

THE INFLUENCE OF ENDORSEMENT IN FOOD ADVERTISING IN
INSTAGRAM

NURUL SYAFIQAH BINTI MOHAMAD YUSOF

Faculty of Technology Management and Technopreneurship
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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INSTAGRAM

NURUL SYAFIQAH BINTI MOHAMAD YUSOF

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APPROVAL

I/ We hereby declare that I/ we have read this dissertation/report and in my opinion,
this dissertation/report is sufficient in terms of scope and quality as a partial
fulfilment the requirements for the award of Bachelor of Technopreneurship with
Honours

SIGNATURE :

NAME OF SUPERVISOR : Cik Sitinor Wardatulaina Binti Mohd Yusof

DATE :

SIGNATURE :

NAME OF PANEL : Prof. Datuk Dr. Izaidin Bin Abdul Majid

DATE :

DECLARATION OF ORIGINAL WORK

I hereby declared that this report entitled
**“THE INFLUENCE OF ENDORSEMENT IN FOOD ADVERTISING ON
INSTAGRAM”**
is the result of my own research except as cited in the references. The report has not
been accepted for any degree and is not concurrently submitted in the candidature of
any other degree.

SIGNATURE :

NAME : Nurul Syafiqah Binti Mohamad Yusof

DATE :

DEDICATION

I dedicate this thesis to my beloved parents which are Mohamad Yusof Bin Che Hassan and Selamah Binti Ariffin, who always support me during to complete this research. They also given advice, financial and moral support give advices, financial and moral support in order to motivation me during to this research until now. Thank you to my Supervisor Cik Sitinor Wardatulaina Binti Mohd Yusof because she always guide and give advice to complete the research. Thank you to my Family and my friends for always support and help me in this research.

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ABSTRACT

Instagram is the best social media platform for advertising and reviews the food business. Instagram is the most popular social media applications to picture-sharing. This research is a study about the influence of endorsement in food advertising on Instagram. The main objective researches in this study are to identify and understand of endorsement in food advertising on Instagram, to study the characteristics of generation Y toward of endorsement in food advertising on Instagram, to examine the relationship of endorsement in food advertising on Instagram, and to analyze dimension is the most influential in determine effectiveness of endorsement in food advertising on Instagram. This study uses the quantitative method and questionnaire to obtain the necessary data from the respondent. The respondent consists of 384 respondents from generation Y and undergraduate students who use Instagram. The influence factors of food advertising are an endorsement, visual complexity, consumer pleasure, and consumer arousal.

Keywords: Endorsement, Visual Complexity, Consumer Pleasure, Consumer Arousal and Food Advertising

ABSTRAK

Instagram adalah platform media sosial terbaik untuk pengiklanan dan ulasan perniagaan makanan. Instagram adalah aplikasi media sosial yang paling popular untuk perkongsian gambar. Kajian ini adalah kajian mengenai pengaruh pengesahan dalam pengiklanan makanan di Instagram. Penyelidikan objektif utama dalam kajian ini adalah untuk mengenal pasti dan memahami pengesahan dalam pengiklanan makanan di Instagram, untuk mengkaji ciri-ciri generasi Y terhadap pengesahan dalam pengiklanan makanan di Instagram, untuk mengkaji hubungan pengesahan dalam pengiklanan makanan di Instagram, dan menganalisis dimensi adalah yang paling berpengaruh dalam menentukan keberkesanan pengendalian dalam pengiklanan makanan di Instagram. Kajian ini menggunakan kaedah kuantitatif dan soal selidik untuk mendapatkan data yang diperlukan daripada responden. Responden terdiri daripada 384 responden dari generasi Y dan pelajar sarjana yang menggunakan Instagram. Faktor pengaruh pengiklanan makanan adalah pengesahan, kerumitan visual, keseronokan pengguna, dan kebanggaan pengguna.

Kata kunci: Endorsement, Kompleks Visual, Keseronokan Pengguna, Pengejaran Pelanggan dan Pengiklanan Makanan

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This purpose of this paper is to investigate the influence of endorsement, visual complexity, consumer arousal and consumer pleasure in food advertising on Instagram. The research is one of the few studies comparing the effectiveness of endorsement in Instagram advertising. Furthermore, this is research extends the existing knowledge about endorsement, visual complexity, reaction consumer pleasure and consumer arousal in the context of social media advertising.

According to Department Statistics (2019), stated that, the ages of Malaysian's population between 15 years old to 64 year old are about 23.8 million which mean 70%. There are 10 436 000 million active Instagram users in Malaysia and the majority of them are woman, April 2019 (NapoleonCat, 2019). For the people age 18 until 24 are 33.5 percent meanwhile, people age 25 until 35 are 35.5 percent. Instagram, Facebook, and Twitter are the best social media to advertising

and review the food business. But, Instagram is the most famous social media applications to picture-sharing. It is been the famous to upload and sharing the image in social media platform, which is user sharing their experience on Instagram. The social media platform has an important impact on consumer daily life in developed and developing countries.

Moreover, According McGuire, (2017) stated that food was not a simply stuff that people eat when their hungry, but food are awesome, inventive delicious inspiring, and also colourful. Food does not make us full but also make people craving from their texture, colour, taste and balance in food pyramid. Instagram has been made the food business one of the higher industries on the social media. According to Johson, (2015) stated that food is a most popular products advertised on Instagram, where it can be more presented in a personal way and conveying a more honest images of brands. Sometimes consumer was avoiding restaurant or food brands because their advertising an in Instagram presence is weak. According to McGuire, (2017) stated that, it may be explain the overwhelming number of food related photos posted on Instagram. The food marketers using the Instagram must be communicating about their product effectively.

There are a few factors that influence customer to purchase food advertising on Instagram such as endorsement, visual complexity, consumer arousal and pleasure. There are many studies acknowledged pleasure and arousal as fundamental elements of consumer emotions and affective responses to marketing stimuli (Belanche, Flavián, & Pérez-Rueda, 2018). The consumer arousal and consumer pleasure were make consumer more attractive to purchase the food advertising on Instagram when consumer scrolling. This felling were makes consumer more excited and interesting when their favourite endorsement promoted the food advertising on Instagram. The endorsement was used the visual complexity in food advertising on Instagram to attract consumer purchase the product.

When accessing Instagram, users encounter have a lot of visual information, such as photos post by other users and product information delivered by marketers. Therefore, to attract consumer attention effectively, marketers need to design advertising that can stop users and hold their attention long enough to process the advertisings cognitively before scrolling up or down to see other photos. For the first impressions toward Instagram advertising are essential for capturing users' interests. As Instagram users are mainly seeking entertainment and enjoyment, they tend to move from one picture to another effortlessly to find photos they like.

According to Wang, S.W. and Scheinbaum, A.C., (2018) stated that, when user of Instagram stop scrolling at one particular photo, they was finding the attractive of visual object, and the first impression were influence was follow user behaviour toward the photo and the object in contain. The complex picture distract consumer form brand and message. The visual complexity were makes people pay attention and stop to the food advertising, which mean can increase the probability of cognitively processing the advertising (Madan, Bayer, Gamer, Lonsdorf, & Sommer, 2018). The this research, researcher was using the different type endorsement and different level of visual complexity in food advertising on Instagram.

As usually, celebrity endorsement will be the influential in the both traditional media and social media contexts (Knoll & Matthes, 2017). Celebrity endorsers are clearly effective in amplifying brand messages to the target audience. According to Djafarova, & Rushworth, (2017) stated that to address this knowledge gap, this study investigates the relative effectiveness of celebrity and expert endorsers in enhancing consumers' favourable responses to food advertising on Instagram. The food advertising will influence customer positive responses such as making the purchase product, and more favourable attitudes toward the brand. The famous food advertising will stimulate consumer emotions, such as customer pleasure and customer arousal. This research were shows there are influence of endorsement, visual complexity, consumer arousal, consumer pleasure (independent variables) between food advertising on Instagram (dependent variables).

1.2 PROBLEM STATEMENT

Research problem is an important step in the study because it is the basic of research work on the introduction of destination before embarking on research (Kumar, 2011). In this research, researcher investigation the problem that influence endorsement in food advertising on Instagram due to food advertising can attracted customer and business food at Instagram can fulfil customer demand. In developing countries such as Malaysia, social media platform give big impact on consumer daily life. Based on NapoleonCat, (2019) the population who had been using Instagram is 54.3 percent of Instagram users in Malaysia are female which mean, only 45.7 percent only male. From this statistic, it can be deduce that Malaysian used Instagram kill time from time to time. These facts should be taken advantages by corporation in Malaysia to advertise their business.

According to Anorld (2018), the corporations have been using Instagram for advertising purpose. There some 70 percent of brand is on Instagram and like to contribute \$5 billion in advertising revenue (MediaKix, 2018). In 2018, the brand spends around \$1 billion just for Instagram advertising and between \$1 billion and \$10 billion in 2022 (Gallagher, 2018). The corporations was using celebrities to gain their profit and trending their brand also products. That is mean when a corporation using a social media platform with a relatively low budget but give a large impact and lend more profit compare to other advertising method. Especially for food industrial, due to cooperate was used endorsement to influence and attracted consumer to purchase food advertising on Instagram.

Instagram is the most famous social media applications to picture-sharing. It is been the famous to upload and sharing the image in social media platform, which is user sharing their experience on Instagram (Arnold, 2018). Nowadays, when business food use social media as food advertising, it was trends and followed consumer demand. Consumer more interesting to buy food on digital platform other than buys the food at restaurant. It was because consumer no needed to drive,

searching parking, not needed to line up, cheaper, save time, and not needed waiting a long time to buy the food. For example, business homemade cooking always uses Instagram to promote their food and celebrity as ambassador. It was due to the low budget because no need physical outlet and free advertising food on Instagram.

It is found that, from the study done by Leibowitz (2017) Instagram had the highest visitor count compares to Facebook by 45 per cent and 40 per cent alternatively. Therefore, this research investigates about consumer pleasure, consumer arousal endorsement, and visual complexity has been related between food advertising in Instagram. Corporations should start to spend more revenue by advertising through Instagram because as proven by Leibowitz (2017), Instagram is the most used application by smartphone users. From this alone, due to this study was explored how consumers will be attracted to any advertisement done through Instagram.

According to Kusumasondjaja, S., Shanka, T. and Marchegiani, C., (2019) argue that food advertising using food experts create greater pleasure than endorsers by celebrities. In additional, the visual complexity affects consumer perception of, preference for, and behaviour toward a wide range of objects, from advertisements and web pages to physical products and packages. In visually rich social media, such as Instagram, all information elements in any photo compete for visual attention. Therefore this research due to investigate for visual complexity in Instagram enhances or inhibits consumer emotional responses. In the additional, this research purpose is to extent the existing research on the influence endorsement, visual complexity, consumer pleasure, and consumer arousal in food advertising on Instagram that can be achieve by endorser and how would consumer and endorser being benefited from the media social platform in accordance with the rapid growing of electronic gadgets consumption. The formats of food advertising were discussed in the details to explore further on which category in between endorsement, visual complexity, consumer pleasure, and consumer arousal.

1.3 RESEARCH QUESTIONS

There are a few problems in this research that can make the research question to find the data to help this research. There are research questions for this research paper such as:

1. What is the prevalence influence of endorsement in food advertising on Instagram?
2. What are the characteristics profiles of generation Y toward of endorsement in food advertising on Instagram?
3. What is the relationship of endorsement in food advertising on Instagram?
4. Which dimension is the most influential in determine effectiveness of endorsement in food advertising on Instagram?

1.4 RESEARCH OBJECTIVES

There are aims of the research objectives to find new facts, examine the facts and to analyse an event or process to identify the relationship. There are many research objective will be related such as:

1. To determine the prevalence of endorsement in food advertising on Instagram.
2. To study the characteristics profiles of generation Y towards endorsement in food advertising on Instagram.
3. To examine the relationship of endorsement in food advertising on Instagram.
4. To analyse dimension is the most influential in determine effectiveness of endorsement in food advertising on Instagram.

1.5 SCOPE OF THE RESEARCH

The scope of research refers to how far the research area has explored and parameters in with study will be operating in. The coverage of the scope is general purpose, population or sample, subject matters and topics discussed, and area or locality. This research is basically aimed at understanding the impact of endorsement and visual complexity in food advertising on Instagram. Besides, this research was focused relationship between endorsements, visual complexity, consumer pleasure, and consumer arousal to the food advertising on Instagram.

This research is aimed to determine the influence of endorsement in food advertising on Instagram among generation Y at Peninsular Malaysia. The result of the objective make researcher focused on the scope of research. This research study focused on geographical area in Peninsular Malaysia. The research will involve generation Y from several at Peninsular Malaysia. These respondents must actively use Instagram for at least one year.