 2008, p. 146). Instagram, Facebook, YouTube and Twitter are some of the popular social networking sites that exemplify web-based communication with the purpose to connect individuals, initiate, develop and build social relationships and therefore connecting people in an almost effortless and convenient manner (Ting, Ming, de Run, & Choo, 2015, p. 17). These social

networks are where significant consumer-to-consumer exchange is happening due to lower costs and the ability to reach a wider audience (Bokunewicz & Shulman, 2017, pp. 206-207).

The internet has transformed and rapidly increased the participation of consumers in online purchases (Karimi, 2013, p. 12). There are a number of characteristics of the internet that have changed consumers' research and purchase activities online which include, but are not limited to: online access from anywhere at any time, lower search costs, access to similar and potential competitors, and access to massive amounts of information making it easier for the consumer to evaluate rival offers (Karimi, 2013, pp. 12-13). The types of information consumers share with other consumers online include, but are not limited to, referrals, recommendations, reviews, and opinions, all of which are types of information generated by the consumer (Goldsmith & Horowitz, 2006, p. 5). There is a lot of information available to consumers online and with the internet having become an easy source of information for consumers to access, researchers have shown that individuals celebrate authenticity (Morlot, 2013, pp. 14-15), a key characteristic of the UGC used on the Instagram account used in the current study.

The change in consumer connectivity through social networking sites, together with the availability of analysis and insight they provide, has changed the marketplace and has caused marketers to reconsider their definitions and understanding of C2C interactions and social networks (Libai et al., 2010, p. 267). Thus, the objectives of this study include identifying the extent of influence that specific aspects of C2C interactions on Instagram have on consumer behaviour in terms of consumer attitudes and intentions to purchase.

Consumer-to-consumer influence is not a new phenomenon but has been described in various forms over the years. These are discussed below.

2.4.1 Opinion leadership

Feick and Price (1987, p. 84) describe opinion leaders as individuals who use mass media to communicate with large audiences, intervening in the opinions and choices of the population. Based on the 'two-step flow of communication' developed by Katz and Lazarsfeld (1944), early

opinion leaders were individuals that were passionate, persuasive and highly involved in political issues, social issues or consumer issues, influencing others to accept an opinion or course of action (Nisbet & Kotcher, 2009, p. 329). Even though opinion leaders did not necessarily hold positions of power in communities (Nisbet & Kotcher, 2009, p. 329), they were respected, well-connected and informed (Cha, Haddadi, Benevenuto, & Gummadi, 2010, p. 10). In the new information age, however, consumers make their choices based on the opinion of their peers or friends (Cha et al., 2010, p. 11). Recent studies show that consumers express their opinions in online consumer opinion platforms based on four primary factors: consumers' longing for social interaction, the capacity to enhance their self-worth, their wish for economic incentives, and their care for other consumers (Hennig-Thurau et al., 2004, p. 39). Similar to C2C influence, opinion leaders draw attention to a particular topic, brand, or product and then suggest how others should respond or behave in the form of offering advice or recommendations, intentionally persuading or convincing other consumers, and exercising role model-like qualities for others to emulate (Nisbet & Kotcher, 2009, p. 332).

Traditionally, opinion leaders would engage with consumers in their area through face-to-face communication discussing subjects such as politics, products and behaviours (Booth & Matic, 2011, p. 332). Nowadays, however, a shared physical proximity is not needed for the communication to occur – these interactions can happen digitally (Booth & Matic, 2011, p. 332). This suggests the progression from word-of-mouth (WOM) to electronic word-of mouth (eWOM) communication.

2.4.2 Word-of-Mouth (WOM)

Word-of-mouth (WOM) is a type of social influence (Bailey, 2005, p. 69). One of the earliest descriptions of WOM is “oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service” (Arndt, 1967 cited in Buttle, 1998, p. 241). Word-of-mouth communication, initially referred to as person-to-person conversation, plays a considerable role in influencing and forming consumer attitudes and behavioural intentions (Chatterjee, 2001, p. 11). According to Johansson and Eklöf Wallsbeck (2014, p. 10) consumers will always be talking about businesses, and people

will be more likely to believe them than hear businesses talk about themselves. In this consumer-dominated type of communication, the sender is unconnected to the marketer and therefore consumers consider the information to be more credible, trustworthy and reliable (Casaló et al., 2017, p. 2). These authors identify the main characteristics between senders and receivers of information as being Tie Strength (closeness of relationship between the sender and receiver of information), Homophily (similarity of the sender and receiver characteristics), and Source Credibility (source expertise and source bias of the sender of information). The WOM method of communication involves C2C influence and has however been given new significance through the evolution of the internet which resulted in electronic word-of-mouth (eWOM) (Dellarocas, 2003, p. 2).

2.4.3 Electronic Word of Mouth (eWOM)

The internet has expanded the number of options for consumers not only to gather unbiased product information from other consumers, but also to share personal consumption-related experience by engaging in electronic word-of-mouth (eWOM) (Hennig-Thurau et al., 2004, p. 39). Electronic word-of-mouth communication occurs among consumers in many different ways including websites - consumer review websites and shopping websites, discussion forums, blogs, and more recently, social media sites (Erkan & Evans, 2018, p. 2). The bi-directionality of this digital type of communication means that consumers have access to larger scale WOM networks (Nisbet & Kotcher, 2009, p. 5) where the gap between the source of communication and the consumer is lower than in marketing communication (Hung & Li, 2007, p. 486). Consumers are able to share experiences freely with, and express and seek opinions about products or services from peers unknown to them, thereby affecting consumers' decisions (Chu & Kim, 2011, p. 11).

Electronic word-of-mouth sources that have become more accessible with the internet, can impact consumer purchase intentions as they lower the risk for consumers and give them a sense of security (Chen, Teng, Yu, & Yu, 2016, p. 468). A study conducted by Chen et al. (2016, p. 472) found that brand information from eWOM sources positively influenced attitude towards a brand and therefore influenced purchase intention toward the brand. Electronic word-of-mouth means that consumers can communicate with people they do and do not know, there is anonymity and

confidentiality when sharing online, and they are free of geographic and global time constraints (Goldsmith & Horowitz, 2006, p. 3), which suggests that information has a higher reach and that there is greater accessibility to information.

Unlike traditional WOM, eWOM does not have to be face-to-face (Buttle, 1998, p. 243). Similar to consumer evaluations which are shared in online communities to offer an advantage to consumers going through the decision-making process (Chatterjee, 2001, p. 5), eWOM interactions are conducted via email, websites, instant messaging, online communities, forums, review sites, chat rooms and social networking sites (Goldsmith & Horowitz, 2006, p. 3). It is via these channels that consumers are able to share their personal opinions, interests, experiences and other information (Hennig-Thurau et al., 2004, p. 39). This leads to another related concept in marketing literature, user-generated content (UGC).

2.4.4 User-generated content (UGC)

User-generated content (UGC) is the creation of any content by any online user using a variety of social media tools, such as pictures and videos (Erkan & Evans, 2018, p. 1). This visual content can be personal or brand related (Erkan & Evans, 2018, p. 1). In a study aimed to measure the immediate impact of UGC of Instagram posts on consumers' perceptions toward travel destinations, Shuqair and Cragg (2017, p. 2) state that UGC takes the form of an image and their results reveal that these images, and more specifically destination images, influence other consumer's perceptions of tourist destinations. Poor, Duhachek, and Krishnan (2013, p. 2) also found that food images can influence a consumer's perception, attitude and behaviour. The current study focuses on determining the impact of food UGC from an Instagram account on consumers' attitudes and behaviour, thus determining the effects of C2C influence.

2.4.5 Impact of C2C influence

There is a large body of research that suggests that interpersonal influence has an impact on consumer behaviour (Adjei et al., 2010; Buttle, 1998; Goldsmith & Horowitz, 2006; Hennig-Thurau et al., 2004; Libai et al., 2010). Whether the communication between people is positive or

negative, normative or informational, it gives people the ability to form their own judgements, attitudes and decisions (Bailey, 2005, p. 70). Although advertising messages are an important way to create awareness and initiate interest in products and services, it is the exchange of information between consumers which has been found to play a vital role in changing consumers' attitudes and behaviours towards goods and services (Chu & Kim, 2011, p. 1).

Consumer-to-consumer influence can occur between family, friends, or even online where people do not know each other and has a different impact on different people. In a study conducted to measure the impact of online word-of-mouth on tourists' attitudes and intentions to travel to Jordan, Albarq (2014, p. 14) states that eWOM can occur between people who have no relationship and his study found that these interpersonal communications positively impact consumers' intentions to travel and attitudes towards the destination in the study.

A study conducted by Nayeem (2012, p. 86) to investigate how cultural background affects the consumer decision-making process for high involvement purchases found that Asian-born consumers relied heavily on their family and friends and that TV advertisements, billboards, newspapers and magazines were secondary; and that Australian-born consumers preferred the internet as a communication platform.

According to Brown et al. (2007, p. 23), online reviews are another way for consumers to influence the purchase decisions of other consumers by writing a few sentences about a product or service they have had an experience with. Consumers tend to look at online reviews during the information-seeking stage of the consumer decision-making processes which can potentially affect their purchase decision (Brown et al., 2007, pp. 23-24). Prior research on C2C influence focuses on the acceptance and use of online reviews (Bailey, 2005, p. 68; Chatterjee, 2001, p. 3; Cheung et al., 2008, p. 230; Mangold & Smith, 2012, pp. 4-5), and on decision-making (Brown et al., 2007, p. 3; Constantinides, 2004, p. 111; Karimi, 2013, p. 10; Shiv & Fedorikhin, 1999, p. 278). Further research is required into the factors that play a role in influencing consumers' attitudes and purchase intentions on Instagram even though these studies have established that consumer decision-making is influenced by online information sources.

Previous research found C2C interaction to be influential in the context of online eCommerce (Goldsmith & Horowitz, 2006), eWOM in online communities (Adjei et al., 2010), consumer reviews (Bailey, 2005; Chatterjee, 2001; Cheung et al., 2008; Mangold & Smith, 2012), beauty (Hung & Li, 2007), fashion, food, (Poor et al., 2013), referral marketing (Buttle, 1998), as well as using social media such as Twitter (Bokunewicz & Shulman, 2017).

This research focuses specifically on C2C influence in the context of food.

2.5 FOOD CONTENT ON SOCIAL MEDIA

The excessive sharing of pictures and videos of delicious food on Instagram is often referred to as “food porn” as seeing images of well-presented and ready-to-eat food can trigger a desire for food consumption (Petit, Cheok, & Oullier, 2016, p. 251). This emerging food sharing behaviour stimulates the desire for food consumption and can potentially set a standard for food choices (Petit et al., 2016, p. 251). According to Poor et al. (2013, p. 124), a consumer’s attitude and behaviour can be influenced by external food cues.

In South Korea, not only is Instagram fast-growing in popularity (Yeo, 2019, p. 1), it is also considered the first marketing channel in various fields including food and travel (DigitalBusinessLab, 2020, p. 4). According to a report conducted by Korea Internet and Security Agency on Internet usage, 36.9% of Koreans in their 20s used Instagram in 2016, with the number expected to increase further based on the growth of monthly Instagram users (Cho, 2018, p. 3). These young South Korean adults use Instagram to find unique and trendy places to eat out, among other things (Cho, 2018, p. 21). “Matjib” is a Korean word referring to a famous restaurant and is a popular hashtag on Instagram (Cho, 2018, p. 23) and currently has more than 24 million posts. Korean café culture is another growing trend and with new cafés opening all the time, each one finds a way to celebrate its uniqueness through its beverages, food, theme or location aesthetics to be more ‘insta-worthy’ or ‘instagrammable’ (ImagineYourKorea, 2020, p. 2), encouraging patrons to share photos on their Instagram accounts with various hashtags. Further to this, the Dalgona coffee phase that went viral during the first few months of the novel Coronavirus outbreak was the

latest trendy drink photogenic Instagram bait that started in South Korea (Lee, 2020, p. 3) revealing that Instagram is a powerful tool in South Korea.

The popularity of South Korean food has grown worldwide by 45.1% (Won, 2020b, p. 1) and in South Africa by 31.5% in 2019 (Won, 2020a, p. 1). Further to this, South Korean foods have become increasingly available in South Africa through Korean grocery stores (Maangchi, 2020, p. 1) and South Korean restaurants (Tripadvisor, 2020, p. 1; Zomato, 2020a, p. 1; 2020b, p. 1). Even though instagrammable food content is readily available in South Korea, the majority of the followers of the @shaynanigans_sk Instagram account are South African, but there is a growing interest in South Korean food in South Africa and it is therefore a relevant context in which to test the role of Instagram in C2C influence.

A consumer's attitude toward and intention to purchase South Korean food are the dependent variables in this study. In a study examining the relationship between the perceived usefulness of a food blogger's recommendation and the attitude and behavioural intention towards the recommendation, Hanifati (2015, p. 153) found that a food blogger's recommendation significantly influenced consumers' behavioural intention to follow the recommendation. Furthermore, the study revealed that most respondents who read food bloggers recommendations do so on Instagram which makes the information easier to read and influence the reader (Hanifati, 2015, p. 153). The above study focuses on professional third parties with the intention to influence i.e. a food blogger. Therefore, the current study extends this research by examining the general interpersonal influence that exists between consumers and the effect this influence has on consumer's attitudes and intentions to purchase South Korean food.

As this research seeks to determine the extent of influence consumers can have on other consumers' behaviour through Instagram, and to determine the role of specific factors, the following sections discuss the various factors to be researched and the theoretical and/or empirical rationale for their inclusion in the conceptual model.

2.6 FACTORS AFFECTING C2C INFLUENCE ON INSTAGRAM AND THE DEVELOPMENT OF THE CONCEPTUAL FRAMEWORK FOR THE STUDY

Consumer behaviour underpins all marketing activities (Albarq, 2014, p. 3) and refers to organising information to guide a purchase decision and evaluate products and services (Moutinho, 2000, p. 41). Consumer behaviour theory plays a crucial role in understanding how consumers make their decisions and what factors influence them (Terttunen, 2017, p. 6). The revolution of the internet and the evolution of the consumer have triggered interest among companies and marketers around the world to understand how these factors shape consumer-to-consumer conversations which now drive the marketplace (Brown et al., 2007, p. 328). The extraordinary growth of Instagram as a major platform for consumer-to-consumer communication has expanded the importance of this subject (Kleintjes, 2017, p. 6).

There are four key factors that influence consumer behaviour – cultural, social, psychological and personal factors (Terttunen, 2017, pp. 7-8). The cultural and social factors address the relationships between consumers and are external, whereas personal and psychological factors address the consumer, and are internal (Khaniwale, 2015, p. 280). Personal characteristics also influence a person's behaviour and these include age, gender, stage in the lifecycle, occupation and economic circumstances (Terttunen, 2017, p. 8).

These factors are represented in the consumer behaviour factors model below (Khaniwale, 2015, p. 280):

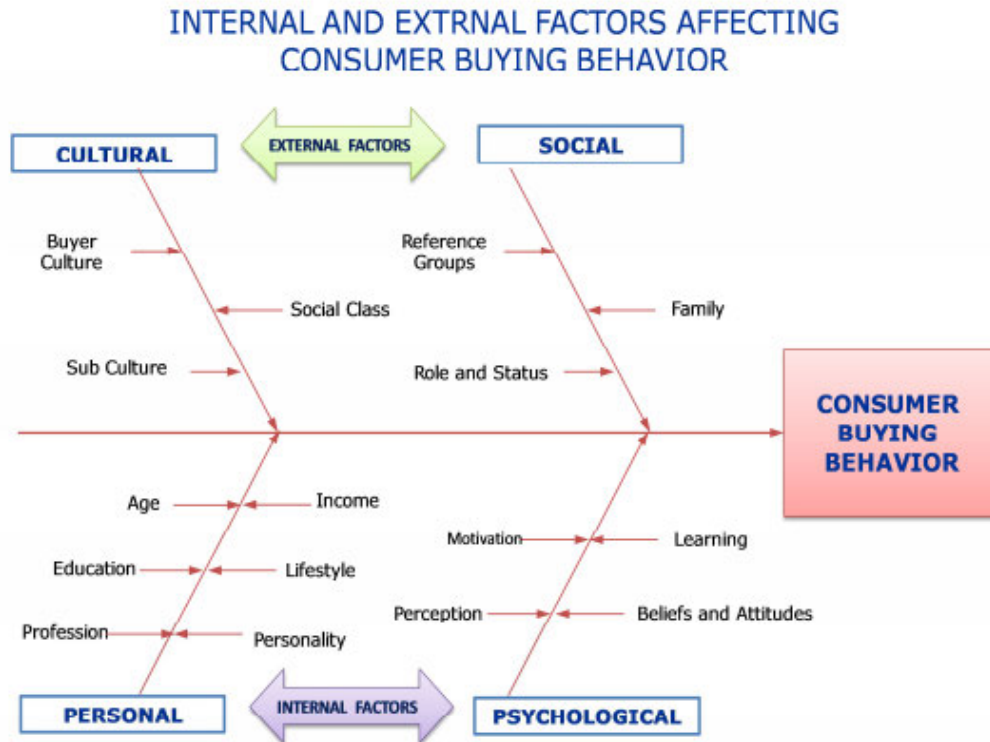


Figure 5: Factors affecting consumer behaviour model (Khaniwale, 2015, p. 280)

Of these the following variables have been chosen for this study. Their definition and justification for inclusion are discussed below.

2.6.1 Influencer Factor

Influencer factors are related to the source of communication and its power may rely on variables such as number of followers, credibility, reputation, trust, relationship to the consumer, personality, brand, age, race, experience and credibility (Bokunewicz & Shulman, 2017, pp. 207-208; Hautz et al., 2014, pp. 1-3; Silverman, 2018, pp. 10-11). A major construct in eWOM literature is credibility which is a multi-dimensional concept that refers to a person's perception of

a piece of information to be true (Eisend, 2006, p. 2; O'Reilly & Marx, 2011, p. 78; Rahmi, Sekarasih, & Sjabadhyni, 2016, p. 15). From a marketing perspective, credibility is a communication phenomenon that takes place between suppliers and customers with the intention to influence economic activity (Eisend, 2006, pp. 2-3). Source Credibility refers to the extent to which a source is perceived as credible and can serve as a predictor of consumer thoughts and attitude (Morimoto & La Ferle, 2008, p. 49) and the construct has been used in previous models to determine its effect on consumers.

Several theories include a construct similar to, or defined as, Source Credibility. For example, Social Impact Theory (Latané & Wolf, 1981, p. 384) proposes that the extent of influence on a person is dependent on three factors: distance of influence sources, number of influence sources, and strength of influence sources.

See Figure 6 for an illustration of the Social Impact Theory model (Latané & Wolf, 1981):

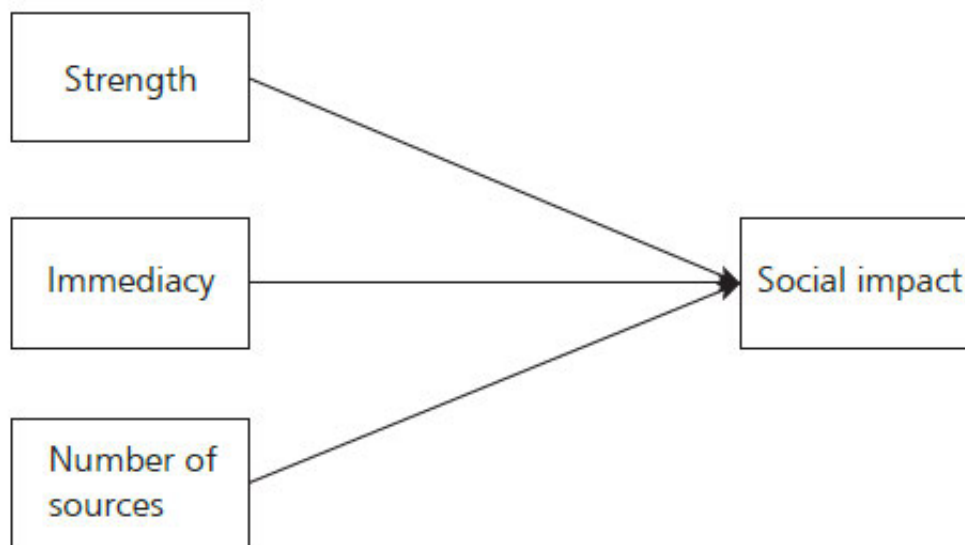


Figure 6: Social Impact Theory model (Perez-Vega et al. p.316)

Strength refers to the status, power, abilities and such of the source (Latané & Wolf, 1981, p. 440) is similar to the construct of Source Credibility. This model justifies the inclusion of source credibility, as an influencer variable, in determining the influence of Instagram on consumers' attitudes and intentions to purchase South Korean food. Immediacy relates to closeness between the source and the consumer (Perez-Vega, Waite, & O'Gorman, 2016, p. 304) and is discussed under the relationship factor below. The number of sources refers to the number of sources of influence (Perez-Vega et al., 2016, p. 305) and will be discussed under the message characteristics as it relates to the number of Instagram posts.

Source Credibility is also one of two components in the Information Adoption Model (IAD) which was developed to explain how people are influenced to accept information shared online (Cheung et al., 2008, p. 231). Information quality is the second component of this model and will be discussed as a message factor later in this section. Source credibility in the IAD model refers to the receiver of communication's perception of the credibility of the message source and is unrelated to the message itself (Cheung et al., 2008, p. 232). See Figure 7 below for the Information adoption model (Sussman & Siegal, 2003, p. 58).

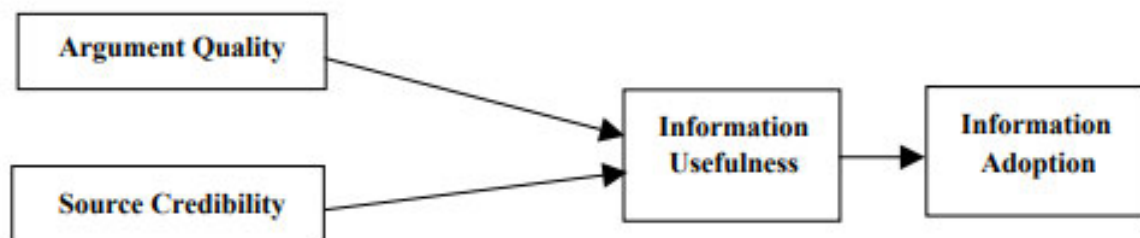


Figure 7: Information Adoption model (Sussman & Siegal, 2003, p. 58)

Finally, source credibility theory identifies two factors that affect the credibility of an information source: source expertise, which refers to the perceived competence of the information source and source bias, which refers to the trustworthiness of the information source (Casaló et al., 2017, p.

6). Source credibility or eWOM credibility is the extent to which consumers consider information such as a recommendation or review from the source, to be true (Cheung et al., 2008, p. 232; Kleintjes, 2017, p. 131) and plays a significant role in the power of influence (Hautz et al., 2014, p. 8). It refers to the perception of attractiveness, trustworthiness and knowledge of the information source to the consumer (Djafarova & Rushworth, 2017, p. 2) and has the ability to affect consumers' beliefs, opinions, attitudes and behaviours (Wang, Kao, & Ngamsiriudom, 2017, p. 10).

Many studies on source credibility and its effect have treated source credibility as the main independent variable and have established that the characteristics of the source can affect attitude. Previous research into source credibility has heavily focused on eWOM and its role in consumer decision-making (Jin & Phua, 2014, p. 181; O'Reilly & Marx, 2011, p. 77). A study conducted to examine the influence of a beauty vlog on perceived source credibility and purchase intention found that consumers perceptions of trustworthiness and expertise does not influence purchase intentions and a vlogger is less influential than a celebrity (Rahmi et al., 2016, p. 20).

In determining which influencer characteristics are more favourable, Kleintjes (2017, p. 148) states that research on Instagram influencers has been centred around Source Credibility and found that the majority of Instagram users consider accounts that they know personally as more credible (Kleintjes, 2017, p. 131). The results of this research confirm that consumer-to-consumer influence exists on Instagram and in the current study it can be measured through the variable of Source Credibility. Ayeh et al. (2013, pp. 444-445) revealed that online travelers found UGC to influence their attitudes and behaviour intention towards travel planning, especially if the source is a credible traveler. Yoo, Lee, Gretzel, and Fesenmaier (2009, p. 57) also found that Source Credibility has behavioural implications, particularly reviews and photographs of other travelers, but mention that sources need to provide more information about themselves for others to assess their expertise and trustworthiness.

Both the Social Impact Theory and the Information Adoption Model and the research outlined above verify the importance of Source Credibility as a variable in understanding the relationship and degree of influence between consumers. Therefore, the current study utilises Source

Credibility as an influencer variable to determine the influence it has on consumers' attitudes and intentions to purchase South Korean food. The following hypotheses can thus be formulated.

H_{1a} = There is a positive relationship between Source Credibility and consumers' attitudes towards South Korean food.

H_{1b} = There is a positive relationship between Source Credibility and consumers' intentions to purchase South Korean food.

2.6.2 Relationship Factor

As discussed above, the Social Impact Model reflects how individuals can influence and be influenced by other individuals and proposes three elements that contribute to influencing a person's experience: strength (power of social status), immediacy (physical or psychological distance), and number of sources (number of people in a group exerting influence) (Nowak et al., 1990, p. 364). Immediacy refers to how close the group are in time and space to the influence (Latané & Wolf, 1981, p. 384). Perez-Vega et al. (2016, p. 305) state that as immediacy increases, the degree of social impact increases too, and this component of the Social Impact Model demonstrates its importance in this study.

In a study by Kietzmann et al. (2011, p. 243), the Honeycomb Framework is a framework made up of seven functional social media blocks which assist marketers in understanding the functionality of each level of the social media user experience and its implications for businesses (Kietzmann et al., 2011, p. 243). The relationship block is one of the elements of the Honeycomb Framework and helps to understand to what extent users are connected to other users.

Word-of-mouth (WOM) is a consumer-dominated marketing channel of communication which is believed to have more impact than any other communication channel, having an effect on consumer behaviour and decision-making (Casaló et al., 2017, p. 4). WOM is important in propelling consumer actions and is largely dependent on the social structure between the communicators (Godes & Mayzlin, 2004, p. 547). All WOM communication occurs within a social

relationship between the information seeker and the source and is represented by the construct Tie Strength that measures the level of closeness between the two (Brown et al., 2007, p. 4). Tie strength is one of the dimensions that lead to the understanding of WOM and can range from weak to strong ties (Marsden & Campbell, 1984, p. 483). Strong ties are perceived to be more influential in consumer decision-making (Chu & Kim, 2011, p. 4). In the current study, the relationship between the author and their Instagram followers will be measured using tie strength to assess if there is an impact on consumers attitudes and intentions to purchase SK food. Thus, the following hypotheses can be formulated.

H_{2a} = There is a positive relationship between Tie Strength and consumers' attitudes towards South Korean food.

H_{2b} = There is a positive relationship between Tie Strength and consumers' intentions to purchase South Korean food.

2.6.3 Message Factor

User-generated content is described as any type of content being created online by the users of the platform in the form of photo, video or text, and has the perceived power to influence consumer behaviour (Shuqair & Cragg, 2017, p. 2). The UGC shared on the Instagram app tells a story consisting of both picture and text (Jaakonmäki et al., 2017, p. 1152). With the current study therefore, it is important to address both the quality of the visual and textual aspects of the Instagram content to assess its influence on consumers' attitudes and intentions to purchase South Korean food.

Incorporated into almost all social media platforms, visual content such as photos and videos play an important role and have a significant impact on consumers' decision-making, especially in food experiences (Poor et al., 2013, p. 136). Instagram is one of the most popular platforms allowing users to not only share a photo or video, but to also include a description or caption (Terttunen, 2017, p. 14). These captions can include hashtags which is an easy way to categorise the image

i.e. if the hashtag #southkorea is searched, all images that have included this hashtag in the caption will be present in the search results (Terttunen, 2017, p. 14).

The Information Adoption Model (IAD) discussed above is one which considers information quality (argument quality) as the central influence, and source credibility as a peripheral influence. With information being able to be generated by any user on the internet, the quality of information, the message, has become a focus. Therefore, determining consumers' perception of information quality online is important (Cheung et al., 2008, p. 233). Previous research has identified various characteristics of information quality including but not limited to: arguments embedded in the informational message, understandability, dynamism, accuracy, relevance, completeness, currency and a variety of others (Cheung et al., 2008, p. 231). Source Credibility Theory mentioned above, also addresses the argument quality which refers to the strength of persuasiveness within an informational message (Djafarova & Rushworth, 2017, p. 7). Relevance and comprehensiveness were found to have significant impact on information usefulness (Cheung et al., 2008, p. 242). The information quality construct of the Information Adoption Model addresses the second objective of this study, in particular, the impact of message variables (information quality) on the consumers' intention to purchase South Korean food.

Previous research shows that the use of images in marketing material can influence a variety of consumer outcomes including attitude, information-processing strategies, product inferences and those related to the consumption experience (Hanifati, 2015, pp. 124-125). A study conducted by Hautz et al. (2014, p. 2) suggested that UGC in the form of videos and photos has a greater effect on persuasion, message recall and overall consumer behavioural intention than does text. From a marketing perspective, one of the most important ways to display products and draw consumers' attention is through high-quality photos (Che, Cheung, & Thadani, 2017, p. 26). High-quality images on Instagram can create more value for consumers and have more influence on consumers' (Gong, 2014, p. 18). Casaló et al. (2017, p. 370) propose that perceived originality, quantity and quality content will affect consumers' perceptions.

Terttunen (2017, p. 37) found that consumers' considered UGC such as photos taken by travelers together with their comments and reviews more important than information on a tourism website. These results highlight the fact that both the image and text on Instagram are examined by consumers thus verifying the inclusion of both these variables in determining their influence on consumers' attitudes and intentions to purchase food in South Korea. In a study conducted by Gong (2014, p. 28), it was suggested that low-quality images usually receive less engagement. The visual messages within visual communication affect consumer behaviour and the attitude of individuals differently (Hellberg, 2015, p. 8).

Thus, for the current research both informational and visual elements will be included in the message quality construct and the following hypotheses can be formulated.

H_{3a} = There is a positive relationship between Informational Quality and consumers' attitudes towards South Korean food.

H_{3b} = There is a positive relationship between Informational Quality and consumers' intentions to purchase South Korean food.

2.6.4 Follower factors

The development of a consumer's norms, values, aspirations, attitude and purchase behaviour is largely attributed to interpersonal influence (Stafford, 1966, pp. 68-69). Bearden et al. (1989, p. 473) defined Consumer Susceptibility to Interpersonal Influence (CSII) as "the need to identify with or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others or seeking information from others." It is viewed as a 2-dimensional construct – normative influence (conforming to the expectation of others), and informational influence (acceptance of others' information as reality) (Bailey, 2005, p. 70). This study will focus on the Informational influence based on consumers' acceptance of another consumer's information.

“Susceptibility to informational influence refers to the process in which individual’s attitudes, beliefs, and behaviours are influenced by other people” (Chen et al., 2016, p. 469). Bailey (2005, p. 68) used the construct of CSII to investigate the extent to which consumers were open to influence and focused the research on consumers’ susceptibility to informational influence as it was based on product review websites. Informational social influence is particularly relevant in the context of social media as it refers to social influence that involves accepting information or advice from a person who is unknown to them (Snijders & Helms, 2014, p. 2). A study conducted by Chen et al. (2016, p. 469) found that eWOM sources are useful to and needed by consumers with a high susceptibility to informational influence, whereas third party information provided by companies are what consumers with low susceptibility to informational influence are dependent on. This finding suggests consumers who rely on the use of more information sources have a low susceptibility to informational influence.

In Bailey’s study, this follower characteristic was measured using the combination of 2 adapted scales: the CSII scale, and the e-opinion leadership scale with focus on online behaviour (Bailey, 2005, p. 72). In the investigation on online consumer-to-consumer communication, the study found that the level of e-opinion leadership played a role in consumers’ perceptions (Bailey, 2005, p. 72). This research is relevant in understanding that a consumer is susceptible to informational influence based on their characteristics. Thus, the following hypotheses can be formulated.

H_{4a} = There is a positive relationship between CSII and consumers’ attitudes towards South Korean food.

H_{4b} = There is a positive relationship between CSII and consumers’ intentions to purchase South Korean food.

Based on the information above, the current research addresses the gap in knowledge on the extent of influence of these factors discussed above have on consumer-to-consumer influence of Instagram on consumers’ intentions to purchase South Korean food.

2.6.5 Role of demographics

Although social and cultural factors play an important role in the influence of consumer attitudes, intentions and decision-making, they are external factors. This research is based on the consumer and what factors, such as personal demographics, affect interpersonal influence. Khaniwale (2015, p. 284) found that personal factors are unique to each individual and impact what they need, what they select, what they like and what they consider valuable, resulting in a purchase decision. For example, a consumer earning a very low income might not have the budget to consider trying a new type of cuisine that is very expensive. This study focuses on the demographic factors of gender, race, education, occupation and income.

Each demographic variable explored in this study is discussed below.

Gender

Gender differences were found in a study conducted by Bailey (2005, pp. 76-77) with males being found to be more likely to be aware of and visit product review websites before making a purchase. Another study conducted by Sohaib, Hui, and Akram (2018, pp. 115-116) found that the risk-taking propensity in males was higher than in females, and therefore gender played an important role in eWOM and purchase intentions on social media. In addition to this, a more recent analysis by Srarfi Tabbane and Hamouda (2013, pp. 1154-1157) found women to be more receptive to eWOM than men and that women are more influenced by eWOM than men when making online purchasing decisions. Thus, it is possible that gender plays a significant role in effecting a consumer's attitude and intention in consumption choices and was included as a variable in this study. By analysing the role of gender in this study, it can be determined if consumer-to-consumer influence effects males or female's attitudes and intentions. This information will be able to guide marketers in their communication.

Income

According to a study conducted by Khare (2013, p. 14), among demographic factors, income was a predictor variable and influenced consumers' purchase behaviour. In another study on the

influence of consumer demographics on attitude toward branded products, Nandamuri and Gowthami (2012, pp. 11-12) found that there is a relationship between income and consumption where consumer's income levels effect their attitude towards brands. Furthermore, a study conducted by Mamat, Noor, and Noor (2016, p. 214) found that income affects a consumer's intention to purchase. Consequently, income could influence consumer's attitudes and intentions towards consumption decisions and was therefore included.

The research aims to determine the direct effect of gender and income on the dependent variables and therefore the following the hypotheses below were formulated:

H_{5a} = There is a relationship between gender and income and consumers' attitudes towards South Korean food.

H_{5b} = There is a relationship between gender and income and consumers' intentions to purchase South Korean food.

The variables discussed above are structured into a conceptual framework in order to examine their relationships with the dependent variables of attitude and intention.

2.7 CONCEPTUAL MODEL

Based on the information above, the research model can be conceptualised. The relationships between the independent and dependent variables are shown, drawing on the multiple theories used above for each dependent variable. Through support from the literature described above, the model below is developed to include the independent variables of influencer factor, follower factor, message factor and relationship factor, and the independent variables of attitude and intention. The hypotheses were developed to investigate these factors, and the roles they play as depicted below.

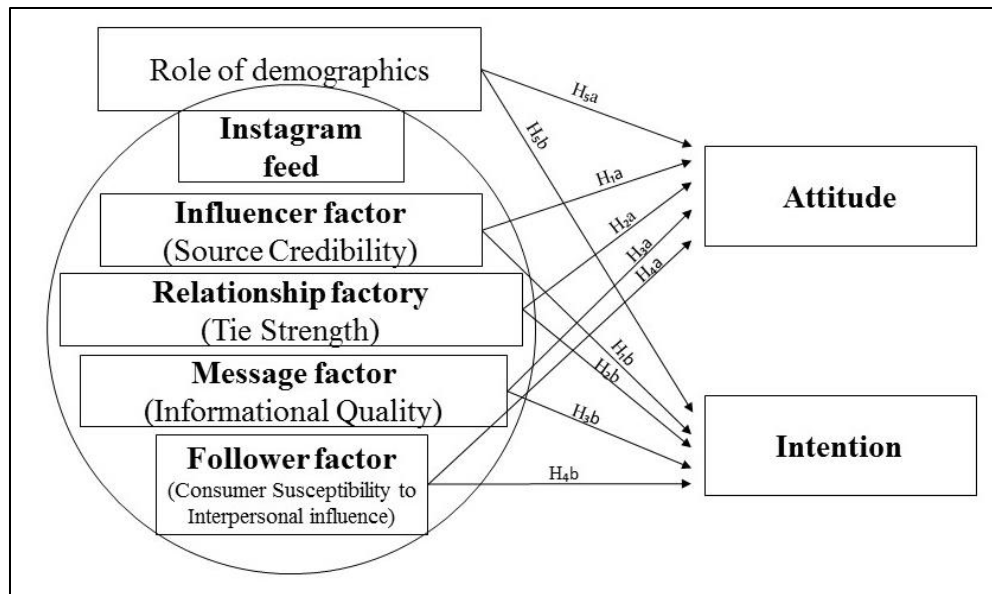


Figure 8: Conceptual model of the study

The model proposes that the independent variables on the left affect consumers' attitudes and intentions to purchase South Korean food.

2.8 CONCLUSION

Instagram is still a fairly new business platform, and given the above review on the constructs of the study, their social impact and the development of the conceptual framework for this study, this research aims to explore these relationships and examine their impact on consumers' attitudes towards and intentions to purchase South Korean food. The methodology of this study will be discussed in the following chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

The purpose of this chapter is to explain in detail the research methods and the methodology used to conduct this research. A quantitative approach was implemented to test the hypotheses in the conceptual model that was developed for this study. A brief statement of the problem is provided to establish the context and need for the research, followed by a list of the research objectives. The chapter then reviews the research philosophy of the researcher, which leads to a discussion of the research design, sample design, data collection methods and research instrument chosen, and their ability to produce valid results to meet the objectives set for this study. After that, a description of the statistical analyses is provided. The chapter concludes with a brief discussion of the ethical considerations.

3.2 STATEMENT OF THE PROBLEM

The advent of the internet, and more particularly social media, has made it possible for one person to communicate with thousands of people locally and abroad at the click of a button (Mangold & Faulds, 2009, p. 357). Consumers' power has evolved from using social media to passively consume content to using these social media platforms to create, modify and share content about brands, products, and services, which has highlighted the significance of these consumer-to-consumer interactions (Kietzmann et al., 2011, pp. 241-242). With consumers turning to social media to seek advice, recommendations and reviews, broadcast their views, opinions, grievances and experiences and exchange product and service-related information (Kapoor, Jayasimha, & Sadh, 2013, pp. 43-44), brands and businesses have been compelled to re-evaluate their methods of communication to continue to reach, engage and influence consumers (Kietzmann et al., 2011, p. 242). Even though the impact of consumer-to-consumer interactions on social media is being magnified, methods for shaping those interactions have been limited (Mangold & Faulds, 2009, p. 358).

Based on the literature reviewed and the conceptual framework provided in the previous chapter, it is apparent that research on consumer-to-consumer influence in the context of social media, and particularly Instagram, is limited. The problem is that there is a lack of understanding of how consumers influence other consumers, especially on digital platforms such as Instagram. The purpose of this study was to examine if different variables within consumer-to-consumer (C2C) interactions on Instagram would influence consumer's attitudes towards and intentions to purchase South Korean food. The different variables examined were influencer characteristics, visual characteristics, relationship characteristics, and follower characteristics.

3.3 RESEARCH OBJECTIVES

The objectives of the study were to determine:

1. Whether an Instagram account on South Korean food influences Instagram followers' attitudes towards South Korean food.
2. Whether an Instagram account on South Korean food influences Instagram followers' intentions to purchase South Korean food.
3. The effect Source Credibility (an influencer variable) has on Instagram followers' attitudes and intentions.
4. The effect Tie Strength (a relationship variable) has on Instagram followers' attitudes and intentions.
5. The effect Informational Quality (a message variable) has on Instagram followers' attitudes and intentions.
6. The effect Consumer Susceptibility to Interpersonal Influence (a follower variable) has on Instagram followers' attitudes and intentions.
7. The effect Instagram followers' demographics (gender and income) have on their attitudes and intentions.

3.4 RESEARCH PHILOSOPHY

There are several important questions for researchers to consider before conducting research, such as what to research and how to research, but mostly importantly questioning their reason to research (Holden & Lynch, 2004, p. 2). This philosophical perspective begins with the researcher questioning their view of reality (ontology) and their own view of how one acquires knowledge (epistemology) (Mack, 2010, p. 5). The ontological perspective of this study can be considered to be objectivist. This perspective argues that social and physical phenomena exist independently and that there is only one actual reality experienced by all social actors. An ontological perspective is useful in obtaining results that can be generalised to other situations (Saunders, Lewis, Thornhill, & Bristow, 2015, p. 128). This perspective lends itself to the epistemology of this study which is positivist, implying that the researcher is the observer of an objective reality (Bryman, 2016, pp. 24-25; Saunders et al., 2015, p. 135). In addition to this, the positivism approach is centred on using scientific methods to produce observable and measurable facts from which law-like generalisations can be made (Saunders et al., 2015, p. 135). These can be drawn through the testing of theories to explain and predict causal relationships between variables and constructs that explain regularities in human social behaviour (Holden & Lynch, 2004, p. 9; Saunders et al., 2015, p. 136). Based on the positivist philosophy, the researcher has aimed to test the hypotheses developed from existing theory through quantitative methods (Holden & Lynch, 2004, p. 9).

3.5 RESEARCH DESIGN & METHOD

The research design refers to the conceptual structure within which research is conducted and consists of details of the research project regarding the collection and analysis of the data (Kothari, 2004, p. 31). The purpose of a research design is to ensure that the results of the data collected allows for clear answers to the research questions. Therefore, given the theory, the researcher needs to decide what evidence is required to answer the question (De Vaus, 2001, p. 9). This study can be considered as descriptive research which, according to Hair, Money, Samouel, and Page (2007, p. 55), is usually structured research that aims to provide an accurate and valid representation of the characteristics encapsulating the research topic. Descriptive research questions the relationship

between two variables (Hair et al., 2007, p. 55). This research study aims to identify and measure the relationships between the Source Credibility, Tie Strength, Informational Quality and Consumer Susceptibility to Interpersonal Influence independent variables and the attitude and intention dependent variables to describe these characteristics of influence in the Instagram environment.

According to Kothari (2004, p. 5), there are two basic approaches to research – quantitative and qualitative. Simply put, quantitative research, as described by Vanderstoep and Johnson (2009, p. 8), uses numerical data to represent the phenomena of the study, whereas qualitative research produces narrative or textual descriptions of the phenomena. In addition to this, quantitative research methodology requires the researcher to gather, quantify, and evaluate the numerical data collected using statistical methods (Muijs, 2011, p. 1). The numerical data is collected by designing a research instrument that can convert phenomena that do not exist in quantitative form into the quantitative form using closed-ended questions (Muijs, 2011, p. 2). This study adopts a quantitative approach as it employs a structured survey as a research instrument that incorporates closed-ended questions to gather numerical data, which is analysed using statistical software to explain the relationships between the independent and dependent variables of this study. Furthermore, quantitative research is based on the collection of data from a representative sample of a larger population (Vanderstoep & Johnson, 2009, p. 8) and as such, this study uses a census sampling method of the followers of a particular Instagram account to represent the larger Instagram community.

3.6 SAMPLE DESIGN

The target population of a study defines the elements the researcher desires to apply the findings of the study to and includes the nature of the elements, the geographic location of the elements, the time period and the sampling units, and should clearly define inclusive and exclusive criteria for participation in the study Daniel (2011, p. 9). The target population of the current study was the followers of the @shaynanigans_sk Instagram account. As mentioned earlier, the @shaynanigans_sk Instagram account was set up by the researcher who had managed a previous personal Instagram account, and therefore already possessed a level of credibility with the personal account's Instagram followers. After opening the new @shaynanigans_sk Instagram account, the

account holder, i.e. the researcher, followed various Instagram accounts to try and grow the @shaynanigans_sk account's number of Instagram followers organically, without advertising. The Instagram account holder then uploaded self-generated photos and videos of South Korean food, weekly. The census source list utilised in this study consisted of all the users who followed the @shaynanigans_sk account on Instagram. By taking a census of the followers, it allowed for the generalisability of those followers in that context. Instagram has sophisticated algorithms that suggests accounts to follow based on accounts and images that are popular in the user's network or region (Carah & Shaul, 2016, p. 71). The number of Instagram followers an account can gain is further based on how visible the account is on other users' feeds which is dependent on engagement. Regular engagement on a post, such as 'likes' and comments, increases exposure, thus gaining followers (Cotter, 2019, pp. 903-904). The Instagram algorithm makes it difficult to say how and why users followed the @shaynanigans_sk account, but it does suggest that any Instagram follower can follow any account, and thus no Instagram user is excluded from this study.

All survey respondents were identified from the researcher's follower list. The full population of 960 followers were contacted via the Social Networking Service (SNS) instant messaging service built into the Instagram platform and everyone was sent a questionnaire. Due to the web-based nature of online surveys, there were no constraints in collecting data from respondents across the globe. A link to the online survey was then distributed via the private message feature on Instagram. According to Fricker (2008, p. 209), web-based surveys usually receive a low response rate. As such, the final sample consisted of 164 respondents. This sample is considered acceptable as according to Stevens (1996, cited in Pallant, 2011, p. 150), only 15 respondents are needed per predictor, thus with only four predictors, the current study needed a minimum of 90 respondents.

3.7 DATA COLLECTION

For this research, an Instagram account was set up under the account handle "@shaynanigans_sk." The researcher informed the followers of the researcher's personal account about the new South Korean food Instagram account to initiate followers to the account as any Instagram user can follow any account. The @shaynanigans_sk account posted user-generated content (UGC)

containing images and videos showcasing various types of South Korean cuisine and other foods found in South Korea up until the time of data collection for this study. Each post was accompanied by a description of the photo and a series of related and popular hashtags, i.e., #korean #cuisine #foodie #southkorea, etc. The following are examples of some of these posts:



Caption: You can never go wrong with gimbap (김밥)! Imagine it as Korean Sushi! It's literally a bunch of vegetables (okay, specific vegetables) with a protein, rolled and sliced into what looks like sushi. The usual filling includes spam, pickled radish, carrots, egg and other seasoned Korean vegetables.

This is an easy to eat snack you can have at almost any time, anywhere. My favourite is tuna (chamchi 잠지) gimbap!

The container on the left is something called jjolmyeon, which is a cold, spicy and chewy Korean noodle dish packed with vegetables like cabbage and bean sprouts! It's so good!

#잠지 #김밥 #tuna #gimbap #jjolmyeon #쫄면 #korean #cuisine #asiancuisine #food #foodie #foodporn #instagood #instafood #southkorea #exploreasia #traveler #travel #travelgram #instatravel #instago #wanderlust #ilovetravel #traveltheworld #travelpics #mytravelgram #traveller #explorer #gallivanter #shaynanigans

Figure 9: Example 1 of @shaynanigans_sk Instagram post (Instagram)



Caption: This is 흑태짬 (heuk tae jjim), a steamed black fish in a spicy sauce, served with potatoes.

I was treated to a lunch with some co-workers, to what was explained to us to be a traditional Korean meal. Firstly, I am not a fish person at all, and secondly, it was being paid for by a head teacher so there was no refusing it.

It was a fatty and soft-fleshed fish mixed with a spicy sauce and potatoes. The dish is originally made with a Japanese deep sea fish, but apparently some local restaurants get away with using something similar and just not disclosing it to customers because most people can't tell the difference. The meat was delicious, and so were the potatoes, but honestly just wasn't my thing. I got away with it by devouring all the delicious side dishes! Glad I tried it though.

#heuktaejjim #fish #fishdish #asiancuisine #food #foodie #foodporn #foodgasm #nomnomnom #instagood #instafood #southkorea #exploreasia #traveler #travel #travelgram #instatravel #tourism #instago #wanderlust #ilovetravel #traveltheworld #travelpics #solotravel #worldcaptures #mytravelgram #traveller #explorer #gallivanter #shaynanigans

Figure 10: Example 2 of @shaynanigans_sk Instagram post (Instagram)

Further examples of the Instagram account can be found in Appendix A (Examples of @shaynanigans_sk Instagram posts).

Data, and specifically primary data, used in quantitative research, can be collected through several methods and is dictated by the research problem (Parasuraman, Grewal, & Krishnan, 2007, p. 143). The nature of the research problem of this study was online, as it investigated consumer-to-consumer relationships on Instagram, which is an online social media platform. Surveys are a popular method for collecting primary data in quantitative research with a descriptive approach (Kothari, 2004, p. 100); and internet surveys are conducted over the web (Parasuraman et al., 2007, p. 152). Therefore, this study used an online data collection technique in the form of a structured electronic questionnaire.

The online survey used in this study was created using the Google Forms website which was able to capture the responses as soon as respondents submitted their questionnaires. Once the researcher received the ethical approval for the study, a pilot study was conducted to test and identify possible

weaknesses in the research instrument (Kothari, 2004). The online questionnaire link was then distributed to six people who were followers of the @shaynanigans_sk account. They were asked to go through the questionnaire to see if there were any problems they experienced in terms of understanding the questions and to provide the researcher with feedback on that. No problems were experienced, and no changes needed to be made. After the pilot study was completed, the link to the finalised online questionnaire was privately messaged to each follower of the @shaynanigans_sk Instagram account. To boost the response rate, reminders were sent to respondents to complete the questionnaire. Data obtained from the questionnaires were then captured into SPSS in preparation for analysis and interpretation.

3.8 RESEARCH INSTRUMENT

A survey-type research instrument in the form of a structured online questionnaire was administered to the target population of this study and comprised of Likert scales, closed questions and demographic questions. This method of gathering data is primarily used in descriptive research to measure frequencies, preferences and similar data, including attempts of researchers to discover causes by variables they cannot control (Kothari, 2004, p. 3). Sampling, response rate, generalisability, response duplication, and survey design are some of the major concerns for online surveys (Kaye & Johnson, 1999, p. 330). To overcome the sampling issue, and in order to understand C2C in the context of Instagram, a specific account was set up so that the researcher could investigate the constructs within the conceptual model using a specific account's followers and then took a census of the followers. To address low response rates, reminders were sent out to consumers to complete the questionnaire. In terms of generalisability, the @shaynanigans_sk account was set up while acknowledging that the study can only generalise to that target population who are the followers of the @shaynanigans_sk account, thereby restricting the generalisability to a specific account. They may not be generalisable to all Instagram contexts, but they are generalisable to this context, and further studies can extend to other contexts and look at whether they are valid in those contexts. The technology for online surveys has developed and the new software available for design and online surveys is user friendly and does not exhibit problems of duplication or survey design issues anymore. The questionnaire was designed using the Google

Forms online application which included the feature to restrict duplication of responses from the same user and used pre-existing survey templates which addressed these online survey concerns.

Some of the advantages of using the online survey research instrument are its global reach, speed and timeliness, and ease of obtaining data (Evans & Mathur, 2005, p. 197). Moreover, many online survey services provide survey design assistance making this research instrument flexible in its design and a cost-efficient data collection tool (Wright, 2005, pp. 9-10). This may lead to failure to participate in the survey at all, which is perceived to frustrate respondents, thereby resulting in a lower response rate (Evans & Mathur, 2005, p. 197; Rambarun, 2018, p. 42). To overcome this issue, this study made use of a simple questionnaire design without many images that had to be downloaded as it could be accessed and completed online.

The online questionnaire began with an informed consent letter to assure respondents that their participation was voluntary and that the data collected would not be distributed without their permission (see Appendix B). The structured questionnaire consisted of 38 items. Question types consisted of Likert scale questions together with several other close-ended and multiple-choice type questions adapted from the theory and past research discussed in the literature review (See Appendix C), was then administered to the sample of respondents. Rambarun (2018, p. 44) confirms that close-ended questions generate a higher response rate because of the simple drop-down selection input data process which is more beneficial for quantitative studies as it is easier to analyse.

The online questionnaire was divided into three parts with the opening section featuring general questions about the consumer's nationality, and social media usage. This section used a short answer question and a checkbox question providing options to choose from. The second part of the questionnaire from Section A to Section G comprised of checkbox questions, and Likert and differential semantic scale questions relating to the constructs of the study. Section A examined Instagram activity, whereas sections B to G pertained to the factors aligned to the research objectives of this study i.e., Source Credibility, Tie Strength, Informational Quality, Consumer Susceptibility to Interpersonal Influence, attitude towards, and intentions to purchase South Korean

food. The third and final Section H focused on demographic questions and required respondents to choose from a drop-down list of options.

The multi-item measures used for the constructs are discussed in the measures section below.

3.9 MEASURES

3.9.1 Influencer factor: Source Credibility

Source Credibility refers the extent to which a message recipient perceives the message source to be credible with regards to having relevant skills, knowledge and experience which they communicate objectively (Cheung et al., 2008, p. 232; Goldsmith et al., 2000, p. 304). Previous research suggests that the number of positive attributes of the communicator directly determines the persuasiveness of the message such that the higher the credibility of the source, the more persuasive the message (Cheung et al., 2008, p. 232; Goldsmith et al., 2000, p. 304; Sternthal, Dholakia, & Leavitt, 1978, p. 252). According to Goldsmith et al. (2000, p. 309), a scale derived from measuring celebrity endorsers perceived credibility was developed by Ohanian (1990) and required individuals to rate a source's perceived attractiveness, trustworthiness and expertise on nine items (three for each factor) on a 7-point bipolar adjective scale. However, most studies on Source Credibility have identified 'expertise' and 'trustworthiness' as the key dimensions (Ayeh et al., 2013, p. 8; Bhatt, Jayswal, & Patel, 2013, p. 78; Cheung et al., 2008, p. 235; Tormala, Briñol, & Petty, 2006, p. 684).

These two dimensions appear to be the most relevant to this study. As in any online environment such as the one used in the study (Instagram), a person can post information without disclosing their identity. These studies use a number of items to measure the source expertise and source trustworthiness components of Source Credibility. This research employed a scale used in a study based on UGC on social media as it is the most relevant to the topic. Cronbach alphas have been found to range from 0.84 (Cheung et al., 2008, p. 240) to 0.86 (Bhatt et al., 2013, p. 80) for Source Expertise and from 0.79 (Bhatt et al., 2013, p. 80) to 0.91 for Source Trustworthiness (Cheung et

al., 2008, p. 240) indicating the reliability of the scale and the construct was found to exhibit discriminant validity (Ayeh et al., 2013, p. 443). The study uses a five-item, seven-point semantic differential scale for each component. Expertise was measured by items 'Inexperienced / Experienced in travel', 'Not experts / Experts in travel', 'Unknowledgeable / Knowledgeable in travel', 'Unqualified / Qualified to offer travel advice', and 'Unskilled / Skilled in travel'. Trustworthiness was measured by items 'Undependable / Dependable', 'Dishonest / Honest', 'Unreliable / Reliable', 'Insincere / Sincere', and 'Untrustworthy / Trustworthy'. All ten items, five for each component, were used to measure Source Credibility as an independent variable in this study.

3.9.2 Relationship factor: Tie Strength

Tie Strength refers to the relationship between the consumer and the information source (Chu & Kim, 2011, p. 4). According to Granovetter (1973, p. 1361), the strength of a tie is based on four dimensions - the emotional intensity, the intimacy, the amount of time and the mutual services. The most common way to measure Tie Strength is by the 'closeness' of a relationship with the assumption that the closer the tie, the stronger it is, i.e., close friends are strong ties and acquaintances are weak ties (Marsden & Campbell, 1984, p. 483). Based on reviews of previous research, Gilbert and Karahalios (2009, p. 213) developed five Tie Strength questions for their Facebook study where respondents rated their friends on a 0-1 continuum. The study conducted by Gilbert and Karahalios (2009, p. 212) presented a modern perspective of Tie Strength based on social media, leveraging respondents' long friend lists and interaction histories. This study employs the same five questions to measure Tie Strength adapting the last item to the Instagram context of the study.

The Tie Strength questions used in this study are: (1) how strong is your relationship with the Instagram holder, (2) how would you feel about asking this person to loan you \$100 or more, (3) how helpful would this person be if you were looking for a job, (4) how upset would you be if this person unfriended you, and (5) if you left Instagram for a different site, how important would it be to bring this friend along? In addition to the adaptation of the questions for the context of

Instagram, the questions were measured on a seven-point semantic differential scale instead of a continuum, as it is a simple way to collect and measure quantitative data.

3.9.3 Message factor: Informational Quality

Information quality is a subjective perception that refers to the value that information provides to the user of that information (Danniswara, Sandhyaduhita, & Munajat, 2017, p. 27; Filieri, 2015, p. 1261). Before a consumer makes a purchasing decision, they first participate in an information search and assess the quality of the information online of which the four main dimensions are the informational relevance, informational timeliness, informational accuracy and informational comprehensiveness of the information (Cheung et al., 2008, p. 233; Danniswara et al., 2017, p. 41; Filieri & McLeay, 2013, p. 44). This study used a multi-item approach to measure the Informational Quality factor, inclusive of visual and textual content quality, with each of the four components being measured by several items derived from Cheung et al. (2008, p. 237). Cronbach alpha values were 0.84 for each of the four Informational Quality dimensions confirming the reliability of the scale (Filieri & McLeay, 2013, p. 51). Further to this the AVE scores exceeded the threshold of 0.6 and were greater than the squared correlation estimate between any two factors indicating strong convergent and divergent validity (Filieri & McLeay, 2013). The scale comprised 13 items in total and required respondents to rate each item on a seven-point Likert scale from 'strongly disagree' to 'strongly agree'. The items, which cover the four main dimensions, include 'relevant', 'appropriate' and 'applicable' for relevance; 'current', 'timely' and 'up-to-date' for timeliness; 'accurate', 'correct' and 'reliable' for accuracy; and 'sufficiently completes your needs', 'includes all necessary values', 'covers your needs' and 'has sufficient breadth and depth' for comprehensiveness.

3.9.4 Follower factor: Consumer Susceptibility to Interpersonal Influence (CSII)

The extent to which consumers conform to group norms or modify their perceptions based on the information provided by others is referred to as CSII (Bailey, 2005, p. 68; Bearden et al., 1989, p. 474). Although CSII is two-dimensional – Normative Influence and Informational Influence (Burnkrant & Cousineau, 1975, p. 206), this study focuses on the Informational Influence

dimension only and therefore will be referred to as CSII throughout this study. An earlier study conducted by Park and Lessig (1977, p. 105) reported 14 statements related to reference group influence, of which five statements covered informational influence. Respondents were presented with these statements and a list of products and asked to indicate on a scale from highly relevant to not relevant, for each product, the extent to which the situation described by the statement was related to a consumer's alternative selection (Park & Lessig, 1977, p. 105). Based on a later study, their research utilised the four-item Consumer Susceptibility to Interpersonal Influence scale developed by Bearden et al. (1989, p. 477), which used a seven-point bipolar agree/disagree scale. In this study, the scale was made up of the same four items rated on a seven-point Likert scale from 'strongly disagree' to 'strongly agree' to match the other scales of the study which would make the quantitative data collection and analysis simpler. The scale developed by Bearden et al. (1989, p. 479), was tested across multiple samples with other constructs and were found to be reliable and valid. The four statements were: (1) I often consult other people to help choose the best alternative available from a product class, (2) to make sure I buy the right product or brand, I often observe what others are buying and using, (3) if I have little experience with a product, I often ask my friends about the product, and (4) I frequently gather information from friends and family about a product before I buy.

3.9.5 Attitude as a dependent variable

Attitude is a psychological construct that has the power to affect a consumer's behaviour (Albarq, 2014, p. 17) and can affect an individual to respond favourably or unfavourably (Ayeh et al., 2013, p. 440). This study aims to measure the impact of the four independent variables discussed above concerning UGC on a consumer's attitude, which is the dependent variable, towards South Korean food consumption. An earlier study conducted by Holbrook and Batra (1987, pp. 411-412) on communication and advertising developed two scales to measure attitude toward the advertisement and attitude toward the brand with four items and three items, respectively, rated on a seven-point semantic differential scale. A combination of these scales resulted in the development of a five-item scale (Moon & Kim, 2001 cited in Ayeh et al., 2013, p. 441), and later a three-item scale used by Albarq (2014, p. 17). The scale by Albarq (2014, p. 17) was employed for this research as his study was based on measuring the impact of eWOM on tourists' attitude to visit a country and

was, therefore, most appropriate to this study. The Cronbach alpha of 0.84 indicated that the scale was reliable and the AVE value was 0.78 and was greater than the squared correlation estimate between any two factors representing good discriminant validity (Albarq, 2014, p. 19). The scale used in this research was made up of three items that respondents were expected to rate on a seven-point semantic differential scale about their attitude toward the Instagram account on South Korean food, and the semantic differentials included were ‘bad/ very good’, ‘unpleasant/ very pleasant’, and ‘very worthless/ very valuable’.

3.9.6 Intention as a dependent variable

This study focuses on the influence of four independent variables related to user-generated Instagram food content on a consumer’s intention to purchase South Korean food. Purchase intention can be defined as a consumer’s willingness to search, select and buy a product, service or information (Meskaran, Ismail, & Shanmugam, 2013, pp. 307-308). Intention describes a person’s intent to perform or not perform certain behaviours (Rizky, Kusdi, & Yusri, 2017, p. 97). An earlier study based on advertising conducted by Putrevu and Lord (1994, pp. 82-83) used three statements that respondents rated on a Likert scale from strongly agree to strongly disagree. However, more recent studies focused on the online environment have adapted these three items to suit the context of the study, keeping the core of the statement the same (Hong & Cha, 2013, p. 938; Ling, Daud, Piew, Keoy, & Hassan, 2011, p. 176; Pavlou, 2003, p. 101). The intention variable in this study was measured using a three-item scale from a study conducted by Jalilvand and Samiei (2012, p. 4) on the effect of eWOM on purchase intention, which was relevant to the current research topic. The Cronbach alpha of 0.73 indicated the reliability of the scale and the AVE value exceeded the minimum criterion of 0.5 and was greater than the squared correlation estimate of two factors indicating good discriminant validity (Jalilvand & Samiei, 2012). The scale was adapted to suit the context of the study focusing on the intention of consumers to purchase South Korean food. Respondents had to rate the three items in the intention scale on a seven-point Likert scale from strongly disagree to strongly agree. The three statements were: (1) I would buy this type of cuisine rather than any other cuisines available, (2) I am willing to recommend others to buy this type of food, and (3) I intend to purchase this type of food in the future.

3.10 DATA ANALYSIS

The data was captured from the Google Forms site into a Microsoft Excel Spreadsheet, which was statistically analysed using the IBM Statistical Software Package for Social Sciences (SPSS) version 26. SPSS enabled the researcher to accurately utilise graphical and numerical statistical methods to test the hypotheses of the study and to gain insight into the relationships between the constructs of the study.

SPSS was used to run descriptive statistics to measure the demographic variables such as gender, race, education, occupation, income, and Instagram usage, which assisted the researcher in understanding the characteristics of each variable. The descriptive statistics analysis was not only used to profile the respondents but provided the grounds for understanding the pattern of responses to individual questions and were further used to calculate the measures of central tendency (Pallant, 2011, p. 53).

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was used to measure the suitability of data to run a factor analysis, and Bartlett's Test of Sphericity was used to evaluate the interdependence between items within the same factor (Pallant, 2011, p. 183). A correlation matrix was used in the validity testing below. Thereafter, Cronbach's alpha was used to measure the reliability of the scales (Sarstedt & Mooi, 2011, p. 280). Validity and reliability will be discussed in detail in the next section of this chapter.

Multiple regression analysis was used to examine the interrelationships between the factors in this study in detail as there was more than one independent variable (Kothari, 2004, p. 144). Before proceeding with the regression analyses, the assumptions for regression were checked. A separate analysis was conducted for each dependent variable, and since each independent construct consisted of multiple items, regression analyses were performed for each of the two, dependent variables. The regression analysis looks at the amount of variance in the dependent variable that is explained by all the other independent variables to estimate the relative strength of different independent variables on the dependent variable (Pallant, 2011, pp. 161-162). The analysis is used

in this study to calculate if one or more independent variables have a significant relationship with a dependent variable and to determine the extent to which an independent variable predicts the dependent variable (Pallant, 2011, pp. 148-149; Sarstedt & Mooi, 2011, p. 210). Lastly, an ANOVA was used to examine the mean differences between two or more groups (Sarstedt & Mooi, 2011, pp. 153-154) to test for the influence of gender and income on the attitudes and intentions.

3.11 RELIABILITY & VALIDITY

Reliability refers to the stability and consistency of the measurement of a phenomenon and a scale is said to be reliable if it can repeat measurements under the same conditions and provide the same result (Taherdoost, 2016, p. 33). Validity refers to the extent to which a scale measures what it is supposed to measure (Kothari, 2004, p. 73; Pallant, 2011, p. 7; Sarstedt & Mooi, 2011, p. 35). Both reliability and validity influence the quality of the data obtained (Pallant, 2011, p. 6).

Reliability refers to the degree from which a scale is free from random error, and two commonly used indicators of reliability are test-retest reliability and internal consistency (Pallant, 2011, p. 6). This study ensures the reliability of scales by using the Cronbach's alpha to measure the internal consistency of all multiple Likert items that form this study's scales (Albarq, 2014, p. 18; Ayeh et al., 2013, p. 30; Filieri & McLeay, 2013, p. 50; Jalilvand, Ebrahimi, & Samiei, 2013, pp. 488-489; Sussman & Siegal, 2003, p. 22; Wang & Chang, 2013, p. 341). The alpha coefficient (α) varies from 0 (no internal reliability) to 1.0 (perfect internal reliability), with a higher desired value, usually being over 0.7 (Pallant, 2011, p. 6; Sarstedt & Mooi, 2011, p. 280). The Cronbach's coefficient alphas for the constructs in the study are presented in the following chapter.

There are three main types of validity – content validity, criterion-related validity and construct validity (Kothari, 2004, p. 74; Pallant, 2011, p. 7). Content validity describes the extent to which the items in an instrument are representative of the entire domain to which the instrument will be generalised (Straub, Boudreau et al., 2004, cited in Taherdoost, 2016, p. 30). Criterion-related validity refers to the extent that a measure is related to an outcome (Taherdoost, 2016, p. 32).

Construct validity is a general term relating to how a variable is defined conceptually by its suggested measure in theory, and simply investigates the related and unrelated relationships between the constructs which are referred to as convergent (related) and divergent (unrelated) validity (Kothari, 2004, p. 74). The validity of the scales in this study were established through convergent and discriminant validity (Albarq, 2014, p. 18; Ayeh et al., 2013, p. 14; Chang & Chen, 2014, p. 3; Cheung et al., 2008, pp. 239-240; Filieri & McLeay, 2013, p. 50; Park & Lessig, 1977, p. 109). Convergent validity measures the extent to which constructs that are theoretically related to each other, are related to each other (Pallant, 2011, p. 7) and was measured in this study by average variance extracted (AVE) for each item in a scale and its composite score (Hajli, 2014, p. 397). The critical value for AVE should be higher than 0.50 which would indicate that the convergent validity of the construct is adequate (Fornell & Larcker, 1981, p. 46; Hajli, 2014, p. 397). Discriminant validity is the extent to which a construct's measure is not a reflection of other constructs (Hajli, 2014, p. 397; Sarstedt & Mooi, 2011, p. 37). To satisfy the requirement of the discriminant validity, the correlation between the construct and the other correlations must be equal or higher than the square root of the construct's AVE (Chang & Chen, 2014, p. 10; Cheung et al., 2008, p. 240). The validity measures calculated for this study are reported in the following chapter.

3.12 ETHICAL CLEARANCE

The University Research Ethics Policy holds researchers to the highest standards of honesty and integrity, and any form of academic dishonesty, such as falsification of data, plagiarism, confidentiality, and anonymity and respect for individual information would be treated as a serious offence. 5.5 of the policy, no plagiarism, confidentiality, anonymity and respect for indiv info 3.3.6, data storage 3.3.5. This study adhered to the UKZN Research Ethics Requirements. application for ethical clearance was obtained before collecting data (See Appendix D). As required by the university Ethics Policy, respondents were assured that their participation in the survey was voluntary, that they could withdraw at any time, and that confidentiality would be strictly maintained. Participant consent was obtained before using their questionnaire data (See Appendix A). A Declaration by the researcher was included to ensure the researcher had not

falsified any information and has referenced sources of information incorrectly. In addition to this, a Turnitin report was submitted to confirm no plagiarism by the researcher was done. In terms of data storage, the researcher has retained the original electronic data adequately and data sets have been kept confidential before publication.

3.13 CONCLUSION

This chapter described the quantitative and positivist approach that the researcher applied in this study. This is followed by a detailed description of the online questionnaire tool employed and the scales used within it to measure each construct. In addition to this, the data collected was analysed using IBM SPSS software, and the testing for reliability and validity of the scales used was discussed. The results of this study are presented in the next chapter.

CHAPTER 4: FINDINGS

4.1 INTRODUCTION

Chapter Four provides a presentation of the main findings of the research. Data were analysed to identify and describe each of the variables in the study, namely Source Credibility, Tie Strength, Informational Quality, Consumer Susceptibility to Interpersonal Influence (CSII) as the independent variables; and attitude and intention as the dependent variables. The relationships between each of the dependent and the independent variables are then explored and discussed in relation to the conceptual framework designed for this study. 164 questionnaires were submitted altogether however, the data from only 163 questionnaires was used. The low response rate is usual for online surveys even though reasons for this are unknown (Evans & Mathur, 2005, p. 202). While this is a limitation of this study, it is believed that the sample size is adequate to provide valuable insight on the impact of the Instagram account on consumer responses because about 15 respondents per predictor are needed for a reliable equation (Stevens, 1996 cited in Pallant, 2011, p. 150).

The data gathered is presented in different sections. The first section describes the sample profile, followed by a presentation of the validity and reliability data. This is followed by the presentation of the sample profile's social media usage. Thereafter the univariate analyses of Source Credibility, Tie Strength, Informational Quality, CSII, attitude, and intention data are presented, and the frequencies, percentages, means and standard deviations are discussed for each variable. The next section comprises a presentation and discussion of the multiple regression analyses of each variable in the conceptual model. Six standard linear regression analyses were run. The first two regression analyses were run with the two dependent variables (attitude and intention) on the four composite independent variables, i.e., Source Credibility, Tie Strength, Informational Quality, and CSII. The second two regression analyses were run with the two dependent variables but included the two dimensions of Source Credibility, i.e. Source Expertise and Source Trustworthiness; along with the other three composite independent variables of Tie Strength, Informational Quality and CSII. This was done because the PCA conducted as part of the data quality tests revealed the two

dimensions of SC as two separate factors and were therefore treated separately. The last two regression analyses were run with the two dependent variables but this time with the dimensions from two independent variables, i.e. Source Expertise and Source Trustworthiness which make up Source Credibility; Relevance, Timeliness, Accuracy and Comprehensiveness which make up Informational Quality; along with the two composite independent variables of Tie Strength and CSII. The literature highlighted the different dimensions of the Informational Quality variable, and therefore the researcher wanted to check if they had differential effects. Further explanation is provided below. Finally, a presentation and discussion of the ANOVAs are used to determine whether there are any statistically significant differences between the gender and income demographic groups, in terms of their attitudes towards and intentions to purchase South Korean food.

4.2 SAMPLE PROFILE

The demographic information collected from respondents comprised their gender, country of origin, race group, education level, occupation, and gross annual income. The main objective of the descriptive analysis of this data is to understand the profile of the respondent. A detailed overview of the demographic profile is presented in Table 2 below.

Table 2: Demographic profile of respondents

Demographics	Frequency (Percentage)													
Gender	Male	Female												
	91 (55.8)	72 (44.2)												
Country of origin	South Africa	USA	UK	Netherlands	South Korea	Ireland	Northern Ireland	Brazil	Italy	Bahrain	Germany	Saudi Arabia	Namibia	
	136 (83.4)	6 (3.7)	5 (3.1)	2 (1.2)	5 (3.1)	2 (1.2)	1 (0.6)	1 (0.6)	1 (0.6)	1 (0.6)	1 (0.6)	1 (0.6)	1 (0.6)	
Race group	Caucasian	Black	Indian	Asian	Mixed	Other								
	17 (10.4)	4 (2.5)	112 (68.7)	11 (6.7)	7 (4.3)	12 (7.4)								
Education	No schooling	Technical diploma	Diploma	Bachelor's Degree	Honours Degree	Master's Degree	Doctorate degree							
	5 (3.1)	9 (5.5)	33 (20.2)	71 (43.6)	37 (22.7)	7 (4.3)	1 (0.6)							
Occupation	Student	Currently employed	Self-employed	Unemployed	Retired									
	9 (5.5)	127 (77.9)	19 (11.7)	7 (4.3)	1 (0.6)									
Income (per annum)	\$0 - \$10 000	\$10 000 - \$20 000	\$20 000 - \$30 000	\$30 000 - \$40 000	\$40 000 - \$50 000	\$50 000 - \$60 000	Above \$60 000							
	36 (22.1)	29 (17.8)	47 (28.8)	16 (9.8)	11 (6.7)	13 (8.0)	11 (6.7)							

Based on the 163 usable questionnaires for this study, male respondents slightly outnumbered female respondents, accounting for 55.8% against 44.2%, respectively. When the respondents were asked to indicate their country of origin, 83.4% of the respondents selected South Africa leaving the remaining 16.6% of respondents representing 12 other countries – 3.7% from the USA and 3.1% from the UK. Most of the respondents were South African and this could be based on two main reasons: the Instagram account holder is South African and had attained followers from a previous account; Instagram suggests friends or accounts if they are shared by mutual friends, phone contacts and linked social media accounts amongst others (Middleton, 2019, pp. 5-9). From the racial groups, the Indian race group represented the highest percentage (68.7%) and follows the reasoning that the Instagram account holder's previous Instagram account had a large South African Indian race group following, thereby bringing many of those followers to the new Instagram account used for this study. This reveals a skewed sample as it is not truly reflective of a South African sample. In terms of education, 96% of respondents have a tertiary qualification indicating a highly educated sample overall. In this sample, 89.6% of respondents are working (employed or self-employed) with 53.3% earning above \$20 000 US per annum.

This demographic data indicates that the sample is not well represented internationally, but rather represents a profile of the educated and employed South African Indian racial group earning an annual gross income of \$20 000 - \$30 000 US.

4.3 VALIDITY AND RELIABILITY

The 38 items from the four factors used in this study were subjected to a principal component analysis (PCA) using SPSS version 26. Prior to performing PCA, the suitability of the data was assessed using a correlation matrix which revealed numerous coefficients of .3 and above, making factor analysis appropriate (Tabachnick & Fidell, 2007 cited in Pallant, 2011, p. 183). The Kaiser-Meyer-Olkin value was .9, exceeding the recommended value of .6 (Tabachnick & Fidell, 2007 cited in Pallant, 2011, p. 183) and the Bartlett Test of Sphericity reached statistical significance with $p < .05$ (Tabachnick & Fidell, 2007 cited in Pallant, 2011, p. 183), supporting the factorability

of the correlation matrix. The means, standard deviations, and correlation values are shown in Table 3.

Table 3: Means, standard deviations, and correlations of the constructs

Construct	Mean	Std. Dev	Correlation values					
			SC	TS	IQ	CSII	ATT	INT
Source Credibility (SC)	6.380	0.721						
Tie Strength (TS)	3.979	1.514	0.405					
Informational Quality (IQ)	5.398	1.565	0.316	0.119				
Consumer Susceptibility to Interpersonal Influence (CSII)	5.071	1.343	0.223	0.343	0.104			
Attitude (ATT)	6.070	0.946	0.602	0.336	0.255	0.348		
Intention (INT)	5.012	1.474	0.188	0.077	0.733	0.124	0.311	

p < 0.05, p < 0.01

According to the results in Table 3, the construct of Source Credibility has the highest mean ($m = 6.38$) (std. dev. = 0.72) on a scale from one to seven, indicating respondents rated the Instagram account holder as having strong credibility. Tie Strength had the lowest mean ($m = 3.99$) (std. dev = 1.51) but this still indicates positive or favourable Tie Strength.

For the independent variables, a PCA revealed a five-factor solution explaining 79.8% of the variance, with the two dimensions of Source Credibility represented by different factors. An inspection of the Scree plot (see Appendix E) revealed a break after the fifth component confirming a five-factor solution (Catell, 1966, cited in Pallant, 2011, p. 183). The rotated solution revealed the presence of a simple structure with all components showing several strong loadings and all variables loading substantially on their respective scale (see Appendix F). Although other studies found factors for the subcategories of Informational Quality (relevance, accuracy, timeliness, comprehensiveness), the PCA conducted in this study did not reveal separate factors.

To determine reliability, Cronbach’s alpha was used to measure the internal consistency of the multiple items that form the Likert scales (Pallant, 2011, p. 6). Convergent validity was measured by the constructs’ average variance extracted (AVE) (Hajli, 2014, p. 397) and discriminant validity was measured by examining the square root of the constructs’ AVE in relation to the correlation between the construct and other constructs (Chang & Chen, 2014, p. 10). The results of the PCA,

Cronbach's alpha, AVE and square root of AVEs are presented in Table 4 and 5 below which indicate the reliability and validity of the constructs.

Table 4: The independent items' loadings (λ) and the constructs' Cronbach's α coefficients and AVEs

Construct	Item	λ	Cronbach's α	AVE	Square root of AVE
Source Trustworthiness	SCT1	0.800	0.925	0.645	0.803
	SCT2	0.759			
	SCT3	0.829			
	SCT4	0.881			
	SCT5	0.850			
Source Expertise	SCE1	0.807	0.922		
	SCE2	0.820			
	SCE3	0.766			
	SCE4	0.799			
	SCE5	0.709			
Tie Strength	TS1	0.810	0.841	0.565	0.752
	TS2	0.715			
	TS3	0.698			
	TS4	0.824			
	TS5	0.703			
Relevance	IQR1	0.944	0.991	0.884	0.940
	IQR2	0.951			
	IQR3	0.952			
	Timeliness	IQT1			
IQT2		0.948			
IQT3		0.927			
Accuracy	IQA1	0.964			
	IQA2	0.961			
	IQA3	0.962			
Comprehensiveness	IQC1	0.910			
	IQC2	0.947			
	IQC3	0.874			
	IQC4	0.935			
Consumer Susceptibility to Interpersonal Influence	CSII1	0.820	0.849	0.659	0.812
	CSII2	0.811			
	CSII3	0.760			
	CSII4	0.853			

Table 4 reflects the Cronbach alphas for each independent construct. In Table 4, the Cronbach alpha for Source Trustworthiness is .93; Source Expertise .92; Tie Strength .84; Informational Quality .99; and CSII .85. The Cronbach alphas shown in Table 4 are greater than .7, indicating a high internal reliability (Pallant, 2011, p. 6; Sarstedt & Mooi, 2011, p. 280).

Table 5: The dependent items' loadings (λ) and the constructs' Cronbach's α coefficients and AVEs

Construct	Item	λ	Cronbach's α	AVE	Square root of AVE
Attitude	ATT1	0.918	0.864	0.775	0.880
	ATT2	0.911			
	ATT3	0.807			
Intention	INT1	0.890	0.913	0.831	0.912
	INT2	0.933			
	INT3	0.912			

The PCA conducted on the dependent variables revealed a two-factor solution explaining 82.7% of the variance. Table 5 reflects the factor loadings and the Cronbach's alphas for the dependent variables. The Cronbach's alpha for attitude is .86 and intention .83 which are both above .7 and thus deemed reliable measures (Pallant, 2011, p. 6; Sarstedt & Mooi, 2011, p. 280).

This study applies the Fornell and Larcker (1981, p. 45) measure of AVE to assess the convergent and discriminant validity of the measurement instrument as did many other studies relevant to this research (Albarq, 2014, p. 18; Ayeh et al., 2013, p. 14; Chang & Chen, 2014, p. 3; Cheung et al., 2008, pp. 239-240; Filieri & McLeay, 2013, p. 50; Park & Lessig, 1977, p. 109). Convergent validity results are presented in Tables 4 and 5, revealing the AVEs of all the constructs as 0.645, 0.565, 0.884, 0.659, 0.775, and 0.831, which are all above 0.5, indicating acceptable convergent validity (Fornell & Larcker, 1981, p. 46; Hajli, 2014, p. 397).

In order to assess the discriminant validity, the square root of a construct's AVE must be greater than the correlations between the construct and the other constructs in the model (Chang & Chen, 2014, p. 1762). Discriminant validity of the measures is achieved as all the square roots of the constructs' AVEs are greater than the construct correlations, as can be seen in Tables 3, 4 and 5. For example, Tie Strength and Informational Quality have a correlation on 0.119 (Table 3) while the square roots of the AVEs are 0.752 and 0.940 respectively (Table 4). Therefore, the discriminant validity of the measurement is acceptable (Chang & Chen, 2014, p. 1762; Cheung et al., 2008, p. 240).

According to the above results, the reliability and validity of the measures in this study are adequate.

4.4 SOCIAL MEDIA USAGE

Respondents were asked to check the appropriate boxes of a list of social media platforms they use. A summary of their social media usage results is presented below.

Table 6: Summary of social media usage

Social Media Usage	Frequency (Percentage)	
	No	Yes
Question Item	No	Yes
Do you use Instagram?	1 (6)	162 (94)
Do you use Facebook?	31 (19)	132 (81)
Do you use Twitter?	122 (74.8)	41 (25.2)
Do you use Youtube?	31 (19)	132 (81)
Do you use Snapchat?	129 (79.1)	34 (20.9)
Do you use LinkedIn?	76 (46.6)	87 (53.4)
Do you use Pinterest?	104 (63.8)	59 (36.2)
Do you use Google Plus?	127 (77.9)	36 (22.1)
Do you use other social platforms?	157 (96.3)	Reddit
		3 (1.8)
		Telegram
		2 (1.2)
		Whatsapp
		1 (0.6)

In terms of social media usage, most respondents use Instagram (94%), followed by YouTube (81%) and Facebook (81%), LinkedIn (53.4%), Pinterest (36.2%), Twitter (25.2%), Google Plus (22.1%), and Snapchat (20.9%). For other social media such as Reddit, Telegram and WhatsApp, the responses were low. Instagram, YouTube, and Facebook are highly visual social media platforms and include UGC in the form of text, images and video (Highfield & Leaver, 2016, p. 48). These platforms, including LinkedIn, which were selected by more than 50% of the

respondents, are significant opinion-sharing platforms and through eWOM can affect consumer behaviour (Chu & Kim, 2011, pp. 64-65).

The study is based on the social media platform of Instagram. Each respondent must have had an Instagram account and have been using Instagram in order to gain access to the questionnaire which was sent to each person who followed the @shaynanigans_sk Instagram account. Respondents were asked to check the most appropriate box that described their Instagram usage. The results for this question are presented in Table 7 below.

Table 7: Summary of regularity of Instagram usage

Instagram Usage	Frequency (Percentage)	
	No	Yes
Question Item	No	Yes
Once a day	138 (84.7)	25 (15.3)
Several times a day	36 (22.1)	127 (77.9)
Several times a week	154 (94.5)	9 (5.5)
Several times a month	161 (98.8)	1 (0.6)
None of the above	0 (0)	0 (0)

The majority of the respondents accessed Instagram more than once a day and therefore were actively able to view the content posted on the @shaynanigans_sk Instagram account.

Further to the Instagram regularity usage question, respondents were asked to tick the appropriate boxes relating to the reasons they use Instagram. The results are presented in the table that follows.

Table 8: Summary of Instagram usage motives

Instagram Usage	Frequency (Percentage)	
	No	Yes
Question Item	No	Yes
It's visually appealing	52 (31.9)	111 (68.1)
I meet new people	144 (88.3)	19 (11.7)
I find interesting content	47 (28.8)	116 (71.2)
I use it to pass time	87 (53.4)	76 (46.6)
I love uploading my content	132 (81)	31 (19)
Other	162 (99.4)	1 (0.6)

It can be seen from Table 8 above that overall, respondents predominantly use Instagram to find interesting content (71.2%) and because it is visually appealing (68.1%). Instagram has a broad range of content, but one category that consumers find most credible, useful and unbiased is that of user-generated content (UGC) (Bahtar & Muda, 2016, p. 338). Food images are one of the most common types of UGC photographed and shared on Instagram (Manovich, 2016, p. 31) and like other types of UGC, have the ability to influence consumption decisions (Bahtar & Muda, 2016, p. 338). In addition to this, consumers find appetising images of food increasingly enjoyable and the improving resolution, quality, colour, and overall visual aesthetic of food images can have an impact on consumption behaviour (Spence, Okajima, Cheok, Petit, & Michel, 2016, p. 55). The remaining question items received more negative than positive responses suggesting that respondents generally don't use Instagram to upload content, to meet people, or to pass time. Not many respondents (19%) indicated that they enjoy uploading their own content which suggests that they look at the content of others, making the potential influence of content on other followers, significant.

Based on the social media usage results provided in Tables 6, 7 and 8 above, the respondents accessed highly visual social media platforms several times a day mostly to find interesting content. These results are significant as this study focuses on and assesses user-generated food content on Instagram.

4.5 SOURCE CREDIBILITY

To understand how credible respondents thought the Instagram account holder of the @shaynanigans_sk Instagram account was (the source), the respondents were asked to indicate their perceptions on a scale of one to seven on different question items. These items belong to two different dimensions that make up Source Credibility, Trustworthiness and Expertise. On a scale of one to seven, one indicates a very negative response and seven, a very positive response. The descriptive data containing percentages, means and standard deviations is presented in Table 9 below.

Table 9: Summary of Source Credibility descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	1	2	3	4	5	6	7		
Source Trustworthiness									
Is the Instagram account holder dependable?	0	1.2	0	3.7	11.7	15.3	68.1	6.45	0.924
Is the Instagram account holder honest?	0	0	0	1.8	5.5	9.8	82.8	6.74	0.646
Is the Instagram account holder reliable?	0	0	0	4.3	5.5	19	71.2	6.57	0.785
Is the Instagram account holder sincere?	0	0	0	4.3	6.7	12.3	76.7	6.61	0.796
Is the Instagram account holder trustworthy?	0	0	0	4.9	6.1	13.5	75.5	6.60	0.814
Source Expertise									
Is the Instagram account holder an expert?	0	0.6	1.8	17.2	21.5	21.5	37.4	5.74	1.216
Is the Instagram account holder experienced?	0	0	1.2	6.1	19	23.9	49.7	6.15	1.014
Is the Instagram account holder knowledgeable?	0	0	0.6	4.9	15.3	22.1	57.1	6.30	0.944
Is the Instagram account holder qualified?	0	0	0	9.8	12.3	20.9	57.1	6.25	1.014
Is the Instagram account holder skilled?	0	0	0	5.5	11.7	20.2	62.6	6.40	0.900

The Instagram source was perceived to be very trustworthy across all question items with all mean scores above six on a seven-point scale. The low standard deviations (all below 1) indicate a large amount of agreement amongst respondents. While mean scores for the Expertise items were

slightly lower, they can all be considered high (above 5.5). Thus, overall the sample perceived the source to be credible.

As the dimensions of Trustworthiness and Expertise are considered reliable and valid, composite variable scores were calculated for each. The composite variable scores were calculated in SPSS by using the ‘compute variable’ function to combine all five items in each measure to make two separate variables. The descriptive statistics for the Source Credibility composite variables are presented in table 10 below.

Table 10: Summary of Source Credibility composite variable descriptive statistics

Construct	Mean	Std. Dev.
SC Trustworthiness	6.594	0.700
SC Expertise	6.167	0.893
SC Composite	6.380	0.721

Table 10 shows the means and standard deviations for the composite scores of Source Credibility. The mean score for Source Credibility / Trustworthiness is 6.59 which is higher than the mean score for Source Credibility / Expertise. Although these are both relatively high scores, it indicates that the respondents found the source to be more trustworthy than an expert. The mean score 6.38 of the overall Source Credibility construct reveals a more positive response toward the source as credible. The standard deviations below 1 indicate a fair amount of consistency in the respondent scores.

4.6 TIE STRENGTH

Respondents’ were asked to rate five items about their relationship with the source on a seven-point semantic differential scale where one indicates a very negative response and seven indicates a very positive response. Descriptive statistical analysis was used and the frequencies, means and standard deviations of each item of the Tie Strength data is presented in Table 11 below.

Table 11: Summary of Tie Strength descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	1	2	3	4	5	6	7		
How strong is your relationship with the Instagram account holder?	12.3	6.1	10.4	29.4	27	5.5	9.2	4.06	1.669
How would you feel about asking this person to loan you \$100 or more?	52.1	6.1	11	11	7.4	5.5	6.7	2.59	1.996
How helpful would this person be if you were looking for a job?	4.3	2.5	6.1	21.5	15.3	19	31.3	5.23	1.665
How upset would you be if this person unfriended you?	22.7	8	3.1	22.7	17.2	6.1	20.2	4.03	2.159
If you left Instagram for a different site, how important would it be to bring this friend along?	18.4	7.4	6.1	16	22.7	9.8	19.6	4.25	2.089

According to the results in Table 11, most of the respondents 65.65% (31.29 + 19.02 + 15.34) found the account holder to be helpful (m = 5.23) but it should be noted that on 3 of the 6 Tie Strength factors the mean score was close to 4 indicating a fairly neutral response. Overall the respondents did not feel a strong enough Tie Strength to ask for a loan of \$100 or more.

Relatively high standard deviations also indicate that some respondents felt high Tie Strength while others had very limited Tie Strength.

4.7 INFORMATIONAL QUALITY

In this section of the questionnaire, respondents rated 13 statements on a seven-point Likert scale ranging from ‘strongly disagree’ (1), to ‘strongly agree’ (7). Descriptive statistical analysis was performed to identify frequencies, means and standard deviations of each item of the Informational Quality data to understand how respondents felt about the relevance, accuracy, timeliness and comprehensiveness of the food content on the @shaynanigans_sk Instagram account, and are presented in Table 12 below.

Table 12: Summary of Informational Quality descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	Strongly disagree	Disagree	More or less disagree	Undecided	More or less agree	Agree	Strongly agree		
The content on the Instagram account feed is relevant.	5.5	1.2	10.4	4.3	10.4	47.2	20.9	5.38	1.622
The content on the Instagram account feed is appropriate.	5.5	1.2	9.2	3.1	8.0	42.3	30.7	5.56	1.656
The content on the Instagram account feed is applicable.	5.5	1.2	9.8	4.3	12.3	45.4	21.5	5.39	1.615
The content on the Instagram account feed is current.	4.3	0.6	11.7	1.2	5.5	38.7	38.0	5.71	1.624
The content on the Instagram account feed is timely.	6.1	0.6	10.4	2.5	10.4	41.1	28.8	5.49	1.679
The content on the Instagram account feed is up-to-date.	4.9	1.8	10.4	3.1	9.8	35.0	35.0	5.56	1.689
The content on the Instagram account feed is accurate.	5.5	1.8	8.6	3.7	12.3	38.0	30.1	5.50	1.668
The content on the Instagram account feed is correct.	5.5	1.8	8.6	6.7	9.8	38.0	29.4	5.45	1.682
The content on the Instagram account feed is reliable.	5.5	1.8	9.2	4.3	9.2	38.7	31.3	5.51	1.690
The content on the Instagram account feed completes needs.	3.7	2.5	12.9	9.8	19.0	34.4	17.8	5.12	1.574
The content on the Instagram account feed includes necessary values.	4.9	1.2	10.4	9.2	16.6	36.2	21.5	5.26	1.605
The content on the Instagram account feed covers your needs.	4.9	4.3	12.3	11.7	20.2	29.4	17.2	4.95	1.666
The content on the Instagram account feed has sufficient breadth and depth.	4.3	2.5	11.0	8.6	14.1	34.4	25.2	5.29	1.648

Table 12 shows that the majority of the respondents (76.7%) agreed that content on the Instagram account was current and the low standard deviation (std. dev. = 1.62) indicates that the values are close to the mean (m = 5.71). The items to receive the second highest mean was content appropriateness (73%) (m = 5.56) and up-to-date content (70%) (m = 5.56). The items ‘current’ and ‘up-to-date’ fall under the dimension of ‘timeliness’, and the item ‘appropriate’ falls under the dimension of ‘relevance’. These results reveal that respondents found the content posted on the Instagram account was timeous and relevant to them.

The results for most of the questions shared similar positive responses with means above 5 and standard deviations between 1.57 and 1.68 indicating the scale items selected ranged between ‘more or less agree’ and ‘strongly agree’ in terms of the quality of the information provided on the Instagram account.

4.8 CONSUMER SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE (CSII)

To investigate the susceptibility of influence of the respondents, they rated four statements on a seven-point Likert scale ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (7). Descriptive statistical analysis was used to identify frequencies, means and standard deviations of each item of the CSII which are presented in Table 13 below.

Table 13: Summary of CSII descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	1	2	3	4	5	6	7		
I often consult other people to help choose the best alternative available from a product class.	4.9	6.1	5.5	19.0	25.8	19.0	19.6	4.90	1.653
To make sure I buy the right product or brand, I often observe what others are buying and using.	8.0	4.9	8.6	19.6	25.2	16.6	17.2	4.67	1.739
If I have little experience with a product, I often ask my friends about the product.	1.8	4.3	3.7	10.4	21.5	24.5	33.7	5.54	1.500
I frequently gather information from friends and family about a product before I buy.	1.8	6.7	3.7	20.2	21.5	20.2	25.8	5.17	1.572

The statement to receive the highest number of positive responses (58.2%) (m = 5.54) with the lowest standard deviation of 1.5 was ‘I often ask my friends about what they are buying’. This reveals that these respondents are proactive in searching for information before making a purchase and further suggests that respondents usually trust the opinions, advice and expertise from their friends. In addition to this, the data found that many respondents (46%) answered positively to

‘gathering information before buying’ ($m = 5.17$) ($std. dev = 1.57$). The positive responses to this question suggest that gathering data is a very important step in making a purchase decision.

These results indicate that the sample places more importance on asking friends about their purchases to gain first-hand knowledge of their experience as compared to the low result obtained for ‘consulting others’ before buying. The relationships between ‘others’ and ‘friends’ are different in this regard. Respondents also find gathering information before a purchase very important rather than observing what others purchase and blindly making a purchase too. This suggests they are looking for others who have knowledge or experience about a product or service. Overall, the results indicate a moderate but positive level of consumer susceptibility of interpersonal influence.

4.9 ATTITUDE

To understand the respondents’ attitude towards the Instagram account on South Korean food used in this study, respondents were asked to rate three statements on a 7-point semantic differential scale ranging from a negative response (1) to a positive response (7). The differentials included bad to very good, unpleasant to very pleasant, and worthless to very valuable. Frequencies, means and standard deviations were identified through descriptive statistical analysis. The results are presented in Table 14 below.

Table 14: Summary of attitude descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	1	2	3	4	5	6	7		
Attitude									
My attitude towards the Instagram account feed is bad.	0	0	0.6	9.8	14.7	23.9	50.9	6.15	1.044
My attitude towards the Instagram account feed is unpleasant.	0	0	0	8.6	14.1	24.5	52.8	6.21	0.986
My attitude toward the Instagram account feed is worthless.	0.6	0	0.6	12.3	26.4	19.6	40.5	5.85	1.163

All aspects of the attitude scale were positive with attitude towards the South Korean food content on Instagram being pleasant (m = 6.21) (std. dev = 0.99), good (m = 6.15) (std. dev = 1.04) and valuable (m = 5.85) (std. dev. = 1.16). These results suggest an overall positive attitude towards South Korean food content on the @shaynanigans_sk Instagram account.

4.10 INTENTION TO PURCHASE

To understand respondents' intentions to purchase South Korean food, respondents had to rate three items on a seven-point Likert scale. The scale ranged 'strongly disagree' (1), to 'strongly agree' (7). The descriptive statistics included frequencies, means and standard deviations of each item, and are presented in Table 15 below.

Table 15: Summary of intention to purchase descriptive statistics

Question items	Scale items (%)							Mean	Std. Dev.
	1	2	3	4	5	6	7		
I would buy this type of cuisine rather than any other cuisines available.	1.2	9.8	15.3	13.5	27.0	19.0	14.1	4.69	1.581
I am willing to recommend others to buy this type of food.	2.5	4.9	12.9	11.7	18.4	31.3	18.4	5.06	1.590
I intend to purchase this type of food in the future.	2.5	5.5	10.4	6.7	16.0	35.0	23.9	5.29	1.617

All aspects of the intention scale revealed a moderate response with respondents intending to purchase South Korean food (58.9%) (m = 5.29), willing to recommend South Korean food (49.7%) (m = 5.06) and buying South Korean food over other types of cuisine (33.1%) (m = 4.69). These results suggest that most respondents are willing to purchase South Korean food based on the content on the @shaynanigans_sk Instagram account.

4.11 RESULTS OF THE HYPOTHESES

The survey was designed to explore the factors that affect respondents' attitudes towards and intentions to purchase South Korean food. There are four independent variables and two dependent variables. With several variables, two of which include multiple dimensions, a multiple regression analysis was used. The impact of Source Credibility (Source Trustworthiness and Source Expertise), Tie Strength, Informational Quality (Relevance, Timeliness, Accuracy and Comprehensiveness) and CSII (independent variables) on a consumer's attitude and intention (dependent variables) towards and to purchase South Korean food was explored. The hypotheses are presented in Table 16 below.

Table 16: Summary of hypotheses

Factors	Hypotheses		Objective
Source Credibility	H _{1a}	There is a positive relationship between Source Credibility and consumers' attitudes towards South Korean food.	Objective 3: The effect Source Credibility (an influencer variable) has on Instagram followers' attitudes and intentions.
	H _{1b}	There is a positive relationship between Source Credibility and consumers' intentions to purchase South Korean food.	
Tie Strength	H _{2a}	There is a positive relationship between Tie Strength and consumers' attitudes towards South Korean food.	Objective 4: The effect Tie Strength (a relationship variable) has on Instagram followers' attitudes and intentions.
	H _{2b}	There is a positive relationship between Tie Strength and consumers' intentions to purchase South Korean food.	
Information quality	H _{3a}	There is a positive relationship between Informational Quality and consumers' attitudes towards South Korean food.	Objective 5: The effect Informational Quality (a message variable) has on Instagram followers' attitudes and intentions.
	H _{3b}	There is a positive relationship between Informational Quality and consumers' intentions to purchase South Korean food.	
CSII	H _{4a}	There is a positive relationship between CSII and consumers' attitudes towards South Korean food.	Objective 6: The effect Consumer Susceptibility to Interpersonal Influence (a follower variable) has on Instagram followers' attitudes and intentions.
	H _{4b}	There is a positive relationship between CSII and consumers' intentions to purchase South Korean food.	
Demographics	H _{5a}	There is a relationship between gender and income and consumers' attitudes towards South Korean food.	Objective 7: The effect Instagram followers' demographics (gender and income) have on their attitudes and intentions.
	H _{5b}	There is a relationship between gender and income and consumers' intentions to purchase South Korean food.	

The multiple regression analysis data is presented in six models to include the two dependent variables and the full composite variables as well as the dimensions from two of the independent variables, Source Credibility and Informational Quality. The Source Credibility dimensions were used as the data loaded onto two factors separately in this study. The Informational Quality subscales were used as some of the dimensions were found to have different effects in other eWOM studies (Cheung et al., 2008, pp. 242-243; Fanoberova & Kuczkowska, 2016, pp. 79-80; Rabjohn, Cheung, & Lee, 2008, pp. 6-7). Correlation and multiple regression analyses were conducted to examine the relationship between attitude and various potential predictors.

The regression analysis results of the independent composite variables, Source Credibility, Tie Strength, Informational Quality and CSII, on the attitude dependent variable are presented in Table 17 below.

Table 17: Summary of regression results of Model 1

Summary of Multiple Regression results of Model 1					
Model	R	R Square	Adjusted R Square	F change	Sig.
1	.645a	0.416	0.401	28.136	0.000
a Predictors: (Constant), CSII_CompositeScore, IQ_CompositeScore, TS_CompositeScore, SC_CompositeScore					
b Dependent Variable: ATT_CompositeScore					

Multiple Regression results of Model 1						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.671	0.533		1.26	0.209
	SC_CompositeScore	0.677	0.092	0.516	7.39	0
	TS_CompositeScore	0.03	0.043	0.048	0.688	0.493
	IQ_CompositeScore	0.039	0.039	0.064	1.003	0.317
	CSII_CompositeScore	0.148	0.046	0.21	3.221	0.002
a Dependent Variable: ATT CompositeScore						

<p>Key: SC = Source Credibility TS = Tie Strength IQ = Informational Quality CSII = Consumer Susceptibility to Interpersonal Influence ATT = Attitude</p>
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Multiple regression was used to assess the ability of the four variables (Source Credibility, Tie Strength, Informational Quality, Consumer Susceptibility to Informational Influence) to predict ATT (attitude). The four variables explained 40.1% of the variance in attitude. The results provide a significant Adjusted R^2 of 40.1% ($F = 28.14$; $p < 0.01$). Only two of the independent variables were statistically significant with Source Credibility (std B = 0.52, $t = 7.39$, $p < 0.01$) recording a higher beta value than CSII (std B = 0.21, $t = 3.22$, $p < 0.01$) influencing attitude towards South Korean food. No support for influence of Tie Strength (std B = 0.048, $t = 0.69$, $p < 0.01$) and Informational Quality (std B = 0.064, $t = 1$, $p > 0.01$) was recorded. From these results, although all four variables significantly explain 40.1% of attitude, only Source Credibility and CSII are strong predictors of attitude.

The next regression model measured the influence of the independent composite variables on intention as the second dependent variable in this study. The results are presented in Table 18 below.

Table 18: Summary of regression results of Model 2

Summary of Multiple Regression results of Model 2					
Model	R	R Square	Adjusted R Square	F change	Sig
2	.737a	0.543	0.531	46.909	0.000
a Predictors: (Constant), CSII_CompositeScore, IQ_CompositeScore, TS_CompositeScore, SC_CompositeScore					
b Dependent Variable: INT_CompositeScore					

Multiple Regression results of Model 2						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	1.667	0.734		2.27	0.025
	SC_CompositeScore	-0.119	0.126	-0.058	-0.939	0.349
	TS_CompositeScore	-0.01	0.06	-0.01	-0.162	0.871
	IQ_CompositeScore	0.702	0.053	0.746	13.146	0
	CSII_CompositeScore	0.069	0.063	0.063	1.09	0.277
a Dependent Variable: INT_CompositeScore						

<p>Key: SC = Source Credibility TS = Tie Strength IQ = Informational Quality CSII = Consumer Susceptibility to Interpersonal Influence INT = Intention</p>

Here multiple regression was used to assess the ability of the four variables (Source Credibility, Tie Strength, Informational Quality, Consumer Susceptibility to Informational Influence) to predict INT (intention). The four variables explained 53.1% of the variance in intention. A respectable adjusted R² of 53.1% is provided in the results presented in Table 18 above (F = 46.9; p < .01). The results show that all four variables significantly explain 53.1% of intention, however individually, three variables of Tie Strength, Source Credibility and CSII did not significantly predict intention to purchase. The analysis revealed Informational Quality as the only variable with the strongest unique contribution to intention when the variance explained by all other variables in the model is controlled for (std B = 0.746, t = 13.146, p < 0.01). This suggests that the quality of

information provided in the images and text found in the @shaynanigans_sk Instagram account, significantly affects the intention to purchase South Korean food.

Based on the factor analysis which revealed the two dimensions of Source Credibility, the next regression analysis was conducted to include two dimensions of Source Credibility; Source Trustworthiness and Source Expertise. The results are presented in Table 19 below.

Table 19: Summary of regression results of Model 3

Summary of Multiple Regression results of Model 3					
Model	R	R Square	Adjusted R Square	F change	Sig.
3	.646 ^a	0.417	0.399	22.503	0.000
a Predictors: (Constant), CSII_CompositeScore, IQ_CompositeScore, TS_CompositeScore, SC_CompositeScore					
b Dependent Variable: ATT_CompositeScore					

Multiple Regression results of Model 3						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
3						
	(Constant)	0.798	0.57		1.4	0.164
	SCT_CompositeScore	0.278	0.107	0.205	2.593	0.01
	SCE_CompositeScore	0.387	0.089	0.365	4.329	0
	TS_CompositeScore	0.028	0.044	0.045	0.64	0.523
	IQ_CompositeScore	0.036	0.039	0.059	0.915	0.362
	CSII_CompositeScore	0.148	0.046	0.21	3.221	0.002
a Dependent Variable: ATT_CompositeScore						

<p>Key: SCT = Source Credibility: Trustworthiness SCE = Source Credibility: Expertise TS = Tie Strength IQ = Informational Quality CSII = Consumer Susceptibility to Informational Influence</p>

Multiple regression was used to assess the ability of three composite variables (Tie Strength, Informational Quality, Consumer Susceptibility to Informational Influence) and two dimensions of the Source Credibility variable (Source Trustworthiness, Source Expertise) to predict ATT

(attitude). The three composite variables and two dimensions of the fourth variable explained 39.9% of the variance in attitude with an Adjusted R^2 of 39.9% ($F = 22.503$, $p < 0.01$). The results reveal that Source Expertise (std B = 0.365, $t = 4.329$, $p < 0.01$) was the strongest contributor towards attitude followed by CSII (std B = 0.21, $t = 3.221$, $p < 0.01$) and then Source Trustworthiness (std B = 0.205, $t = 2.593$, $p < 0.01$) which were also found to be statistically significant. These results are similar to the regression results of Model 1 indicating both dimensions of Source Credibility and CSII are strong predictors of attitude.

Multiple regression was used to assess the ability of three composite variables (Tie Strength, Informational Quality, Consumer Susceptibility to Informational Influence) and two sub-dimensions of the Source Credibility variable (Source Trustworthiness, Source Expertise) to predict INT (intention). The results are presented in Table 20 below.

Table 20: Summary of regression results of Model 4

Summary of Multiple Regression results of Model 4					
Model	R	R Square	Adjusted R Square	F change	Sig.
4	.738 ^a	0.544	0.530	37.503	0.000
a Predictors: (Constant), CSII_CompositeScore, IQ_CompositeScore, TS_CompositeScore, SC_CompositeScore					
b Dependent Variable: INT_CompositeScore					

Multiple Regression results of Model 4						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
4						
	(Constant)	1.86	0.786		2.367	0.019
	SCT_CompositeScore	-0.152	0.147	-0.072	-1.033	0.303
	SCE_CompositeScore	0.014	0.123	0.009	0.117	0.907
	TS_CompositeScore	-0.013	0.06	-0.013	-0.211	0.833
	IQ_CompositeScore	0.698	0.054	0.741	12.935	0
	CSII_CompositeScore	0.069	0.063	0.063	1.095	0.275
a Dependent Variable: INT_CompositeScore						

Key:
 SCT = Source Credibility: Trustworthiness
 SCE = Source Credibility: Expertise
 TS = Tie Strength
 IQ = Informational Quality
 CSII = Consumer Susceptibility to Informational Influence

The three composite variables and two dimensions of the fourth variable explained 53% of the variance in intention with a respectable Adjusted R² of 53.1% (F = 37.503, p < 0.01). The results still reveal that Informational Quality was the only variable that was statistically significant (std B = 0.741, t = 12.935, p < 0.01) and was therefore the strongest contributor towards intention. These results are similar to the regression results of Model 2 which indicate that Informational Quality is a strong predictor of intention.

Informational Quality is a broad variable consisting of four dimensions. In a digital environment like Instagram where the quality of information is so important, the regression results from Model 2 and Model 4 revealing Informational Quality as a statistically significant variable, is simply too vague and is not completely useful to marketers. Therefore, to provide marketers with valuable

insights, two more regression analyses were conducted to ascertain if the dimensions of Informational Quality affected the dependent variables differently.

Multiple regression was used to assess the ability of two composite variables (Tie Strength, CSII) and six dimensions of two variables Source Credibility (Source Expertise, Source Trustworthiness) and Informational Quality (Informational Relevance, Informational Timeliness, Informational Accuracy, Informational Comprehensiveness) to predict Attitude. The results are presented in Table 21 below.

Table 21: Summary of regression results of Model 5

Summary of Multiple Regression results of Model 5					
Model	R	R Square	Adjusted R Square	F change	Sig
5	.662a	0.438	0.409	15.019	0.000
a Predictors: (Constant), CSII_CompositeScore, IQT_CompositeScore, SCT_CompositeScore, TS_CompositeScore, SCE_CompositeScore, IQC_CompositeScore, IQR_CompositeScore, IQA_CompositeScore					
b Dependent Variable: ATT CompositeScore					

Multiple Regression results of Model 5						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
5						
	(Constant)	0.741	0.568		1.305	0.194
	SCT_CompositeScore	0.301	0.107	0.223	2.819	0.005
	SCE_CompositeScore	0.39	0.09	0.368	4.339	0
	TS_CompositeScore	0.026	0.043	0.042	0.603	0.548
	IQR_CompositeScore	-0.023	0.135	-0.039	-0.172	0.864
	IQT_CompositeScore	-0.204	0.168	-0.354	-1.217	0.226
	IQA_CompositeScore	0.055	0.162	0.097	0.342	0.733
	IQC_CompositeScore	0.22	0.096	0.364	2.291	0.023
	CSII CompositeScore	0.128	0.047	0.181	2.693	0.008
a Dependent Variable: ATT_CompositeScore						

Key:
 SCT = Source Credibility: Trustworthiness
 SCE = Source Credibility: Expertise
 TS = Tie Strength
 IQR = Informational Quality: Relevance
 IQT = Informational Quality: Timeliness
 IQA = Informational Quality; Accuracy
 IQC = Informational Quality: Comprehensiveness
 CSII = Consumer Susceptibility to Interpersonal Influence
 ATT = Attitude

The results provide a significant Adjusted R² of 40.9% (F = 15.02; p < .01) and support for Source Trustworthiness (std B = 0.22; t = 2.82, p < 0.01) and Source Expertise (std B = 0.37; t = 4.34, p < 0.01) on Attitude. Therefore, the Source Credibility dimensions are strong predictors of Attitude. As expected from the first regression, CSII also has a significant positive effect on Attitude. While

the overall variable of Informational Quality is not statistically significant, Informational Comprehensiveness does significantly affect attitude (std B = 0.36; $t = 2.29$, $p < 0.01$). These results indicate that the respondents' perception of the source, in this case the Instagram account holder, being trustworthy and an expert, and the Comprehensiveness of the Instagram content, influenced their Attitude toward South Korean food.

The next and final regression was used to assess the ability of two composite variables (Tie Strength, CSII) and six dimensions of two variables Source Credibility (Source Expertise, Source Trustworthiness) and Informational Quality (Informational Relevance, Informational Timeliness, Informational Accuracy, Informational Comprehensiveness) to predict Intention. The results are presented in Table 21 below.

Table 22: Summary of regression results of Model 6

Summary of Multiple Regression results of Model 6					
Model	R	R Square	Adjusted R Square	F change	Sig.
6	.749a	0.56	0.538	24.539	0.000
a Predictors: (Constant), CSII_CompositeScore, IQT_CompositeScore, SCT_CompositeScore, TS_CompositeScore, SCE_CompositeScore, IQC_CompositeScore, IQR_CompositeScore, IQA_CompositeScore					
b Dependent Variable: INT CompositeScore					

Multiple Regression results of Model 6						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
6						
	(Constant)	1.88	0.782		2.403	0.017
	SCT_CompositeScore	-0.144	0.147	-0.069	-0.981	0.328
	SCE_CompositeScore	-0.023	0.124	-0.014	-0.189	0.85
	TS_CompositeScore	-0.004	0.06	-0.005	-0.073	0.942
	IQR_CompositeScore	0.337	0.186	0.365	1.812	0.072
	IQT_CompositeScore	0.264	0.231	0.293	1.141	0.256
	IQA_CompositeScore	-0.251	0.223	-0.284	-1.127	0.262
	IQC_CompositeScore	0.374	0.132	0.397	2.824	0.005
	CSII_CompositeScore	0.081	0.065	0.074	1.238	0.217
a Dependent Variable: INT_CompositeScore						

Key:
 SCT = Source Credibility: Trustworthiness
 SCE = Source Credibility: Expertise
 TS = Tie Strength
 IQR = Informational Quality: Relevance
 IQT = Informational Quality: Timeliness
 IQA = Informational Quality: Accuracy
 IQC = Informational Quality: Comprehensiveness
 CSII = Consumer Susceptibility to Interpersonal Influence
 INT = Intention

The results provide a significant Adjusted R² of 53.8% (F = 24.54; p < .01) indicating that all the variables explain 53.8% of the variance in intention. Informational Relevance (std B = 0.37; t = 1.81), Informational Timeliness (std B = 0.29; t = 1.14) and Informational Accuracy (std B = -0.28, t = -1.13) make strong unique contributions to explaining Intention. The strongest statistically

significant unique contribution to predicting Intention is Informational Comprehensiveness (std B = 0.4; $t = 2.83$, $p < 0.01$).

Thus, to summarise, Source Credibility is the greatest predictor of attitude and Informational Quality is the greatest predictor of intention. Tie Strength showed no significant influence toward attitude or intention. CSII significantly predicts attitude, but not intention.

4.12 RESULTS OF THE ANOVAS

A one-way between groups analysis of variance (ANOVA) was conducted to explore the impact of the demographic factors of gender and income on attitude and intention. The results for the dependent variable of attitude is presented in Table 23 below.

Table 23: Summary of one-way ANOVA results from Gender

Gender					
	Sum of Squares	df	Mean Square	F	Sig.
ATT_CompositeScore					
Between Groups	0.466	1	0.466	0.519	0.472
Within Groups	144.524	161	0.898		
Total	144.990	162			
INT_CompositeScore					
Between Groups	4.726	1	4.726	2.193	0.141
Within Groups	347.027	161	2.155		
Total	351.753	162			

Respondents were categorised into two groups, male and female. There was no statistically significant difference at the $p < .05$ level in gender scores for the two groups of gender for attitude: $F(0.47, 0.9) = 0.52$, $p = 0.47$, or intention: $F(4.73, 2.16) = 2.19$, $p = 0.14$. This indicates that gender did not have a significant influence on attitude or intention.

A second ANOVA was conducted to investigate the possibility of a significant relationship between income and attitude and intention. The results are presented in Table 24 below.

Table 24: Summary of one-way ANOVA results for income

Income					
	Sum of Squares	df	Mean Square	F	Sig.
ATT_CompositeScore					
Between Groups	8.333	6	1.389	1.585	0.155
Within Groups	136.657	156	0.876		
Total	144.990	162			
INT_CompositeScore					
Between Groups	4.052	6	0.675	0.303	0.935
Within Groups	347.701	156	2.229		
Total	351.753	162			

Respondents were divided into seven categories according to their income (Group 1: \$0 – \$10 000; Group 2: \$10 000 – \$20 000; Group 3: \$20 000 – \$30 000; Group 4: \$30 000 – \$40 000; Group 5: \$40 000 – \$50 000; Group 6: \$50 000 – \$60 000; Group 7: Above \$60 000). Again, there was no statistically significant difference at the $p < .05$ level in attitude for the seven groups of income for attitude: $F(1.39, 0.88) = 1.56$, $p = 0.16$, or intention: $F(0.68, 2.23) = 0.3$, $p = 0.94$. This suggests that income did not have a significant influence on attitude or intention.

The results from the ANOVA confirm no significant effect from the demographic variables on the dependent variables of attitude and intention; therefore, the hypotheses are not accepted.

A summary of the hypotheses and their results are presented in Table 25 and Figure 11 below.

Table 25: Summary of hypotheses results

Factors	Hypotheses subcategories		Accepted / partially accepted / not accepted
Source Credibility	H _{1a}	There is a positive relationship between Source Trustworthiness and consumers' attitudes towards South Korean food.	Accepted
		There is a positive relationship between Source Expertise and consumers' attitudes towards South Korean food.	Accepted
	H _{1b}	There is a positive relationship between Source Trustworthiness and consumers' intentions to purchase South Korean food.	Not accepted
		There is a positive relationship between Source Expertise and consumers' intentions to purchase South Korean food.	Not accepted
Tie Strength	H _{2a}	There is a positive relationship between Tie Strength and consumers' attitudes towards South Korean food.	Not accepted
	H _{2b}	There is a positive relationship between Tie Strength and consumers' intentions to purchase South Korean food.	Not accepted
Informational Quality	H _{3a}	There is a positive relationship between Informational Relevance and consumers' attitudes towards South Korean food.	Not accepted
		There is a positive relationship between Informational Accuracy and consumers' attitudes towards South Korean food.	Not accepted
		There is a positive relationship between Informational Timeliness and consumers' attitudes towards South Korean food.	Not accepted
		There is a positive relationship between Informational Comprehensiveness and consumers' attitudes towards South Korean food.	Partially accepted
	H _{3b}	There is a positive relationship between Informational Relevance and consumers' intentions to purchase South Korean food.	Accepted
		There is a positive relationship between Informational Accuracy and consumers' intentions to purchase South Korean food.	Not accepted
		There is a positive relationship between Informational Timeliness and consumers' intention to purchase South Korean food.	Accepted
		There is a positive relationship between Informational Comprehensiveness and consumers' intention to purchase South Korean food.	Accepted
CSII	H _{4a}	There is a positive relationship between CSII and consumers' attitudes towards South Korean food.	Accepted
	H _{4b}	There is a positive relationship between CSII and consumers' intention to purchase South Korean food.	Not accepted
Demographics	H _{5a}	There is a relationship between Gender and consumers' attitudes towards South Korean food.	Not accepted
		There is a relationship between Income and consumers' attitudes towards South Korean food.	Not accepted
	H _{5b}	There is a relationship between Gender and consumers' intentions to purchase South Korean food.	Not accepted
		There is a relationship between Income and consumers' intentions to purchase South Korean food.	Not accepted

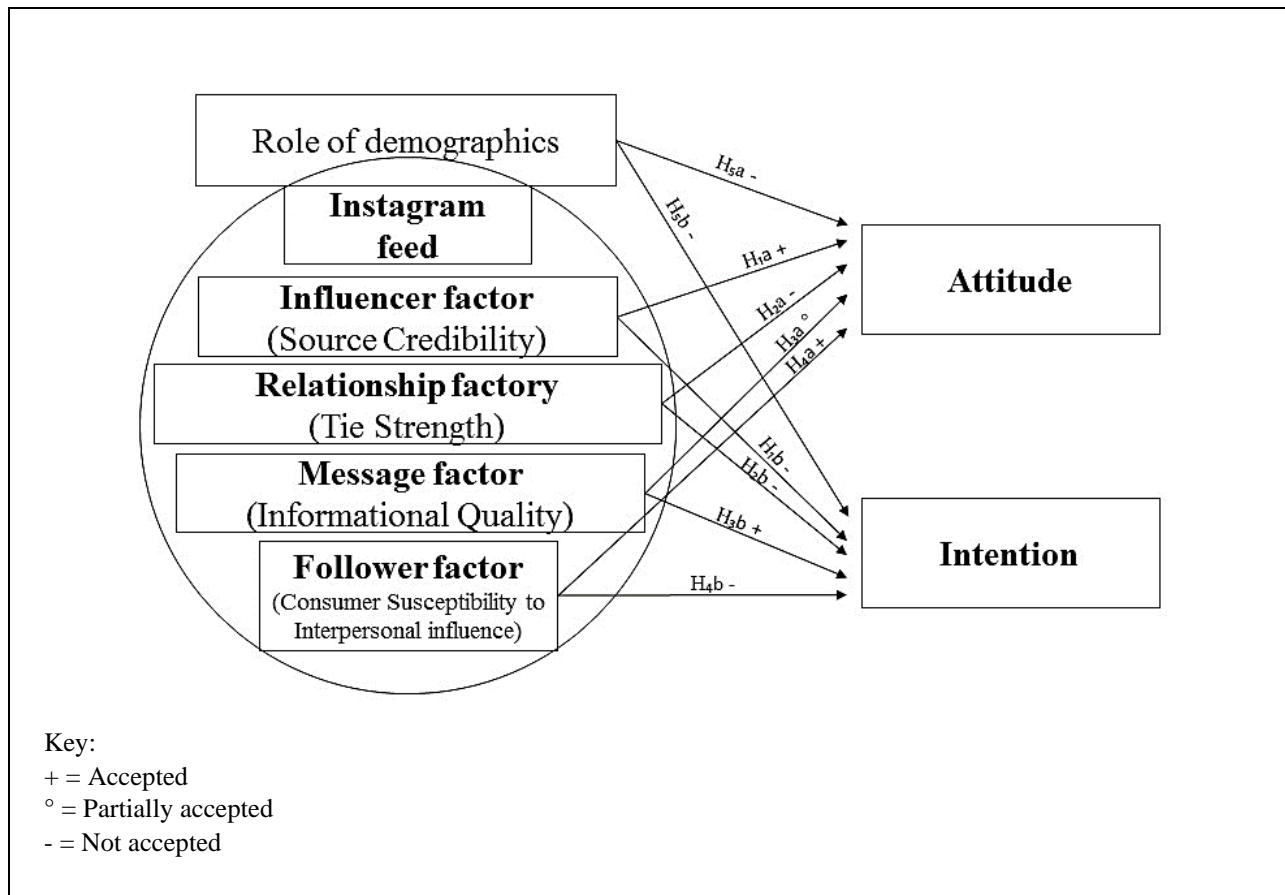


Figure 11: Conceptual model showing hypotheses results

4.13 CONCLUSION

Based on the above results, hypotheses 3a, 5b and 6a were accepted. As such, the constructs Source Credibility and CSII had positive impacts on consumer attitude towards South Korean food consumption, and Informational Quality had a positive impact on consumer intention toward South Korean food consumption. The results emphasise the significance and influence of the source of a message, the consumer’s level of susceptibility to influence, and the quality of the information within a message which will be discussed in the following chapter.

CHAPTER 5: DISCUSSIONS & CONCLUSIONS

5.1 INTRODUCTION

This chapter summarises, discusses and interprets the findings of the study. The research problem is addressed and the research questions are answered to satisfy the research purpose. Each objective and corresponding hypothesis is discussed, and the conclusions of the study are presented.

5.2 RESEARCH OBJECTIVE 1

Research Objective 1: Whether an Instagram account on South Korean food influences Instagram followers' attitudes towards South Korean food

The purpose of this study was to investigate the factors of influence in the C2C context of Instagram, and to examine their respective influence on consumers' attitudes towards and intentions to purchase South Korean food. The aim was to also to explore the impact of the different factors that affect this influence, i.e. influencer factor, relationship factor, message factor and follower factor.

The data from the Model 1 multiple regression indicated that the four independent variables of Source Credibility (SC), Tie Strength (TS), Informational Quality (IQ) and Consumer Susceptibility to Informational Influence (CSII) together explained 40.1% of the variance in attitude (ATT) and is significant. Thus, these factors of the Instagram account influence the respondents' attitude towards SK foods.

Various research studies focused on the effects of Instagram as a marketing tool confirm its influential nature on consumers' attitudes (e.g. Evans, Phua, Lim, & Jun, 2017, p. 145; Gaber, Wright, & Kooli, 2019, p. 10; Phua, Jin, & Hahm, 2018, p. 7; Wang & Jones, 2017, p. 184). With

reference to Table 14, respondents were found to have a positive attitude towards the content. This highlights the fact that Instagram is an important platform for marketers to consider in their strategies as it has a significant influence on consumers' attitudes towards the content.

5.3 RESEARCH OBJECTIVE 2

Research Objective 2: Whether an Instagram account on South Korean food influences Instagram followers' intentions to purchase South Korean food

The data from the Model 2 multiple regression indicated that the four independent variables of SC, TS, IQ and CSII together explained 53.1% of the variance in intention (INT) and is significant. In terms of the individual contribution to improve INT, only the variable of IQ was found to predict INT. Therefore, the variables of an Instagram account on South Korean food do have a significant impact on INT.

Various research studies focused on the effects of Instagram as a marketing tool confirm its influential nature on consumers' intentions (Evans et al., 2017, p. 145; Gunawan & Huarng, 2015, p. 2241; Phua et al., 2018, p. 7). In addition to this, studies exploring the communication type on the Instagram platform such as common people vs celebrity (Vionasafira & Sjabadhyni, 2018, p. 187) and food blogger recommendations (Hanifati, 2015, p. 153) have found equally compelling results confirming Instagram's influence on consumer behaviour. In a study examining the relationship between the perceived usefulness of a food blogger's recommendation and the attitude and behavioural intention towards the recommendation, Hanifati (2015, p. 153) found that a food blogger's recommendation significantly influenced consumers' behavioural intention to follow the recommendation. More specifically food-related content studies conducted by Khalisa and Kesuma (2018, p. 1041) and Cheng and Khan (2017, p. 46) found that Instagram affects a consumer's attitude towards food decisions.

Looking at the two objectives 1 and 2 together, the findings of the current study may be explained by some of the factors that determine intention to purchase, or intention to try a new cuisine, such

as perceived price (Korotina & Jargalsaikhan, 2016, p. 46), familiarity (Ryu & Han, 2010, p. 501), authenticity (Mohammad & Chan, 2011, p. 464), religious beliefs (Awan, Siddiquei, & Haider, 2015, p. 654), and health consciousness (Shaharudin, Pani, Mansor, & Elias, 2010). Thus, in this case, the food content on the @shaynanigans Instagram account may have affected consumers' attitudes and not their intention because no product prices were included in the uploads; or because there are a small number of South Korean restaurants in South Africa that provide an authentic taste and experience; or because there is a large gap in the food culture between both countries which may mean South African consumers may be unfamiliar with South Korean food and thus find it risky to try; or because of health and diet-related reasons. Any of the above reasons may explain why intention to try South Korean food was less influenced than attitudes towards South Korean food. Although the impact on respondents' Attitude is higher than the impact on intention, the Instagram account successfully influenced both attitude and intention of the consumer.

5.4 RESEARCH OBJECTIVE 3

Research Objective 3: The effect Source Credibility (an influencer variable) has on Instagram followers' attitudes and intentions

In this Instagram study, the influencer factor is measured by Source Credibility which refers to consumers' perception of the trustworthiness and expertise of the information source (Casaló et al., 2017, p. 6; Djafarova & Rushworth, 2017, p. 2), which in this case is the @shaynanigans_sk Instagram holder. Although the data from the study indicates that overall Source Credibility influences consumer attitudes (std B = 0.52, t = 7.39), it also reveals that Source Credibility does not influence consumer intention (std B = -0.06, t = -0.94). Furthermore, this study found the dimension of Source Expertise (std B = 0.37; t = 4.34) to have a greater effect than Source Trustworthiness (std B = 0.22; t = 2.82) on a consumer's attitude.

With regards to consumer attitude, Morimoto and La Ferle (2008, p. 56) found a positive correlation between perceived Source Credibility and attitude toward an advertisement, and a study conducted by Hansen, Lee, and Lee (2014, p. 261) found Source Credibility to elicit a positive

attitude toward user-generated advertising. Both these studies provide evidence of the influential effects of Source Credibility on consumer attitude which supports the findings of this study. In addition to this, a study conducted by Bhatt et al. (2013, p. 86) found Source Credibility to positively affect consumer attitude which the research suggested could form purchase intentions. The suggestion was made without investigating the direct relationship between the two variables of Source Credibility and purchase intention. A study that does, however, investigate the relationship between Source Credibility and attitudes and intentions conducted by Goldsmith et al. (2000, p. 313), found that the higher the Source Credibility, the more positive the influence on attitudes and purchase intentions, which was not found to be the case in this research. Although many previous studies do not provide a clear relationship between Source Credibility and its influence on both the outcome variables of this study, they do highlight Source Credibility's strong influence on consumer attitude. The research results of this study however, are most consistent with the findings of a study conducted by Ayeh et al. (2013, p. 445) which found Source Credibility to have a strong influence on attitude and a weak effect on behavioural intention. In addition to this, a study conducted by Rahmi et al. (2016, p. 18) on the influence of a beauty vlog, a form of UGC, found Source Credibility to not affect purchase intention.

With a closer look at the findings of the two dimensions that make up Source Credibility in this study, Source Expertise was found to have a slightly stronger influence on consumer attitude than Source Trustworthiness. Previous research found Trustworthiness to have the greater effect on attitude than Expertise (Ayeh et al., 2013, p. 445; Morimoto & La Ferle, 2008, p. 57). This finding suggests that each dimension has a different importance in affecting attitude (Ayeh et al., 2013, p. 445) and may be explained by the fact that Trustworthiness refers to the consumers' confidence in the source, whereas Expertise refers to the parts of the communicated message the consumer finds true (Hovland, et al., 1953, cited in Bhatt et al., 2013, p. 78). Thus, the knowledge and proficiency of the source may have been more significant in affecting attitude toward South Korean food. The Source Credibility factor places emphasis on Trustworthiness and Expertise of the source and not on the credibility of the information about the product or service, which may be a reason it does not affect intention to purchase the product/service. The finding may also be explained by the fact that source did not provide enough information on their knowledge of the cuisine (Yoo et al., 2009,

p. 57) or purchase information such as price and availability. Based on these findings H_{1a} was accepted and H_{1b} was not accepted.

5.5 RESEARCH OBJECTIVE 4

Research Objective 4: The effect Tie Strength (a relationship variable) has on Instagram followers' attitudes and intentions

In this study based on Instagram, the relationship between the source of information and the Instagram account follower is measured using the Tie Strength factor (Brown et al., 2007, p. 4). The findings of the study indicate that Tie Strength does not influence a consumers' attitude (std B = 0.048; t = 0.688) or Intention (std B = -0.01; t = -0.162) towards South Korean food consumption.

Previous studies related to Tie Strength focused on its interpersonal influence in WOM and eWOM behaviour. Wirtz and Chew (2002, p. 156) confirmed the existence of a significant relationship between Tie Strength and WOM behaviour, and although a study conducted by East et al. (2008, p. 221) found that close ties had significant impact on positive and negative WOM, another study conducted by Chu and Kim (2011, p. 82) found Tie Strength did not influence engagement in eWOM. Other studies found Tie Strength to be an important factor in decision-making, more specifically that strong ties help consumers to understand and evaluate the quality and performance of products in accepting recommendations (Brown & Reingen, 1987, pp. 360-361; Wang & Chang, 2013, pp. 342-343). In addition to this, Shen et al. (2016, p. 2269) found Tie Strength to have a critical effect on consumer attitudes towards an advertising message. Although these studies emphasise the importance of strong ties as an influence in consumer decision-making behaviour, there is a lack of research on the influence of Tie Strength on the outcome variables of this study i.e. attitude and intention.

The findings of this research can be explained by the fact that using social networking sites such as Instagram allow any users to share and exchange information quickly without careful thought, and given the accessibility and low cost, allow users to connect to a variety of people, thereby

increasing the formation of weak ties (Chu & Kim, 2011, p. 82). Thus, with the lack of strong tie formations there is no influence on consumer attitudes or intentions found and, based on the Tie Strength findings, H_{2a} and H_{2b} were not accepted.

5.6 RESEARCH OBJECTIVE 5

Research Objective 5: The effect Informational Quality (a message variable) has on Instagram followers' attitudes and intentions

In this Instagram study, the message factor was measured by Informational Quality which refers to a user's perception of information being valuable (Danniswara et al., 2017, p. 27; Filieri, 2015, p. 1261). The UGC consisting of both images and text about South Korean food on the Instagram account is considered to be the information. Informational Quality is further divided into four dimensions of Relevance, Accuracy, Timeliness, and Comprehensiveness which were measured against the two outcome variables. The findings of this study indicate that overall Informational Quality did not have an influence on consumers' attitude towards South Korean food (std b = 0.06; t = 1.1); however, Informational Comprehensiveness does have a partial influence on attitude (std b = 0.6; t = 2.29). Furthermore, Informational Quality was found to influence intention to purchase South Korean food (std b = 0.75; t = 13.15). Informational Comprehensiveness revealed the most influence from the four dimensions on intention (std b = 0.4; t = 2.82), followed by Informational Relevance (std b = 0.37; t = 1.81) and Informational Timeliness (std b = 0.29; t = 1.14). All of these significantly affected intention.

According to Hanifati (2015, pp. 124-125), the use of images in marketing affects consumers' attitudes and a study conducted by Murphy (2014, p. 64) found that UGC on a visual platform such as Instagram has a positive effect on a consumer's attitude. In addition to this Ing and Ming (2018, p. 311) found there was an influence of Informational Quality on consumer attitudes. The current study results do not support these which indicates that the quality of the South Korean food content on the Instagram account presented in the form of images and text is not important in influencing a consumer's attitude towards its consumption. However, similar to the findings of

this study, Teng, Khong, Chong, and Lin (2017, p. 245) found that Comprehensiveness in online review quality was preferred and valued by consumers. It is unclear why Information Comprehensiveness is the only dimension to affect consumers' attitudes.

In relation to intention, Hautz et al. (2014, p. 2) found UGC in the form of videos and photos has a greater effect on intention than agency-based communication. A multitude of studies measuring the effects of UGC in the form of reviews was conducted by Vionasafira and Sjabadhyni (2018, p. 187) who found that consumer-reviews had a greater impact on consumers intention to purchase compared to information obtained from micro-celebrity endorsements. A specific food-related study by Stoitzner (2020, p. 34) found that content including food quality, service quality and restaurant atmosphere had a positive impact on perceived value and purchase intention. These studies together with previous research found that the quality of the information within reviews to be more helpful in understanding and assessing the quality of the product (Filieri, 2015, p. 1267) and that the quality of information in reviews to have a positive impact on customer satisfaction and brand trust ultimately influence consumers' purchase decisions (Danniswara et al., 2017, p. 34). These studies support the findings of this research with Informational Quality of the Instagram UGC influencing consumer intentions towards South Korean food consumption.

After closer consideration of the findings of the Informational Quality factor, it was evident that Informational Comprehensiveness had the most significant impact on a consumer's intention, followed by Information Relevance and Information Timeliness. These findings are strongly supported by a study about restaurants and food by Cheung et al. (2008, p. 7) who found Information Comprehensiveness of a review to have the most significant effect on a consumer's perceived usefulness and quality of the argument or message leading to its acceptance, followed by Information Relevance. Filieri and McLeay (2013, pp. 52-53) found that the dimension of Information Relevance strongly predicted a traveller's adoption of information from online reviews too. The findings of this study are further supported by a study conducted by Zhao et al. (2015, p. 1357) that found Information Comprehensiveness and Information Timeliness of online reviews significantly influence consumer's online booking intentions.

The findings of this research can be explained by the fact that there are a number of dimensions to consider when consumers evaluate the Quality of Information before adopting the information (Filieri & McLeay, 2013, pp. 52-53), and from the fact that people rely on heuristic cues such as easy-to-process graphic information to make decisions (Zhao et al., 2015, p. 1357). From these studies it can be inferred that consumers perceive the consumer-generated information related to South Korean food on the @shaynanigans_sk Instagram account to be understandable, clear and complete, and therefore high quality and valuable because it is based on personal experience, thus influencing consumers' intentions to purchase South Korean food. The information is also written on different foods and different food experiences, positive and negative, which therefore makes different information relevant to different consumers who have varying preferences (Filieri & McLeay, 2013, pp. 52-53). In this research, Informational Accuracy was not found to influence consumer intention to purchase South Korean food as this dimension can be difficult to evaluate in an online environment, where any person can upload information about almost anything (Cheung et al., 2008, p. 242). If a consumer has never tried South Korean food, they will not be able to assess if the information provided is accurate. Thus Information Accuracy does not affect intention to purchase South Korean food.

Based on this discussion, H_{3a} is partially accepted with Information Quality having no overall influence on a consumer's attitude towards South Korean food consumption, but with the exception of one of its four dimensions, Information Comprehensiveness. Furthermore, H_{3b} is fully accepted overall. However on closer inspection, Information Accuracy shows no influence on consumers' intentions to purchase South Korean food.

5.7 RESEARCH OBJECTIVE 6

Research Objective 6: The effect Consumer Susceptibility to Interpersonal Influence (a follower variable) has on Instagram followers' attitudes and intentions

In this Instagram study, the follower factor was measured using Consumer Susceptibility to Interpersonal Influence (CSII), which refers to a consumer's need for, and willingness to accept,

and sensitivity to information from others (Bailey, 2005, p. 68; Bearden et al., 1989, p. 473; Chen et al., 2016, p. 469). Although CSII is a two-dimensional construct, Informational Influence is the focus of this study as it is based on the influence to accept another consumer's information as evidence about reality (Burnkrant & Cousineau, 1975, p. 206).

Normative Influence refers to a subject's conformation to the expectations of others to realise a reward or avoid a punishment which is visible to the other individual (Burnkrant & Cousineau, 1975, p. 207), and was not deemed relevant to this study as Normative Influence focuses on social pressure whereas this study was measuring potential influence between consumers. Therefore, throughout the research, the factor of CSII was used to refer to Informational Influence. The findings of this research indicate that CSII positively influences consumer attitude and therefore Informational Influence positively influences attitude (std b = 0.21; t = 3.22), but does not influence consumer intention (std b = 0.063; t = 1.09).

According to Harris, Hanks, Line, and McGinley (2017, p. 73) in a study about the evaluation of food safety inspection scores intended to help consumers make better dining choices, CSII was not a significant predictor of attitude in a good score condition, but did significantly affect consumers' attitudes towards restaurants in poor score conditions. More specifically in a study about the impact of CSII on ecologically conscious behaviour, Khare (2013, p. 13) found that informative influence did not affect green product attitude. The current study's findings do not support the literature. However, a study conducted by Lee et al. (2011, p. 190) found that positive informational social influence reinforced consumers' pre-existing positive beliefs and strengthened the relationship between consumers' attitude toward online shopping as well as their intention to shop. This study supports the findings of this research as the positive content on the @shaynanigans_sk Instagram account had a positive impact on consumer's attitudes towards South Korean food.

With regards to intention, Khare (2013, p. 13) further found that overall CSII was significant in influencing green purchase intention, and more specifically, Chang (2015, p. 4844) found that informational interpersonal influence had a positive direct effect on consumers green purchase intentions. Furthermore Shukla (2011, pp. 25-27), who conducted a study on the effects of normative and informational interpersonal influences, brand origin and brand image on luxury

purchase intentions in the UK and India, found that Indians were more susceptible to informational influence than British consumers. It was also found in the study that brand image played a significant part in informational influence towards luxury purchase intentions. None of the previous research supports the findings of this study with informational influence of CSII having not affected consumer's intentions to purchase South Korean food. Only the study conducted by Phau and Teah (2009, p. 23) found that overall CSII did not affect consumer purchase intention of luxury brands.

These findings can be explained by the fact that there is a strong correlation between informational social influence and people's evaluations of products, where consumers use the ratings of others as evidence and the people making the ratings, as mediators of fact (Burnkrant & Cousineau, 1975, pp. 212-213). In addition to this, that information adoption reflects the informational influence of eWOM implying that consumers who adopt information from online consumer reviews would accept the recommendations contained in the review and take action to follow the recommendation (Filiberti, 2015, p. 1264). Instagram is not specifically a review site and even though the content on the @shaynanigans_sk account was positive and made use of images and detailed information, it may have only been enough to affect attitude changes towards South Korean food. However as there were not enough comments or other related review-related content on the page for consumers to make an educated evaluation on the cuisine, it may not have been enough to lead to purchase intentions. Furthermore, the current findings may be explained by the fact that CSII is related more to the reviewer than to the review (Casaló, Flavián, & Guinalú, 2011, p. 630). Thus CSII affects attitude and not intention because consumers are not looking at another consumer's Instagram account, as they would a food brand page, with the expectation of learning about South Korean cuisine. By consuming the content on the @shaynanigans_sk Instagram page, they had a change in attitude towards South Korean food consumption, however due to the fact that they did not consume the content as reviews, it did not affect their intention towards South Korean food consumption.

Based on this discussion, H_{4a} was accepted, confirming that consumers' personal susceptibility to receive and be influenced by the information from other people on the @shaynanigans_sk Instagram account affects their attitude towards South Korean food. In contrast, H_{4b} was not

accepted, as consumers' openness to information from other consumers did not affect their intention to purchase South Korean food.

5.8 RESEARCH OBJECTIVE 7

Research Objective 7: The effect Instagram followers' demographics (gender and income) have on their attitudes and intentions

In this Instagram study, the demographic factor was measured by consumers' gender and income. The findings of the study indicate that gender did not have a significant influence on attitude: $F(0.47, 0.9) = 0.52, p = 0.47$, or intention: $F(4.73, 2.16) = 2.19, p = 0.14$. Similarly, income also did not have an effect on Attitude: $F(1.39, 0.88) = 1.56, p = 0.16$, or Intention: $F(0.68, 2.23) = 0.3, p = 0.94$.

Previous research found gender differences to have a significant impact on consumers' attitudes and intentions. A study by Sethna, Hazari, and Bergiel (2017, pp. 365-366) found that females are more likely to trust UGC and comments from friends and purchasers of the product. In a study about organic food, Irianto (2015, p. 24) found that women had a more positive attitude toward organic food than men. Another study by Beardsworth et al. (2002, pp. 487-488), found men to have a more conservative stance to food, oriented towards traditional cuisine as a foundation for healthy eating, whereas women were more inclined to accept new food items. In addition to this, Hwang, Lee, and Kim (2019, p. 100) found that gender influences the intentions to use and attitude toward drone delivery, with females being more interested in adopting a new food delivery device. These studies do not support the findings of this research which revealed that gender does not influence consumers' attitude towards South Korean food. Also, a study found women to be more receptive to eWOM than men when making online purchase decisions, with males being more likely to use product review websites before making purchases (Bailey, 2005, pp. 76-77), and males taking greater risks based on eWOM towards purchase intentions online (Sohaib et al., 2018, pp. 115-116). Although these studies highlight the differing effects of gender and intentions, the current findings do not support their findings as gender was found not to influence consumers'

intentions to purchase South Korean food. The findings of this study may be explained by the fact that consumers usually engage with images that have faces in them (Bakhshi, Shamma, & Gilbert, 2014, p. 971), and most of the content on the @shaynanigans_sk account did not include people, thus not relating to any specific gender's attitudes. Furthermore, food may not be perceived to be a gender-based product and therefore does not affect consumer attitudes towards or intentions to purchase South Korean food.

Other studies exposed significant relationships between income and consumer's attitudes and intentions. Although a study conducted by Steptoe, Pollard, and Wardle (1995, p. 281) found that people with a higher income not only purchase food they know about, but are willing to take greater risks with their food selection, a study by Khare (2013, p. 13) found that income was a predictor of environmentally conscious behaviour, but did not directly affect attitude or purchase intention. However, a study by Nandamuri and Gowthami (2012, p. 13) found that consumers' income affects their attitude towards brands and similarly, Jusoh and Ling (2012, p. 226) found income to affect attitudes to make purchases through online shopping. Even though income is an important variable in consumer behaviour, the current findings do not support the findings of past research as income did not have an effect on consumer attitudes towards South Korean food. In addition to this, previous studies conducted by Ibrahim and Vignali (2005, p. 73) found income predicted intention to patronage international fast food restaurants, and Mamat et al. (2016, p. 214) found that income affects a consumer's intention to purchase. The current findings do not support the findings of past research either, with income not influencing consumers' intentions to purchase South Korean food.

The findings in relation to this objective may be explained by the fact that there are many factors that affect a consumer's food selection choice, and their attitude and intention toward the new cuisine, such as price, sensory appeal, ethical concern, and others (Steptoe et al., 1995, pp. 281-283). Thus with only images available to consumers on the Instagram account, and without relevant pricing or places available to find the cuisine, income was not found to influence consumer's attitudes or intentions towards South Korean food consumption. Based on this discussion, both H_{5a} and H_{5b} were not accepted.

5.9 CONCLUSION

Based on the discussions above, it can be concluded that Source Credibility, the dimension of Informational Comprehensiveness from Informational Quality, and CSII's Informational Influence, are the only variables of the conceptual framework in this research to reveal a significant influence on consumer's attitudes toward South Korean food. In addition to this, only three of the dimensions of Informational Quality, namely Informational Relevance, Informational Timeliness and Informational Comprehensiveness had any influence on consumers' intentions to purchase South Korean food. These findings and discussions confirm that consumer-to-consumer influence exists on Instagram in the food industry, with specific importance given to the variables of influence found within the conceptual framework of this study. These emphasize the extent of influence on consumers' attitudes towards, and intentions to purchase South Korean food. The managerial implications of the findings and recommendations are discussed in the following chapter.

CHAPTER 6: RECOMMENDATIONS, LIMITATIONS & FINAL CONCLUSION

6.1 INTRODUCTION

This chapter includes recommendations, limitations and recommendations for future research, and the final conclusion for this study based on the discussion of the main findings in Chapter Five. The chapter includes suggestions to researchers and other stakeholders for future areas of research within this field. Furthermore, it provides a framework to understand what factors affect consumer-to-consumer influence in consumers' consumption choices specifically on Instagram. The recommendations provided could be significant to strategic marketing practitioners, marketing managers, business owners, retailers, and/or upcoming entrepreneurs who may not have a large-scale budget for their marketing initiatives. Furthermore, the research provides evidence that Instagram is an influential platform and helps to understand the dynamics of how to effectively market on this platform.

6.2 RECOMMENDATIONS

This research focused on consumer-to-consumer influence; however, marketers can use consumer-to-consumer influence through influencer marketing by choosing ordinary consumers to post about the brand, products or services. This study provides specific factors that marketers, specifically South African marketers, can use to market brands, products and services on Instagram to influence consumers' attitudes towards the products and services, and to influence consumers' purchase intentions. Thus, the following recommendations are made relating to marketers choosing Instagram and influential consumers as a means of influencer marketing to assist in using the factors of Source Credibility, Informational Quality and CSII (Informational Influence) effectively on the Instagram platform. The recommendations are related to the significant predictors of attitudes towards and intentions to purchase South Korean food. The recommendations begin with recommendations for marketers using Instagram as a marketing platform.

6.2.1 Instagram as a platform

Although it is common for consumers' to look to and be influenced by celebrities, and their carefully constructed, marketing-driven messages (Han & Yazdanifard, 2015, p. 27; Sammis et al., 2016, p. 8), the findings of this research confirm the significance of interpersonal communication among consumers whose circles of influence have become more dynamic than before (Brown & Hayes, 2008, p. 8). Furthermore, the growth of social media platforms has changed the way people interact online (Karimi, 2013, p. 57; Kietzmann et al., 2011, p. 241; Mangold & Faulds, 2009, p. 357), and according to this research, Instagram has proven to be an influential platform, confirming its place in a marketing strategy (Berger & Milkman, 2011, p. 1). On the Instagram platform, people are free to follow and influence, and be followed and be influenced, by people unknown to them (Chu & Kim, 2011, p. 11). These findings together with statistics on the popularity of this platform, the growth in visual communication and the increase in the usage of smartphones (Terttunen, 2017) emphasise the significance of including this platform in future marketing initiatives. Marketing practitioners could begin by creating a presence on Instagram by opening an Instagram account and uploading marketing-driven content on the brand page. After having uploaded content and attained a substantial following, it would then be recommended to engage on the platform by 'liking' and commenting on images of potential consumers, creating a presence. Once this has been established, marketing practitioners utilising influencer marketing need to identify the appropriate influencers for the brand.

According to Brown and Fiorella (2013, pp. 77-78), the Fisherman's Influence marketing model places the influencer at the centre of all marketing activities and this model can assist marketers in identifying potential influencers and their communities. The Fisherman's Influence marketing model applies the concept of 'casting a wide net to catch the most fish' to influencer marketing strategies which leverages those with the largest following and reach in their communities (Brown & Fiorella, 2013, pp. 77-78). The Customer-centric Influence model by Brown and Fiorella (2013, pp. 77-78), places the customer at the centre of all marketing activities, and although the influencer models differ, the first step in both models is to identify the target audience demographics and the communities in which they engage. According to Biaudet (2017, p. 18), these potential influencers

will be identified in the hope to convert them from micro- to macro-influencers such as brand ambassadors, or if they are current customers, convert to the brand advocates.

6.2.2 Source Credibility and Attitude

A positive relationship between Source Credibility and consumer attitude is another important finding from this research. In the context of an influencer marketing approach, this finding suggests that marketing practitioners should select influencers who portray themselves as credible, in order to have a positive impact on consumers' attitudes towards the product/service they generate content about. With Source Credibility having two dimensions, Source Trustworthiness and Source Expertise (Ayeh et al., 2013, p. 8; Cheung et al., 2008, p. 235), consumers and marketing practitioners should strive to appear more trustworthy and as experts in their fields to positively affect consumers. According to Djafarova and Rushworth (2017, p. 2), consumers perceive individuals with a large number of subscribers as more attractive and trustworthy. Therefore it would be important for marketers to grow their Instagram accounts to increase visibility.

To portray trustworthiness, influencers should use UGC on their Instagram account to appear authentic and subjective in the information they provide. An extension of the UGC recommendation is for influencers who share personal experiences about the brand and products to upload images and share testimonials to increase their credibility (Djafarova & Rushworth, 2017, p. 7). For example, it helps the credibility of an influencer if they are sharing content about a weight loss product if they have had trouble with weight loss themselves. Jin and Phua (2014, p. 192) found celebrities with a high number of followers to be more trustworthy. Therefore it is recommended that marketing practitioners find influencers with a large follower base in order to appear more trustworthy in their communication and therefore more credible.

According to Wang et al. (2017, pp. 11-12), an influencer's expertise can be related to their qualification which directly influences the level of persuasiveness of their message. This means that marketing practitioners should choose influencers who are qualified in relation to the specific brand or product. For example, a fashion brand could use fashion designers or models as their

influencers and restaurants could use chefs or food bloggers as their influencers. In addition to this, influencers who are highly involved in topic are considered to have a higher level of expertise (Sussman & Siegal, 2003, p. 50).

According to Russell (2012, cited in Jin & Phua, 2014, p. 183), celebrities who post on Twitter about brands or products, whether they are official brand endorsers or not, are seen by their followers as fellow social media users and therefore their eWOM about the brands are more credible and trustworthy compared to their TV or print advertisement appearances. Accordingly, marketers are recommended to simply create a presence on Instagram and other social media to be deemed as a credible source.

6.2.3 Consumer Susceptibility to Interpersonal Influence and Attitude

Consumer's Susceptibility to Interpersonal Influence was found to positively influence consumers' attitudes towards South Korean food. CSII is a social class and group dependent, where group conformance assists in lowering the perceived risk towards brands and products (Khare, 2013, p. 13). Therefore, it would seem that consumers who desire to be part of a group have a high CSII. The mean composite score of CSII in Table 3 indicates that the respondents in the current study were moderately influenced and the individual items in Table 13 suggest consumers frequently consult others for product or brand information which exposes respondents to be high in CSII. Thus, it is recommended to marketers to use an Instagram influencer strategy which would be an effective marketing strategy for segments high in CSII.

Instagram, Facebook and YouTube are highly visual platforms (Highfield & Leaver, 2016, p. 48) that are significant for reviews and opinion-sharing (Chu & Kim, 2011, pp. 64-65). Based on the social media usage data which shows that more than 50% of respondents use social media platforms such as these, and that respondents access Instagram several times a day, the findings seem to support that Instagram followers are highly likely to be on Instagram and follow accounts because they have high CSII. They seek the opinion and recommendations of others and are thus likely to develop positive or negative attitudes towards a brand or products endorsed or discussed by the influencer. In addition to this, consumers mainly use Instagram to keep up with the latest

trends, find information about topics of interest, spend leisure time and follow up with friends (Veissi, 2017, p. 15). Based on the findings of this research which found more than 70% of respondents using Instagram to find interesting content, it would seem that consumers accessing Instagram have high CSII as they are seeking information and striving to keep up with trends - which suggests they are open to influence. Based on these results, it is advisable for marketers to make their brands' content visible on social media platforms appropriate to the brand in order to gain increased visibility and therefore increase influence on consumers.

According to Lee et al. (2011, p. 190), positive messages in online forums reinforce consumers' pre-existing positive beliefs leading to a positive attitude which suggests that pre-existing beliefs can affect CSII. For example, if a consumer is already open to eating foods from around the world, an Instagram account on a new specific cuisine might influence them more easily. Therefore, influencers should target consumers who have related interests in the brand or products. In addition to this, according to Chang (2015, pp. 4844-4845), marketers should increase the spread of information through various avenues to create a need and to help potential customers to rely heavily on the information provided. Marketers can achieve this by instructing influencers to post several times a day and using different features of the Instagram app to ensure a far reach.

6.2.4 Informational Quality Comprehensiveness and Attitude

Informational Quality consists of Informational Relevance, Informational Timeliness, Informational Comprehensiveness and Informational Accuracy (Cheung et al., 2008, p. 234; Filieri, 2015, p. 1263), and only one dimension of this factor was found to have a positive influence on consumers' attitudes towards South Korean food. Although as a composite variable, Informational Quality did not significantly influence attitudes, when broken down into dimensions, Informational Comprehensiveness of the message significantly affected attitudes.

According to Cheung et al. (2008, p. 234), Information Comprehensiveness refers to its completeness and Sullivan (1999, cited in Cheung et al., 2008, p. 234) suggested that the more detailed the information, the more likely it will be for users to acquire and retain information; and the more comprehensive the message, the higher the perceived information usefulness. It is

therefore recommended to marketers to provide a great amount of detail in their influencer marketing messages to ensure the information about the brand and its products/services are complete for their users. The type of information that should be provided could include brand or product description, pricing, availability, benefits and contact information and it should aim to assist the consumer in developing a positive attitude towards a brand or product in an otherwise unfamiliar online environment. In a review, it is stated that influencers should strive to provide both positive and negative aspects of the brand or product in order to create a comprehensive description for consumers (Filiari & McLeay, 2013, p. 48). For example, when providing information about a restaurant, an influencer could include the pictures of the food, a description, the menu, prices and location (Cheung et al., 2008, p. 244).

Although attitude towards and intentions to purchase were measured separately in this research, various studies have found that a positive attitude leads to intention to purchase (Ryu & Han, 2010). Therefore, it is in the best interest of marketers to follow recommendations to increase positive attitudes.

According to this study, intentions have been found to be the more important indicator of consumer behaviour, but is less affected by Instagram posts.

6.2.5 Informational Quality Relevance, Timeliness and Comprehensiveness and Purchase Intent

Informational Quality as a composite variable (which incorporates all four dimensions) was the only significant influencer of Intentions to purchase.

Although the composite variable of Informational Quality was a significant influencer of intentions to purchase, the individual dimension of Informational Comprehensiveness was the most significant, followed by Informational Relevance and Informational Timeliness. When marketers choose influencers, the C2C influencers need to ensure Comprehensiveness of the information on the post. Similarly to what was indicated above with regards to attitudes, such as detailed information including both positives and negatives in a review, the same recommendations would

apply. The importance of Comprehensiveness was confirmed by Zhao et al. (2015, p. 1357), who found that Comprehensiveness was a predictor of consumer Intention.

Marketers using C2C influencer marketing should pay more attention to the captions used on Instagram to ensure they include enough relevant information for consumers to support proper information delivery to Instagram users so that they can perceive it as good quality (Danniswara et al., 2017, p. 35). Information Relevance is important to users who are conscious of their time as users want to find information with little effort (Cheung et al., 2008, p. 234). For marketers using C2C influencer marketing, information needs to be perceived as relevant to the consumer and their needs. For example, with the global Covid-19 pandemic being a current concern, restaurants could upload information about take-away menus and how they prepare food to ensure high standards of hygiene. Other businesses such as a grocery stores could upload information about the use of sanitisers and masks. This type of information is relevant to consumers being affected by the pandemic. What makes this information relevant is that it is associated with a specific time stamp (Zhao et al., 2015, p. 1347), such as the time period of the Covid-19 pandemic. Marketers should also ensure the use of relevant influencers and composition of the image to create relevance for the consumer (Djafarova & Rushworth, 2017, p. 6). For example, food brands could use a specific online blogger whose posts or recipes have gone viral, that consumers have been following online due to the Covid-19 pandemic, and consumers would recognise if used in a C2C influencer marketing strategy. They should not use an unknown or outdated person as it could hold no interest for the consumer, like using a blogger that no one has heard of.

Information Timeliness concerns whether a message is up-to-date, current and timely (Cheung et al., 2008, p. 234). Marketers using C2C influencer marketing should ensure that they upload information frequently and ensure that it is current. Uploading information on Instagram frequently would allow the post to reach a wider audience and always be present on the brand followers' Instagram account. Posting frequently gives the information a chance to create brand awareness, increasing its visibility and keeping the brand top-of-mind for the consumer, which then becomes a consideration when a purchase is being made (Hautz et al., 2014, p. 14).

If marketers choose to use an influencer marketing strategy, it is also advisable for marketers to provide the influencers with tools to help with the design of their content in order to improve the Informational Quality so that the influencer has a better effect on consumers' attitudes and intentions.

To maximise the Information Quality on a post and to ensure there are more positive comments than negative comments, marketers using C2C influencer marketing should filter out any unnecessary unfavourable comments for consumers to feel more positive and less concerned about a brand's product and services on Instagram (Danniswara et al., 2017, p. 35) which could further lead to the creation of positive attitudes and intentions to purchase a product.

6.3 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

Like most studies, this research experienced some limitations that provide an avenue for future scholars who wish to research within the same field. Although this study reached most of its aims, there were a few unavoidable shortcomings.

The sample was skewed and not truly reflective of a South African or global Instagram sample. The results best reflect Indian South African Instagram users. This relatively small sample size could be a reason for the skewed sample or to the fact that Instagram places algorithms on content and connections that can skew the feed and followers for Instagram account holders i.e. if I like person A's post, Instagram will suggest friends of person A to me and more content related to what was clicked on, liked and commented on (engaged with). To improve the generalisability of the research, a larger sample could be collected over a longer period. Another method would be to use paid advertising to gain followers in the beginning stages of the content uploading instead of relying on organic follower growth. This also may lead to a larger, more demographically representative sample.

Another limitation of the study is that age was not included or tested for in the study. The inclusion of age as a demographic factor would have provided greater insight into the sample. Future

research should test the effect of this demographic factor. A purposive sampling strategy known as stratified sampling could be utilised in future research, to further segment sample cohorts into distinct homogenous groups. This would be useful when considering how to utilise Instagram optimally to influence the attitudes towards and intentions to purchase a brand's product/services of Generation X and/or Millennials who are the online generation (Smith, 2012, p. 2).

This study utilised a quantitative research design to quantify the relationships between the independent variables and the two dependent variables. While this is useful to determine the impact of various factors, it does not explain why factors influence attitudes and intentions to purchase, which is the third limitation of this study. To gain a deeper understanding of the effects of the variables, for future research, researchers could incorporate a triangulation research design by adopting both quantitative and qualitative research methods. This will provide an in-depth understanding and allow respondents to provide greater insight into their user experience on Instagram.

The Instagram algorithm could have presented many difficulties for the Instagram account holder in obtaining followers and increasing the reach of the content. The Instagram algorithm determines who and what gains visibility on social media which means that the more content is engaged with, by means of the number of 'likes' and comments, the more the content is exposed to potential followers, and to gain more followers organically means to get more engagement with Instagram posts (Cotter, 2019, pp. 903-904). This meant that the sample size for the study could have been larger if the content reached more Instagram followers and if more users engaged with the content. However, during data collection, the link to the questionnaire was included in the Instagram account Bio, so Instagram followers were aware of the content on which the research was based. Future research could involve researchers investigating and exploring the algorithm in detail in order to 'play the system' for the maximum sample size and thus obtain better research results.

In addition to the Instagram algorithm the use of fake accounts and bots is another limitation to this study. Social bots appear as human users online (Allem, Ferrara, Uppu, Cruz, & Unger, 2017, p. 2). These bot accounts could have appeared as fake followers and contributed to the low response rate for the study as they are unable to respond to a questionnaire. Taking this into

account, it would be interesting to engage more with users to be able to decipher which accounts are bots and which are not. Engagement with consumers might further increase their perceived Credibility of the source which was found to play a major role in influencing attitude.

Finally, this study was limited to an evaluation of Instagram as a medium through which customer-to-customer influence can occur. It would also be useful for marketers to conduct a study of this nature across social media platforms such as Facebook and YouTube, to examine if the same factors have similarities in their relationships, and which factors are most effective in C2C marketing. These could be incorporated into an integrated marketing strategy that could support a C2C influencer marketing strategy. Respondents rated Facebook and YouTube as the most popular platforms used after Instagram, and they are both visual in nature and exhibit opinion-sharing qualities and so lending themselves to similar research.

The conceptual model was at least accepted in terms of SC, IQ and CSII in the context of an Instagram account on SK food, but it could be tested in other contexts, e.g. tourism. In addition to this, the conceptual model included only some variables found to affect behaviour, but there may be others. Some of these may include the other dimensions of the factors tested such as Normative Influence in CSII, and some of the factors may be completely different.

However, further research needs to be conducted to include all the dimensions of each factor for two reasons: firstly, to see if all the relevant dimensions of each factor are included and whether there are dimensions that could be included that are not part of this research; and secondly, to check if there are other factors in a model in understanding C2C influence.

While the research surfaced valuable insights for marketers regarding the influence of consumers on other consumers in the context of Instagram content, the limitations also surface a host of avenues for future research in the rapidly changing context of social media communication and C2C influence.

6.4 FINAL CONCLUSION

The study of C2C influence on Instagram is important for marketers to understand consumer behaviour in the current digital context. The study on C2C influence on Instagram facilitated understanding of how consumers develop positive attitudes and intentions to purchase a brand's product/services based on the credibility of a regular Instagram account holder, the relationship between a regular Instagram account holder and their follower, the quality of the information/UGC uploaded on the regular Instagram holder's account, and the consumer's susceptibility to be influenced by the information and UGC on a regular Instagram account. The research makes three important contributions.

- Managerial contributions

The results of this study reveal the factors that influence C2C marketing on Instagram and these insights enable marketers to better understand their consumers on this platform to create more effective marketing strategies targeted to influence their attitudes and intentions to purchase. The results are also imperative for brands that wish to explore new alternatives for establishing, building and maintaining relationships with followers, to encourage a change in attitude or behaviour toward a product or service.

- Theoretical contributions

The proliferation of social media has revolutionised the way in which consumers engage with content on a massive scale as they are now part creators in the process (Mangold & Faulds, 2009, pp. 357-358). Prior studies have focused on how this social phenomenon has affected the decision-making process and influenced consumers Attitudes (Berger & Milkman, 2011; Hautz et al., 2014; Karimi, 2013) and purchase Intentions (Jalilvand & Samiei, 2012; Mangold & Faulds, 2009; Vionasafira & Sjabadhyni, 2018). However, there has been a significant gap in academic research on Instagram marketing (Erkan; Sheldon & Bryan, 2016) which has been filled by this research. This was achieved by testing a conceptual framework that was grounded in Social Impact Theory (Latané & Wolf, 1981) and the Information Adoption Model (Sussman & Siegal, 2003), together with other factors found to be significant to the research.

The literature suggests that all the factors in the study play a role in C2C influence; however the theoretical contribution of this study is that in a digital context, and particularly Instagram, Source Credibility, Informational Quality and CSII are key influential factors in the C2C context.

- Methodological contributions

The main methodological contribution of the research is the recognition of key challenges involved in the use of the Instagram platform and the challenges around the Instagram algorithms in increasing the number of Instagram followers, engagement, sampling and data collection. The Instagram algorithms change often and work in combination with a consumer's interactions on the platform to determine and prioritise content and people shown to an account. In addition to this, there are many bot and fake accounts which are difficult to decipher until the data collection process is complete.

To summarise, although Tie Strength does not play an influencing role in consumers' attitudes and intentions to purchase, the other three factors of Source Credibility, Informational Influence and CSII do play a role, but not in their entirety and with differing contributions to C2C influence in the Instagram context, and should therefore be included as elements of a model to understand C2C influence in a similar context.

Looking at it from the perspective of South Korean food, Source Credibility, CSII and Informational Comprehensiveness are factors that affect consumers' Attitudes and Informational Quality affects consumers' Intentions to purchase South Korean food.

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APPENDIX A – EXAMPLES OF @SHAYNANIGANS_SK INSTAGRAM

POSTS



Caption: Tteok-bokki (떡볶이) is a popular Korean food made from small-sized garae-tteok (long, white, cylinder-shaped rice cakes). It is often seasoned with spicy gochujang (chilli paste) and usually mixed with fish cakes and green scallions. This tteokbokki dish was mixed with fishcakes, ramen, topped with cheese and served with fried mandu (dumplings) and cheese sticks. I love it because of the chewy texture of the rice cakes and the spiciness but can't eat more than a handful! Tteokbokki is a staple in Korea and is super affordable. It goes without saying that this is something you have to try here.

#tteokbokki #ramen #mandu #asiancuisine #food #foodie #foodporn #foodgasm #nomnomnom #instagood #instafood #southkorea #exploreasia #traveler #travel #travelgram #instatravel #tourism #instago #wanderlust #ilovetravel #traveltheworld #travelpics #solotravel #worldcaptures #mytravelgram #traveller #explorer #gallivanter #shaynanigans



Caption: Gomguk, gomtang, or beef bone soup is a slow-simmered Korean soup of beef, including ribs, oxtail, brisket, ox's head or ox bones. The broth tends to have a milky color with a rich and hearty taste. It's best eaten with radish kimchi (kkaktugi), and rice can be included in the soup or served separately. It's soul food in cold weather for sure!

#gomguk #gomtang #beef #korean #cuisine #tasty #yummy #food #foodie #foodporn #foodgasm #nomnomnom #instagood #instafood #southkorea #exploreasia #traveler #travel #travelgram #instatravel #instago #wanderlust #ilovetravel #traveltheworld #travelpics #mytravelgram #traveller #explorer #gallivanter #shaynanigans



Caption: Cockles and clams aren't that bad! I've never been much of a seafood person, but last night I gave Gomak Bibimbap a try. For those of you who have forgotten, 'bap' means rice and Bibimbap (a meal on its own) is a bowl of warm rice topped with a load of different vegetables, gochujang (red pepper paste), doenjang jjigae (fermented soy bean paste soup- the bomb) soy sauce or sesame oil, and seaweed. It's then mixed thoroughly and although appears a mess, is one of the the most delicious and freshest dishes I've eaten in Korea. Gomak, is marinated cockles (which are different to clams), so is essentially a cockle and clam bibimbap. Both the cockles and clams were tender and flavorful, and although we ate them separately at the start of the meal, they were added to the vegetable mixture (the red heap on the left of the picture). To our rice we added the veggies and clams, beansprouts, sesame oil, doenjang jjigae and adjusted to our taste. The veggies were super spicy, but the type of spicy and tasty that you can't stop eating! Definitely going there again 😊

#gomgak #bibimbap #cockles #clams #korean #cuisine #yummy #food #foodie #foodporn #foodgasm #nomnomnom #instagood #instafood #southkorea #exploreasia #traveler #travel #travelgram #instatravel #instago #wanderlust #ilovetravel #traveltheworld #travelpics #mytravelgram #traveller #explorer #gallivanter #shaynanigans

APPENDIX B – INFORMED CONSENT LETTER

UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

APPLICATION FOR ETHICS APPROVAL For research with human participants

Information Sheet and Consent to Participate in Research

Date:

Greetings,

My name is Shefali Ramjathan from the University of KwaZulu Natal, School of Management, Information technology and Governance, South Africa. My contact number is +8210 5463 1745 and my email address is shefalr8@gmail.com.

You are being invited to participate in a study that involves research on consumer-to-consumer influence on Instagram with a focus on South Korean food. The aim and purpose of this research is to explore the extent that different variables of influence on Instagram have on a consumer's attitudes and intentions to try South Korean food. The study is expected to include 384 participants from Instagram. It will involve the completion of an online questionnaire. The duration of your participation if you choose to participate and remain in the study is expected to be 10 minutes.

The study will provide no direct benefits to participants. By selecting the submit button at the end of the questionnaire, you, the participant, gives consent to your data being used for the purposes of the study.

If participation via the online survey is not possible, I will be able to email the questionnaire to you to complete manually to scan and return to me via email.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number _____).

In the event of any problems or concerns/questions you may contact the researcher at shefalr8@gmail.com or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION
Research Office, Westville Campus
Govan Mbeki Building
Private Bag X 54001
Durban 4000 KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557- Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

Sincerely

Shefali Ramjathan

APPENDIX C – QUESTIONNAIRE

Consumer-to-consumer influence on South Korean food consumption: An Instagram study

Which country are you from? _____

Which social media platforms do you use? Please check the appropriate box(es).

Instagram

Facebook

Twitter

Youtube

SnapChat

LinkedIn

Pinterest

Google+

Other...

Add option

Section A: Instagram Activity

How often do you access Instagram? Please select the most appropriate option.

Once a day

Several times a day

Several times a week

Several times a month

None of the above

Why do you enjoy using Instagram? Please check the appropriate box(es).

- It's visually appealing.
- I meet new people.
- I find interesting content.
- I use it to pass time.
- I love uploading my content.
- Other...

Section B: Source Credibility

Please indicate your perceptions about the Instagram account holder. The Instagram account holder referred to in this section is @shaynanigans_sk.

Items	1	2	3	4	5	6	7
The Instagram account holder is:	○	○	○	○	○	○	○
	Not dependable					Dependable	
The Instagram account holder is:	○	○	○	○	○	○	○
	Dishonest					Honest	
The Instagram account holder is:	○	○	○	○	○	○	○
	Unreliable					Reliable	
The Instagram account holder is:	○	○	○	○	○	○	○
	Insincere					Sincere	
The Instagram account holder is:	○	○	○	○	○	○	○
	Untrustworthy					Trustworthy	
The Instagram account holder is:	○	○	○	○	○	○	○
	Not an expert					Expert	
The Instagram account holder is:	○	○	○	○	○	○	○
	Inexperienced					Experienced	
The Instagram account holder is:	○	○	○	○	○	○	○
	Unknowledgeable					Knowledgeable	
The Instagram account holder is:	○	○	○	○	○	○	○
	Unqualified					Qualified	
The Instagram account holder is:	○	○	○	○	○	○	○
	Unskilled					Skilled	

Section C: Tie Strength

Please describe your relationship with the Instagram account holder. The Instagram account holder referred to in this section is @shaynanigans_sk.

Items	1	2	3	4	5	6	7
How strong is your relationship with Instagram account holder?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Barely know them			Very close			
How would you feel about asking this person to loan you \$100 or more?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Would never ask			Very comfortable			
How helpful would this person be if you were looking for a job?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	No help at all			Very helpful			
How upset would you be if this person unfriended you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not upset at all			Very upset			
If you left Instagram for a different site, how important would it be to bring this friend along?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Would not matter			Must bring them			

Section D: Informational Quality

Please indicate the extent to which you agree or disagree with each statement. Please scroll across for the full scale.

Items	Strongly disagree	Disagree	More or less disagree	Undecided	More or less agree	Agree	Strongly agree
The content on the Instagram account feed is relevant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is applicable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is current.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is timely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is up-to-date.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is correct.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is reliable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed sufficiently completes your needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed includes all necessary values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed covers your needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed has sufficient breadth and depth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section E: Consumer Susceptibility to Interpersonal Influence

Please indicate the extent to which you agree or disagree with each statement. Please scroll across for the full scale.

Items	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
The content on the Instagram account feed is relevant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is applicable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is current.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is timely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is up-to-date.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is correct.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed is reliable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed sufficiently completes your needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed includes all necessary values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed covers your needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on the Instagram account feed has sufficient breadth and depth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section F: Impact on Attitude

Based on the Instagram account feed of @shaynanigans_sk, what is your attitude towards South Korean food?

Items	1	2	3	4	5	6	7
My attitude toward the Instagram account feed is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Bad						Very good
My attitude toward the Instagram account feed is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Unpleasant						Very pleasant
My attitude toward the Instagram account feed is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Very worthless						Very Valuable

Section G: Impact on Purchase Intention

Based on the Instagram account feed of @shaynanigans_sk, what is your attitude towards purchasing South Korean food? Please indicate the extent which you agree or disagree with each statement.

Items	Strongly disagree	Disagree	More or less disagree	Undecided	More or less agree	Agree	Strongly agree
I would buy this type of cuisine rather than any other cuisines available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to recommend others to buy this type of food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to purchase this type of food in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section H: Demographics

Please select the most appropriate option.

What is your gender?
1. Male
2. Female

What is your race?
1. Caucasian 2. Black 3. Indian 4. Asian 5. Mixed 6. Other

What is the highest degree or level of education you have completed?
1. No schooling 2. Technical Diploma 3. Diploma 4. Bachelor's Degree 5. Honour's Degree 6. Master's Degree 7. Doctorate Degree

Which category best describes your occupational status?
1. Student 2. Currently employed 3. Self-employed 4. Unemployed 5. Retired

Which category best describes your annual gross income? (Exchange rate: 1 USD = 15.25 ZAR)
1. \$0 - \$10 000 2. \$10 000 - \$20 000 3. \$20 000 - \$30 000 4. \$30 000 - \$40 000 5. \$40 000 - \$50 000 6. \$50 000 - \$60 000 7. Above \$60 000

APPENDIX D – ETHICAL CLEARANCE APPROVAL LETTER



06 November 2020

Miss Shéfalí Rokush Ramjathan (205522211)
School Of Man Info Tech &Gov
Pietermaritzburg Campus

Dear Miss Ramjathan,

Protocol reference number: HSSREC/00000010/2019

New Project title: Consumer-to-consumer influence on attitude towards, and intention to buy South Korean food:
An Instagram study

Approval Notification – Amendment Application

This letter serves to notify you that your application and request for an amendment received on 25 September 2020 has now been approved as follows:

- Change in title

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form; Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

Best wishes for the successful completion of your research protocol.

Yours faithfully

Professor Dipane Hlalele (Chair)

/ms

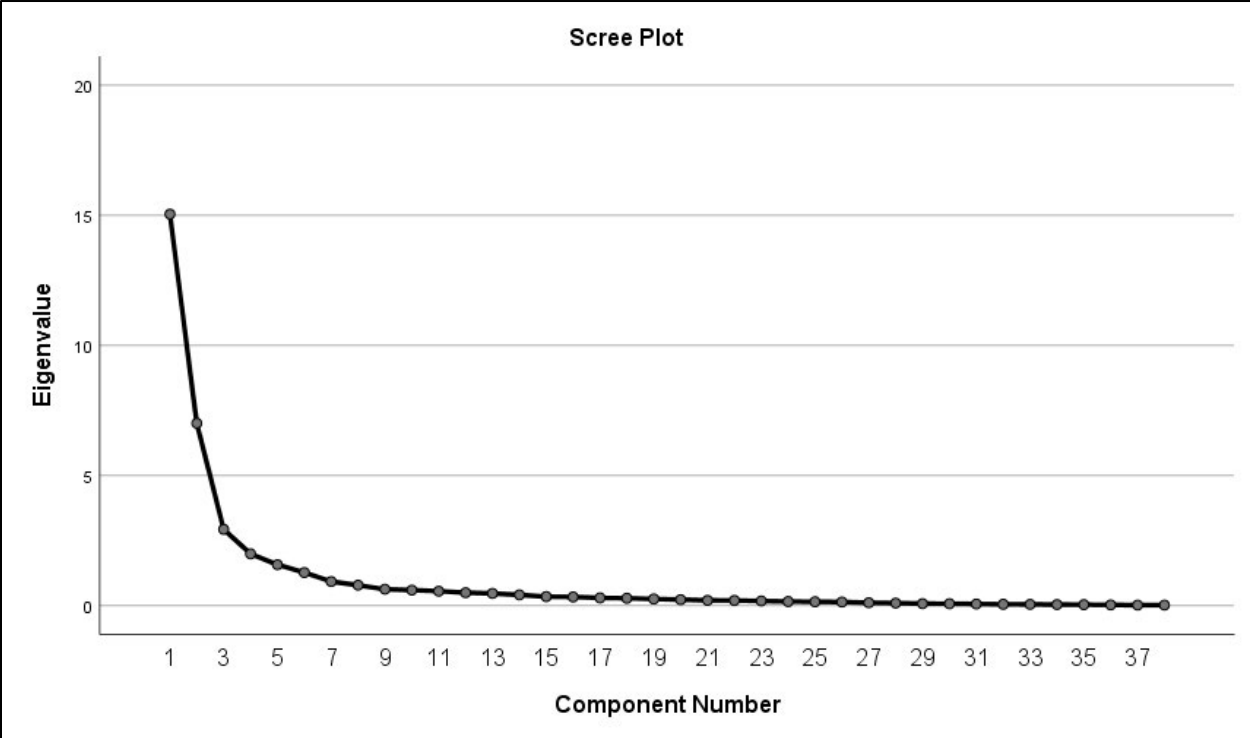
Humanities & Social Sciences Research Ethics Committee
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Tel: +27 31 260 8360 / 4557 / 3587

Website: <http://research.ukzn.ac.za/Research-Ethics/>

Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

INSPIRING GREATNESS

APPENDIX E – SCREE PLOT OF ALL CONSTRUCTS



APPENDIX F – PATTERN & STRUCTURE MATRIX

Pattern and Structure Matrix for PCA with Oblimin Rotation of Four factor solution									
	Pattern Coefficients				Structure coefficients				Communalities
	1	2	3	4	1	2	3	4	
Is the IGAH dependable?	-0.077	0.818	-0.074	0.016	0.143	0.786	0.090	0.274	0.630
Is the IGAH honest?	-0.003	0.817	-0.023	-0.078	0.215	0.784	0.130	0.197	0.621
Is the IGAH reliable?	-0.071	0.807	-0.040	0.040	0.153	0.792	0.127	0.302	0.635
Is the IGAH sincere?	-0.051	0.831	-0.079	-0.047	0.167	0.784	0.077	0.216	0.626
Is the IGAH trustworthy?	-0.041	0.865	0.000	-0.047	0.197	0.837	0.165	0.247	0.705
Is the IGAH an expert?	0.052	0.726	-0.048	0.136	0.261	0.777	0.141	0.380	0.623
Is the IGAH experienced?	0.100	0.700	-0.042	0.103	0.299	0.755	0.142	0.343	0.588
Is the IGAH knowledgeable?	0.129	0.708	0.055	0.035	0.338	0.768	0.228	0.302	0.611
Is the IGAH qualified?	0.072	0.719	-0.035	0.116	0.279	0.772	0.151	0.362	0.612
Is the IGAH skilled?	0.080	0.712	-0.043	0.176	0.289	0.786	0.156	0.418	0.650
How strong is your relationship with IGAH?	-0.082	-0.016	-0.049	0.843	-0.020	0.240	0.125	0.819	0.681
Would you ask IGAH for a loan?	0.019	-0.124	0.129	0.710	0.064	0.152	0.265	0.698	0.512
Would IGAH helpful if looking for a job?	0.086	0.149	0.069	0.674	0.196	0.419	0.263	0.748	0.601
Would you be upset if IGAH unfriended you?	0.006	0.100	0.074	0.813	0.115	0.397	0.278	0.865	0.764
If you left IG, would you want IGAH to follow?	0.020	0.115	0.012	0.689	0.114	0.360	0.194	0.733	0.552
The content on the IGA is relevant?	0.946	0.046	-0.044	-0.012	0.952	0.298	0.092	0.077	0.910
The content on the IGA is appropriate?	0.958	0.013	-0.085	-0.010	0.950	0.261	0.046	0.059	0.909
The content on the IGA is applicable?	0.959	0.011	-0.051	0.006	0.956	0.272	0.084	0.083	0.916
The content on the IGA is current?	0.946	-0.007	-0.106	0.077	0.936	0.263	0.039	0.134	0.890
The content on the IGA is timely?	0.953	0.060	-0.112	0.010	0.955	0.307	0.033	0.089	0.926
The content on the IGA is up-to-date?	0.924	0.083	-0.144	0.050	0.933	0.329	0.011	0.127	0.894
The content on the IGA is accurate?	0.967	-0.005	-0.034	0.014	0.962	0.264	0.100	0.090	0.926
The content on the IGA is correct?	0.961	0.001	-0.007	0.016	0.962	0.274	0.128	0.099	0.926
The content on the IGA is reliable?	0.965	-0.018	-0.037	0.045	0.959	0.260	0.101	0.115	0.922
The content on the IGA completes needs?	0.917	-0.015	0.044	0.018	0.921	0.257	0.170	0.103	0.850
The content on the IGA includes necessary values?	0.949	0.023	-0.037	0.029	0.953	0.291	0.103	0.111	0.911
The content on the IGA covers your needs?	0.882	-0.033	0.033	0.059	0.882	0.242	0.160	0.133	0.783
The content on the IGA has sufficient breadth and depth?	0.932	0.038	-0.021	0.036	0.943	0.307	0.122	0.126	0.893
I often consult others before buying	0.019	-0.001	0.784	0.000	0.125	0.167	0.786	0.177	0.618
I often observe what others are buying	-0.019	-0.046	0.795	0.019	0.078	0.121	0.787	0.181	0.622
I often ask my friends about what they are buying	-0.025	0.062	0.697	0.184	0.104	0.264	0.748	0.360	0.602
I frequently gather information before buying	-0.018	-0.049	0.804	0.186	0.094	0.178	0.833	0.348	0.723
My attitude towards the IGF is bad	0.020	0.614	0.320	-0.046	0.231	0.670	0.440	0.239	0.546
My attitude towards the IGF is unpleasant	0.035	0.615	0.237	-0.032	0.237	0.664	0.363	0.236	0.495
My attitude toward the IGF is worthless	0.083	0.458	0.482	-0.088	0.270	0.552	0.569	0.185	0.533
I would buy this type of cuisine	0.673	-0.053	0.176	-0.081	0.675	0.144	0.238	-0.001	0.488
I am willing to recommend this type of cuisine	0.787	0.007	0.151	-0.081	0.802	0.231	0.242	0.024	0.667
I intend to purchase this type of cuisine in the future	0.763	-0.070	0.155	-0.127	0.753	0.132	0.216	-0.050	0.605

APPENDIX G – LETTER FROM LANGUAGE EDITOR

 <p>KZN LANGUAGE INSTITUTE</p>	<h3><u>Editing</u> <u>Confirmation</u></h3>	<p>33 Alan Paton Avenue Scottsville Pietermaritzburg 3201 Tel: 083 593 2955 Email: admin@kznlanguageinstitute.com Website: www.kznlanguageinstitute.com</p>
<p>Registration number: 131 804 NPO</p>		
<p>30/10/2020</p>		
<p><u>Report on dissertation by:</u> Shéfali Rokush Ramjathan</p>		
<p><u>Dissertation title:</u> Consumer-to-consumer influence on attitude towards, and intention to buy South Korean food: An Instagram study</p>		
<p>This serves to confirm that the above document (excluding Table of Contents, List of Figures, List of Tables, Reference lists and Appendices) was edited substantively by members of the KZN Language Institute's professional English language editing team, prior to re-examination. The document was returned to the author with numerous tracked changes and comments intended to correct errors and to clarify meaning. It was the author's responsibility to attend to these changes.</p>		
<p>Please note that the final, corrected version of the document was not proofread by an editor from the KZN Language Institute.</p>		
<p> Ms G. Coertze MSc&C (Culture, Communication and Media Studies) Outsourced Editing Manager</p>		
<p> Ms J. Kerckhoff BEd (Hons), MA (Applied Language Studies), CELTA Director of KwaZulu-Natal Language Institute</p>		
<p>KWAZULU-NATAL LANGUAGE INSTITUTE (REG. NO: 131-804 NPO) 33 CORONATION ROAD, SCOTTSVILLE PIETERMARITZBURG 3201 KWAZULU-NATAL, SOUTH AFRICA TEL: +27 (0) 33 345 6844</p>		
<p><i>KZN Language Institute – Transforming Words</i></p>		