THE IMPACT OF SHORT-FORM VIDEO AS ELECTRONIC WORD-OF-MOUTH ON CONSUMER VISIT INTENTION: A COMPARISON BETWEEN TIKTOK AND INSTAGRAM

ENG SHI YEE

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2023

THE IMPACT OF SHORT-FORM VIDEO AS ELECTRONIC WORD-OF-MOUTH ON CONSUMER VISIT INTENTION: A COMPARISON BETWEEN TIKTOK AND INSTAGRAM

BY

ENG SHI YEE

A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2023

DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is <u>12165 words</u> .

Name of student:	Student ID:	Signature:
Eng Shi Yee	2003003	

Date: <u>13/12/2023</u>

Acknowledgements

I extend my sincerest gratitude to everyone who contributed to the completion of this research paper. Firstly, I express my deepest appreciation to Ms. Ezatul Emilia Muhammad Arif, my supervisor. Her unwavering guidance and support at every stage of my research were instrumental in overcoming obstacles and shaping this work.

I am equally indebted to Ms. Chin Wai Yin, my second examiner, whose invaluable insights and suggestions offered a unique perspective that enriched my understanding of the target respondents.

My heartfelt thanks go out to my batchmates and all who generously participated as respondents in my research survey. Your contribution was pivotal in shaping the outcome of this study.

I would also like to acknowledge the immense support and guidance provided by Universiti Tunku Abdul Rahman (UTAR) and the Final Year Project coordinators. Their assistance in coordinating the entire process was invaluable.

This research would not have been possible without the collective effort and support of these individuals and institutions, and for that, I am immensely grateful.

Dedication

This Final Year Project stands as a testament to the unwavering support and guidance of my beloved supervisor, Ms. Ezatul Emilia Muhammad Arif, along with the invaluable insights and feedback from Ms. Chin Wai Yin. I extend my deepest gratitude to my family members, friends, lecturers, seniors, and all the respondents who played an integral role in the successful completion of this project. I also wish to acknowledge Universiti Tunku Abdul Rahman (UTAR) for providing the opportunity and resources essential for conducting this research. Their support was instrumental in realizing the goals of this project.

TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

eWOM	Electronic word-of-mouth
SFV	Short-form video
F&B	Food and Beverage
UGC	User-generated Content
IAM	Information Adoption Model
TAM	Technology Acceptance Model
ELM	Elaboration Likelihood Model
AQ	Argument Quality
SC	Source Credibility
IQ	Information Quantity
CA	Consumers' Attitude
IU	Information Usefulness
IA	Information Adoption
VI	Visit Intention

Preface

The prevalence of short promotional videos showcasing restaurants on social media has become a prevailing trend in the food and beverage industry. Owners are keen on capitalizing on this trend to attract consumers and establish stronger brand awareness for their stores. Intrigued by this trend, I aim to delve into the perspectives of video-watching audiences and explore how these short videos influence their purchasing and dining behaviors.

My focus extends to understanding the impact of short-form videos as a form of electronic word-of-mouth on consumer visit intentions. This interest led to the initiation of this research, titled "The Impact of Short-Form Video as Electronic Word-of-Mouth on Consumer Visit Intention." Through this study, I seek to unravel the connections between audience perspectives, video influence, and subsequent consumer behaviors, offering insights into the powerful role of short videos in shaping consumer choices in the food and beverages domain.

Abstract

Short Form Video (SFV) as an effective tool for electronic Word of Mouth (eWOM) can facilitate the exchange of opinions among consumers. Compared to static text comments, short videos are more interactive and can be more engaging. However, in a consumer's decision to visit a physical shop, audiences are not easily swayed by influencer endorsements. They carefully consider all aspects to ensure the usefulness of the food reviews they share. This study aims to investigate several factors including argument quality, source credibility, quantity of information, consumer attitudes, information usefulness, and information adoption. Based on the grounded theory of Information Adoption Modelling (IAM), the aim was to understand consumers' willingness to accept and adopt new information from short videos (electronic word-of-mouth). The study was conducted with Malaysian Generation Z, who follow short video recommendations from food bloggers or influencers on TikTok and Instagram.

Inferences were made to the larger aggregate through Smart PLS and SPSS analyses on a sample of 399. The findings show that argument quality, source credibility, quantity of information, and consumers' attitudes have a positive effect on the usefulness of short video messages. Meanwhile, information usefulness positively influenced information adoption by encouraging consumers to visit food and beverage shops. Finally, the study identifies managerial and theoretical implications, limitations, and recommendations for future research.

CHAPTER 1: INTRODUCTION

1.1 Research Background

The Shift in Communication and Consumer Influence

In the contemporary era, social media has transformed the way people interact, connect, and communicate with others, replacing traditional methods such as face-to-face communication, letter writing, and telephone conversations. In Malaysia, a staggering 26.8 million people are active social media users, engaging in diverse online conversations spanning topics from travel to food, as per the Digital 2023 Global Overview Report (Howe, 2023).

This digital transformation has created chances for consumers to express their perceptions, preferences, and experiences related to products, services, brands, or entities through digital channels. Electronic word-of-mouth (eWOM) has become a common phenomenon, with consumers generating, sharing, and exchanging their opinions on social media platforms, significantly impacting brand perception and purchase decisions (Arora & Lata, 2020).

The Rise of Short-Form Video Platforms

TikTok, a leading short-video platform, is expected to amass around 14 million users in Malaysia, nearly half the country's population (Statista, 2023a). In today's fast-paced world, short-form videos excel in capturing viewers' attention, giving them an edge over longer-duration videos (Qin et al., 2022). These platforms have revolutionized eWOM, providing innovative and engaging

methods for conveying recommendations, and enhancing the appeal of shared experiences through aesthetically enhanced elements or functions.

The Emergence of Social Media Influencers

Nowadays, many Millennials and Gen Z have become social media influencers and even some quit their current jobs. According to a Morning Consult survey, 86% of respondents aged 13-38 seek to be influencers (The Loomly Team, 2022). This is due to the attraction of its money rebate, flexibility, and distinctive in becoming a content creator, as shown in Figure 1. Indeed, there are many content creators, especially in the food niche, who leverage short videos to share personal dining experiences and opinions, subsequently generating eWOM that impacts consumer visit intentions.

Figure 1: Reasons Millennials and Gen Z want to be social media influencers.

Why Become an Influencer?
Motivations to get paid for social-media posts vary

■ Millennials ■ Generation Z

Category	Millennials	Generation Z
Make a Difference	48%	58
Flexible Hours	60	55
Share My Ideas	44	53
It's Fun	48	51
Money	58	50
Try New Products	46	40
Fame	14	17
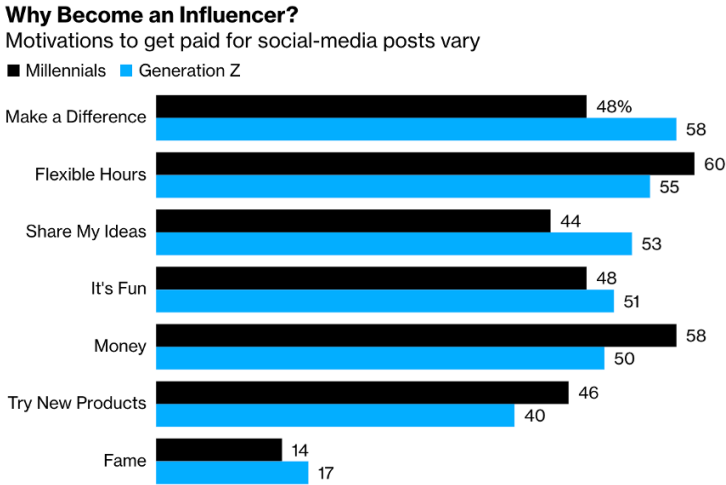
Source: Morning Consult, Survey of 2,000 adults ages 13-38.

Adapted from: The Loomly Team (2022).

The Dominance of Gen Z and their Influence

Generation Z, often labeled as digital natives or tech-savvy individuals (Kennedy, 2023; Wellen, 2022), has emerged as a dominant force in embracing short-form videos for seeking and sharing recommendations. 79% of Gen Z respondents said they have actively visited or made purchases based on influencers' content (Meta, 2022). This demographic exhibited increased levels of brand loyalty and satisfaction when they encountered and explored brand choices through influencer recommendations. Among all age groups, Gen Z demonstrates a 99% greater reliance on social media and online reviews for selecting restaurants compared to Gen X and Boomers, as stated by the 2018 Word of Mouth Report (Contes, 2022). Gen Z heavily relies on social media for information or opinion, showing a new trend influencing consumer behavior.

1.2 Research Problem

There are several concerns have motivated the initiation of this research. Firstly, numerous proprietors capitalize on the **short-form video (SFV) trend to market their stores**, leading to **several successful instances of heightened store awareness**. However, **some still encounter challenges where the short videos fail to yield visible results**. Meantime, the abundance of information available through short-form videos can lead to information overload, making it difficult for users to effectively manage and extract critical information (Chung et al., 2023). As a result, it becomes crucial to understand how consumers perceive these contents and how contents impact their decision-making process regarding visiting physical stores.

Moreover, **despite the abundance of short video as eWOM information regarding food and beverage stores available to consumers, the influence of this information on their visit intention is not well understood or documented** (Song et al., 2021). While existing literature has explored the impact of eWOM on travel decisions (Chong et al., 2018; Silaban et al., 2023;

Song et al., 2021), there is a **dearth of studies that specifically emphasize eWOM in the F&B industry**.

Additionally, while various social media platforms are available in the market, such as **TikTok and Instagram**, there is still a **need for an in-depth investigation to understand the distinctions and unique impact of SFV as eWOM on these platforms**. Despite TikTok and Instagram gaining substantial fame, there is limited research on the impression of SFV as eWOM influencing consumers' visit intention and behavior. Most studies have concentrated on e-commerce and social media platforms (Diwanji & Cortese, 2020; Leong et al., 2021; Onofrei et al., 2022; Tsai & Bui, 2020; Von Helversen et al., 2018), with limited attention given to short-video platforms (Zhai et al., 2022).

By conducting a comprehensive analysis, this research will contribute to addressing the existing research problem and provide a better understanding of how the impact of SFV as eWOM influences consumer visit intention, specifically in the food and beverage (F&B) industry. Furthermore, a comparison between TikTok and Instagram will be conducted to analyze the differences in the impact of eWOM on visit intention across these two popular platforms.

1.3.1 Research Objectives

1. To examine the relationship between **argument quality** and **information usefulness**.
2. To examine the relationship between **source credibility** and **information usefulness**.
3. To examine the relationship between **information quantity** and **information usefulness**.
4. To examine the relationship between **consumers' attitude** and **information usefulness**.
5. To examine the relationship between **information usefulness** and **information adoption**.
6. To examine the relationship between **information adoption** and **visit intention**.
7. To examine the difference in **visit intention** between **TikTok** and **Instagram** users.

1.3.2 Research Questions

1. Is there a relationship between **argument quality** and **information usefulness**?
2. Is there a relationship between **source credibility** and **information usefulness**?
3. Is there a relationship between **information quantity** and **information usefulness**?
4. Is there a relationship between **consumers' attitude** and **information usefulness**?
5. Is there a relationship between **information usefulness** and **information adoption**?
6. Is there a relationship between **information adoption** and **visit intention**?
7. Is there a difference in **visit intention** between **TikTok** and **Instagram** users?

1.4 Research Significance

1.4.1 Distinctive Significance for Practitioners

This finding assists practitioners in comprehending **how eWOM through short-form videos can encourage consumers to adopt information and visit physical F&B stores**. Businesses can differentiate themselves in a competitive marketplace, increase consumer engagement, and grow their customer base by leveraging the persuasive power of eWOM. This research provides valuable insights to practitioners, helping them better understand the potential of eWOM via SFV in driving consumer visit intention and gaining a competitive advantage.

Generation Z has become a core target customer for many companies, given their purchasing power and influence continually rising. The data indicate that Gen Z has $360 billion in disposable income (Pollard, 2021) and spends a significant portion of it on dining out (NCR Greenhouse, n.d.).

This research focuses on **comprehending the attitudes and behaviors of Generation Z consumers toward eWOM via short videos**. Understanding their preferences, motivations, and decision-making processes enables practitioners to tailor their marketing strategies effectively to engage and connect with this target audience on platforms like TikTok and Instagram. This targeted approach will lead to improved customer acquisition, enhanced brand awareness, and increased customer loyalty within the Generation Z segment.

1.4.2 Distinctive Significance for Academics

Apart from that, the present study aims to **enhance and advance the theoretical framework** known as the Information Adoption Model (IAM) about the domains of eWOM, short-form videos, and consumer visit intention. This study aims to enhance the theoretical underpinnings of the IAM model and gain a deeper understanding of its functioning in the context of short-form videos by investigating the validity and applicability of its variables. The results of this study will enhance our comprehension of the variables that influence consumer visit intention within the domain of eWOM originating from short-form videos.

CHAPTER 2: LITERATURE REVIEW

2.1 Electronic Word-of-Mouth (eWOM)

The term "word of mouth" (WOM) refers to the interpersonal conversations that take place among customers about their encounters with and evaluations of a company or its offerings (Sun et al., 2021). Electronic Word-of-Mouth (eWOM) is described as the lively and continuing information exchange process between prospective, existing, or past customers about a product or brand that is accessible to a variety of individuals and institutions over the Internet (Ismagilova et al., 2019). eWOM can be conveyed through various platforms such as blogs, forums, chat rooms, review websites, and social networking sites (Erkan & Evans, 2016). eWOM can be defined as the digital sharing of food influencer opinions, reviews, or recommendations related to food or restaurants through short videos on platforms like TikTok and Instagram.

The growing popularity of Web 2.0 and the widespread availability of social media platforms have facilitated electronic discussion and experience sharing. These advancements have resulted in users posting hundreds of messages each minute and sharing their experiences with a wide audience (Zhang et al., 2017). Customers create user-generated content (UGC) through their reviews and recommendations, which can be mined for suggestions and used by others to make purchasing decisions. Consequently, sellers can leverage eWOM to reach a wide audience and increase brand awareness.

Additionally, eWOM helps prospective customers assess and evaluate intangible services, such as restaurant experiences, minimizing the likelihood of encountering dissatisfaction or disappointment after the visit. Due to its independence from the corporation, eWOM carries more influence as it represents individualized experiences and is perceived as authentic and unbiased (Indrawati et al., 2022). Consumers tend to attribute greater trust to eWOM recommendations in

comparison to commercial advertisements, mostly due to the perception that the individuals conveying eWOM possess a lower level of commercial purpose.

2.2 Short Form Video (SFV)

Short-form video (SFV) is the most common video form, which can range from a few seconds to a few minutes, and cater to the current fast-paced lifestyle (Cao et al., 2021; Wang, 2020). It varies from traditional lengthy videos in that they may be created and edited on portable smart devices and uploaded instantly on social media sites, such as TikTok, Kuai, Instagram, Snapchat, and YouTube. Short videos, as opposed to longer ones, are more efficient and cost-effective in terms of reaching an audience, particularly when it comes to satisfying the entertainment demands of today's busy youth with their hectic schedules.

SFV is considered user-generated content (UGC) (Yawised et al., 2022), users may produce and share videos, as well as engage with others, using short-form video apps (Xiao et al., 2023). When users post their short videos to short video-sharing services, the number of individuals who watch those videos grows exponentially, which leads to a snowball effect that drives eWOM (Xie et al., 2019).

Additionally, an SFV is rich media content that mainly includes multimedia elements to produce a short-duration video, such as background music, video, audio, text, and animation. The visually enhanced content that is created by consumers in a variety of formats makes eWOM more appealing and interactive. Promoting a product or service by visual element is an efficient way to appeal to the viewer's senses, as it may stimulate their imagination, give them a sense of immersion, and ultimately help to create a positive impression (Kim et al., 2018). A SFV may be used to generate a symbolic icon that represents food and to enhance the meaning of food, such as flavors, textures, and sensory experiences (Kim et al., 2018). This symbolic icon is then disseminated to both current and potential diners through numerous communication channels (Kim et al., 2018). As a result, vivid rather than static short videos may trigger eWOM as it can easily increase viewers' interest in sharing with others.

2.3 Consumer Visit Intention (VI)

Travel intention refers to the desire to travel, prompting individuals to alter their actions and motivating them to visit tourist destinations (Rafdinal et al., 2022). Meanwhile, the construct of "restaurant visit intention" is significant in the marketing and hospitality literature as it aids in comprehending consumer actual behavior. Restaurant visit intention signifies a consumer's future intention to visit or make a reservation at a specific restaurant (Huifeng & Ha, 2021). In other words, the definition of "restaurant visit intention" is the consumer's inclination or propensity to visit a specific restaurant or go to the restaurant to enjoy a meal (Huifeng & Ha, 2021).

Significantly, there is a strong association between behavioral intentions and actual behaviors (Peña-García et al., 2020), highlighting the ability to predict future sales. Likewise, the intention to visit a restaurant signifies the preliminary stage of consumers' actual behaviors. When people become aware of a restaurant, they intentionally plan to visit it and possibly purchase its products.

2.4 Theory

This research will apply the theoretical model of the **Information Adoption Model (IAM)** by combining the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986) and the technology acceptance model (TAM) (Davis, 1989), which was devised by Sussman and Siegal (2003), to explain how persuasive information is processed by individuals (Tien et al., 2019).

2.4.1 Technology Acceptance Model (TAM)

Figure 2. 1: Technology Acceptance Model (TAM)
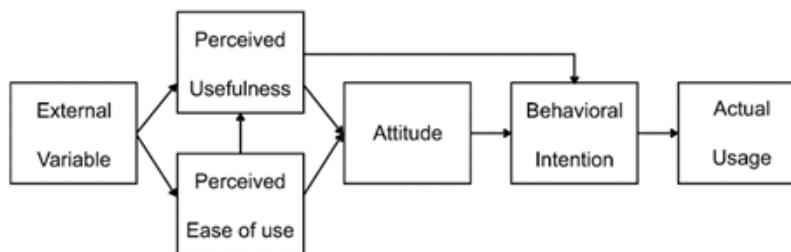
Source: Davis (1989)

TAM was developed by Davis (1989) to explain how people decide to use and accept a specific technology or information system (Kao & Huang, 2023). An individual's behavioral intention, or likelihood to accept and utilize technology, is mostly driven by their attitude toward that technology (Kao & Huang, 2023).

2.4.2 Elaboration Likelihood Model (ELM)

ELM developed by Petty and Cacioppo (1986) is useful for understanding how the message affects recipients and explaining how persuasive communication works. The model suggests two distinctive influence routes, namely the central route and the peripheral route, which can affect the formation of individuals' attitudes and hence influence persuasion results (Xu & Warkentin, 2020).

2.4.3 Information Adoption Model (IAM)

Figure 2. 2: Information Adoption Model (IAM)

Adapted from: Sussman and Siegal (2003).

Sussman and Siegal (2003) devised the **IAM** by combining **ELM and TAM**, providing a more comprehensive framework for studying information adoption (Erkan & Evans, 2016). IAM incorporated the idea that an individual's motives, perspectives, and actions determine how willingly they would accept and adopt new information from electronic word-of-mouth communication (Hussain et al., 2020). Comparable information can be perceived in a variety of different ways by various people depending on their prior knowledge and perspectives towards the source (Ismagilova et al., 2019).

IAM described the study information adoption process, which shows that a message might affect individuals in two ways: the central route and the peripheral route (Erkan & Evans, 2016). In the **central route**, individuals take careful and thoughtful consideration of the quality, relevance, and accuracy of information delivered, whereas, in the **peripheral route**, consumers focus on the authority and credibility of the source without the need for truth evaluation (Zhai et al., 2022). The element impacting the central route is connected to the information's quality, while the factor driving the peripheral route includes source credibility (Shahab et al., 2021). In short, IAM determines how argument quality and source credibility could perceive the usefulness of the information and thus affect perceived information adoption.

Numerous studies have explored the four elements of the IAM across diverse sectors: argument quality, source credibility, perceived usefulness, and information adoption (Hussain et al., 2020; Park, 2020). Furthermore, a recent study has demonstrated that IAM includes information quantity (Song et al., 2021) as well as consumers' attitudes (Arora & Lata, 2020). According to Song et al. (2021), while examining information via electronic word-of-mouth (eWOM), "volume of mentions" is an essential factor to consider, considering the number of people expressing their opinions within eWOM messages. In addition, it is also crucial to evaluate the behavioral aspect of the information (Khwaja et al., 2020). This involves understanding the consequences of consumer behaviors toward eWOM information (Khwaja et al., 2020). Nevertheless, the original IAM theory exclusively emphasizes argument quality and source credibility. To address this constraint, this study will incorporate two factors into IAM theory in the eWOM context: information quantity (peripheral route) and consumers' attitudes.

In light of the foregoing, this study attempted to use the IAM variables "**argument quality**", "**source credibility**", "**information quantity**", "**consumers' attitude**," "**information usefulness**", and "**information adoption**" to determine and predict the impact of eWOM via short-form video on purchase intention.

Figure 2. 3: Conceptual Framework
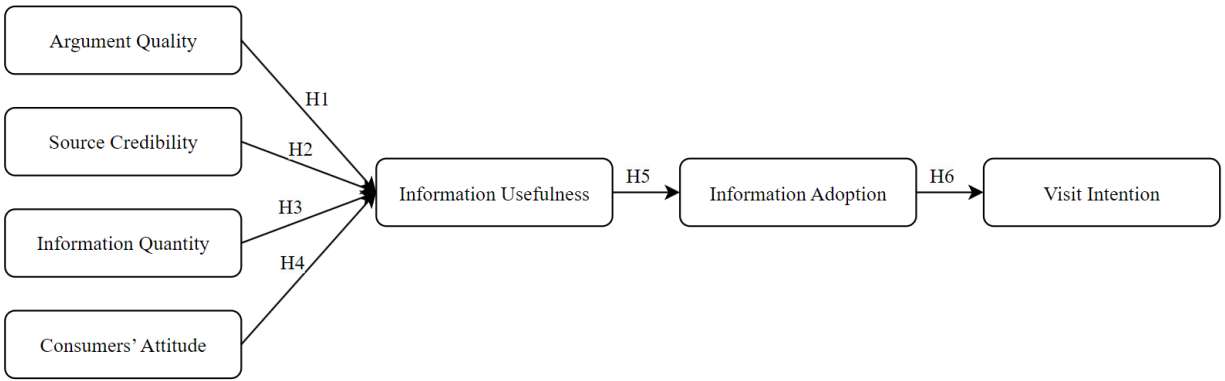
Source: Developed for the research.

2.5 Variables

2.5.1 Argument Quality (AQ)

Argument quality is defined by the persuasiveness and strength of a convincing argument (Eagly & Chaiken, 1993). An argument is a message or information delivered by a sender to persuade a receiver to support his or her views and opinions (Cheung & Thadani, 2012; Eagly & Chaiken, 1993). High AQ has greater persuasive power in persuading people to accept the ideas in the received message (Eagly & Chaiken, 1993). In contrast, people will be less likely to be influenced by the low AQ as it has lower persuasiveness.

Information quality and argument quality are used interchangeably as measurement items for information quality are frequently integrated into those for argument quality (Dedeoğlu, 2019). The term "**information quality**" describes the quality of the eWOM's contents and the strength of the content contained within an informational message (Filieri, 2015). Meanwhile, information quality, also known as eWOM information quality, can be described as the persuasiveness of the eWOM message (Yusuf et al., 2018).

Information quality can be interpreted through three key categories (Sagawa & Nagano, 2015; Wang & Strong, 1996), as depicted in Figure 1. The intrinsic category assesses how well information aligns with its true values by considering factors such as **accuracy** and **believability**. The next category ensures that information is suitable for its intended purpose within a specific context, encompassing **relevance**, **completeness**, and **timeliness**. The third category investigates how information is represented, affecting its **interpretability**. The level of accuracy, relevance, completeness, timeliness, and interpretable of information spread by food influencers will impact the quality of food reviews in short videos.

Thanks to technology, people nowadays can freely contribute their views on the internet or social media (Yusuf et al., 2018). Massive food bloggers and influencers produce UGC relating to food and beverage in the form of short videos. The content produced by them consists of different

information with different quality. In this manner, the argument quality is perceived as crucial as people tend to assess the quality of eWOM information when there is a cluster and large volume of content information provided on social media (Silaban et al., 2023).

Figure 2. 4 Classification of Information Quality

```
                                                    ┌──────────────────┐
                                          ┌────────►│     Accuracy     │
                                          │         └──────────────────┘
                         ┌───────────┐    │         ┌──────────────────┐
                   ┌────►│ Intrinsic │────┼────────►│   Believability  │
                   │     └───────────┘    │         └──────────────────┘
                   │                      │         ┌──────────────────┐
                   │                      └────────►│    Reputation    │
                   │                                └──────────────────┘
                   │                                ┌──────────────────┐
                   │                      ┌────────►│     Relevance    │
 ┌─────────────┐   │     ┌───────────┐    │         └──────────────────┘
 │ Information │   │     │  Context  │    │         ┌──────────────────┐
 │   Quality   │───┼────►│           │────┼────────►│   Completeness   │
 └─────────────┘   │     └───────────┘    │         └──────────────────┘
                   │                      │         ┌──────────────────┐
                   │                      └────────►│    Timeliness    │
                   │                                └──────────────────┘
                   │                                ┌──────────────────┐
                   │                      ┌────────►│ Understandability,│
                   │                      │         │  Interpretability │
                   │     ┌───────────────┐│         └──────────────────┘
                   │     │Representational││         ┌──────────────────┐
                   └────►│               │┼────────►│     Concise      │
                         └───────────────┘│         │  representation  │
                                          │         └──────────────────┘
                                          │         ┌──────────────────┐
                                          └────────►│    Consistent    │
                                                    │  representation  │
                                                    └──────────────────┘
```
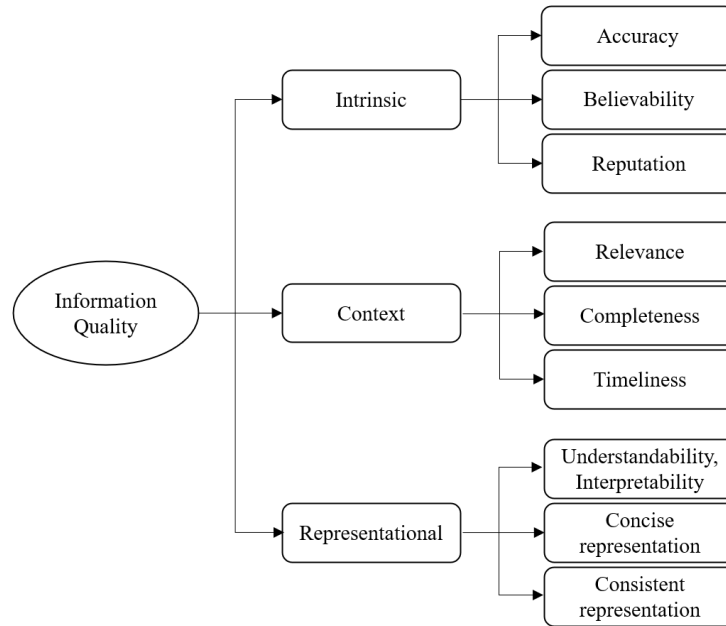
Adapted from: Sagawa and Nagano (2015); Wang and Strong (1996)

2.5.2 Source Credibility (SC)

Source credibility depends on the audience's belief in the sender's capacity and incentive to deliver genuine and reliable information (Song et al., 2021). Source credibility also refers to the receiver's inclination to accept a message, which is influenced by the positive characteristics of the sender (Ohanian, 1990). Indeed, the use of reliable and helpful knowledge holds significant influence in the process of influencing and persuading others (Erkan & Evans, 2016; Silaban et al.,

2023). The assessment of source credibility is regarded as an essential aspect in the evaluation of electronic word-of-mouth (eWOM) communications (Ismagilova et al., 2019). This assessment is frequently carried out based on several key factors such as expertise, trustworthiness, qualifications, and attractiveness (Ismagilova et al., 2019).

Additionally, eWOM credibility can be seen as a conceptualization of source credibility. A literature review reveals that eWOM has emerged as a valuable source of information for diverse customer segments (Verma et al., 2023). In the context of the tourism industry, customers are more likely to rely on reviews and recommendations from people who have been to and experienced these places (Azim & Nair, 2021). Consequently, researchers and marketers are increasingly concerned about the credibility of eWOM on social networking sites. The concept of **eWOM credibility** pertains to the extent to which an individual regards online reviews and recommendations from others as believable, accurate, and authentic (Abedi et al., 2020). Thus, when food bloggers or influencers are convincing, believable, truthful, and trustworthy, their statements are more likely to be regarded as credible.

2.5.3 Information Quantity (IQ)

The information quantity as a peripheral route (Abedi et al., 2020) can be conceptualized as **eWOM quantity** (Ngarmwongnoi et al., 2020), and **the number of online reviews** (Zhou et al., 2022). The concept of information quantity pertains to the number of times or frequency of exposure of information, electronic word-of-mouth (eWOM), or reviews to consumers (Filieri, 2015). Likewise, information quantity can be viewed as the frequency of short video appearances regarding certain food and beverage stores on social media platforms.

High information quantity appears when a great number of individuals contribute reviews regarding products, indicating that these products enjoy high sales and favorable reputations (Ho et al., 2021). It also suggests that a product or service enjoys significant popularity among

consumers (Ngarmwongnoi et al., 2020). When a product experiences an increase in popularity, individuals tend to engage in discussions and express their viewpoints regarding the product or service. Since more people have communicated their experiences with a product or service, a greater volume of reviews may provide the customer with a more reliable idea of its actual performance (López & Sicilia, 2014). Meanwhile, consumers can evaluate and compare different views to aid them in deciding on dining. The consistent viewpoints in different short videos together with an enormous quantity of reviews and recommendations about certain F&B stores from numerous food bloggers and influencers diminish consumers' uncertainties associated with product and service purchases.

2.5.4 Consumers' Attitude (CA)

Attitude plays a critical role as an indicator of behavioral intentions (Muda & Hamzah, 2021), such as the adoption of eWOM information and purchase intention (Budzanowska-Drzewiecka & Tutko, 2019; Prendergast et al., 2010). Attitude can be defined as an individual's favorable or unfavorable response towards a person, object, or institution, reflecting their manner of reaction (Muda & Hamzah, 2021). Meanwhile, the attitude toward electronic word-of-mouth (eWOM) is determined by an individual's inclination to react either favorably or negatively toward eWOM (Verma et al., 2023). Consumers who displayed positive attitudes towards electronic word-of-mouth (eWOM) exhibited an interest in obtaining information, irrespective of its credibility (Ngarmwongnoi et al., 2020). Hence, it is vital to understand the consumers' attitudes toward reviews and recommendations of the F&B stores in a short video. Consumers may react differently depending on their emotions, feelings, or beliefs.

2.5.5 Information Usefulness (IU)

The information usefulness can be conceptualized as **information helpfulness** (Qiu et al., 2012), **and perceived usefulness (**Hussain et al., 2020)**.** IU, also known as perceived usefulness, refers to an individual's subjective perception of the value that new ideas and perspectives bring in enhancing how products or services are presented on an online platform (Hussain et al., 2020). Whereas Bailey and Pearson (1983) define IU as an individual's subjective perception of the value of the provided information and its capacity to improve performance. In the TAM theory, the adoption intention of a technological system will be significantly affected by the people's perceived usefulness. Usefulness pertains to individuals perceiving that the utilization of a specific information system enhances their job performance (Davis, 1989). Likewise, the perceived usefulness of online reviews is defined as the extent to which online reviews ease and aid the decision-making process (Hsu, 2021).

In this study, the information usefulness refers to how well audiences believe a SFV presents essential F&B information that helps them to evaluate the quality and performance of certain stores. Consumers perceive reviews and recommendations in short videos as useful, helpful, advantageous, informative, and valuable when they enhance their dining decision-making performance.

2.5.6 Information Adoption (IA)

The concept of information adoption is described as a deliberate procedure in which individuals actively interact with information (Abedi et al., 2020). The process entails assessing the reliability of the presented content, recognizing its value, and subsequently embracing and incorporating the information from the source (Park, 2020). It is worth noting that individuals tend to be more

inclined to embrace information that enhances their knowledge acquisition and decision-making processes.

According to the findings conducted by Qahri-Saremi and Montazemi (2019) and Verma et al. (2023), information adoption can be conceptualized as eWOM message adoption. eWOM adoption refers to the acknowledgment and integration of eWOM by individuals as they navigate their decision-making process (Ismagilova et al., 2019).

In the context of food and beverage, information adoption can be observed when individuals rely on eWOM communications for recommendations. For example, they may encounter eWOM messages such as online reviews, social media postings, or recommendations from peers regarding a restaurant renowned for its authentic cuisine or specialty beverages. They recognize and incorporate this eWOM information into their decision-making process, thereby exerting an influence on their selection of dining establishments and beverage preferences.

2.6 Hypothesis

2.6.1 Argument Quality and Information Usefulness

Numerous studies have investigated the association between argument quality and information usefulness and suggested that argument quality plays a vital role in shaping consumers' perceptions and attitudes toward the information or eWOM messages. High argument quality is more likely to be perceived as credible and persuasive, thus enhancing the information's usefulness for consumers. Therefore, we expect that as the short video content quality increases, the consumer-perceived usefulness of reviews and recommendations in video will also increase.

According to Sa'ait et al. (2016), it would be more useful to consumers if the information was more **accurate**. Consumers want to be able to figure out the information that they want with the minimum effort and time possible (Arora and Lata, 2020). It is a common phenomenon that consumers tend to scan information on social media instead of reading it in detail (Madu & Madu, 2002). This is primarily due to their time consciousness, as they aim to quickly identify the relevant information (Yu & Natalia, 2013). Hence, the content of eWOM information in a short video must give consumers information that is both objective and supportive of their visit decisions, which should be viewed as **relevant** to the consumers (Abedi et al., 2020). Additionally, if an information source is not updated regularly, it will fail to match the expectations of customers and hence give no value to users (Arora & Lata, 2020). According to Cheung and Thadani (2012), the information utilization by consumers will rise if the information is provided in a **timely** manner.

Based on the findings of prior studies, high-quality reviews are more likely to be trusted and helpful to the consumer. Information quality has been determined to have a significant effect on information usefulness, as demonstrated by the findings of earlier research (Erkan & Evans, 2016; Indrawati et al., 2022; Xue et al., 2018). This effect is examined in the restaurant industry and found that consumers' opinions of a review's usefulness are significantly affected by its comprehensiveness and relevancy aspects (Abedi et al., 2020). While previous studies have shown

that there is a significant relationship between argument quality and information usefulness, this study will revalidate the effect of eWOM generated by food bloggers or influencers via short-form video within the specific context of the Malaysian F&B industry. As a result, the following hypothesis will be tested to assess the relationship between argument quality and information usefulness:

H1. There is a significant relationship between argument quality and information usefulness.

2.6.2 Source Credibility and Information Usefulness

Previous research suggests that source credibility plays a crucial role in shaping consumers' perceptions and attitudes toward information or eWOM messages. High source credibility is more likely to be perceived as credible and truthful, thus enhancing the information's usefulness for consumers. Therefore, we expect that as the food bloggers' or influencers' credibility increases, the perceived usefulness of their reviews and recommendations will also increase.

According to previous studies, the relationship between source credibility and information usefulness has been extensively explored. It has been found that when individuals perceive eWOM information as credible, they are more likely to trust it and utilize it for making purchasing decisions (Ismagilova et al., 2019). Given the knowledge and expertise possessed by these specialists about the product or service, it is reasonable to deduce that the information provided by expert eWOM will impact the readers' perception of the information (Luo et al., 2018). Moreover, the credibility of eWOM has been shown to have a significantly positive impact on the intention to purchase various offerings, such as flights, meals at family-friendly restaurants, and skin care services (Koo, 2016). One of the key factors influencing the perceived credibility of eWOM is the trust that individuals have in the information source. When the source is perceived as honest and knowledgeable, people are more inclined to view the information as useful (Dedeoğlu, 2019).

Yet, this research focuses on the credibility of food bloggers or influencers who generate eWOM, which is likely to yield different results from existing studies. Thus, the following hypothesis will be tested to assess the relationship between argument quality and information usefulness:

H2. There is a significant relationship between source credibility and information usefulness.

2.6.3 Information Quantity and Information Usefulness

High information quantity will help the consumer to reduce the perceived risk associated with making a purchase decision; hence, it can develop the information usefulness for consumers (Ngarmwongnoi et al., 2020). This is because they raise their level of engagement with the larger information range or volume of the product (Ngarmwongnoi et al., 2020). Comparing the number of reviews enables consumers to make informed decisions and ensures that they can choose the product or service wisely. According to Song et al. (2021), as consumers access a greater quantity of reviews on social travel sites, they are more likely to make well-informed decisions, thereby increasing the overall usefulness of visiting the website. Meanwhile, if there is a lot of eWOM information for a product or service, readers can find a lot of previous customers' reviews, increasing the chance of getting the desired and useful information (Filieri, 2015). As a result, we suppose that as the quantity of a F&B store short video rises, it assists consumers to know its store performance, so that the perceived information usefulness will also increase.

According to Song et al. (2021), the quantity of information in the form of reviews, service ratings, and rankings had a significant impact on young customers. Additional research by Fard & Marvi (2019) emphasizes quantity of information on social media viral marketing has a significant effect on the perceived usefulness of mobile applications. Moreover, Ngarmwongnoi et al. (2020) also claimed that the quantity of eWOM has a significantly positive impact on information usefulness.

This study specifically examines the eWOM quantity or short video quantity generated by food bloggers or influencers. It is anticipated that this research will result in distinct findings compared

to previous studies conducted in other contexts. The present study aims to examine the hypothesis that there exists a relationship between information quantity and information usefulness:

H3. There is a significant relationship between information quantity and information usefulness.

2.6.4 Consumers' Attitude and Information Usefulness

Since attitude is an indicator of behavioral intentions, the attitude of consumers is considered a reliable measure of their adoption of information. This phenomenon can be attributed to the fact that eWOM information adoption can be viewed as a behavioral intention. Therefore, we propose that when consumers possess a favorable attitude towards reviews and recommendations in short videos, it enhances their perception of usefulness, thereby increasing the probability of adopting information.

From the point of view of Ngarmwongnoi et al. (2020), the attitudes of consumers toward eWOM have a substantial impact on their perception of its importance when making purchase decisions. Individuals with positive attitudes consider eWOM information crucial for future study (Ngarmwongnoi et al., 2020). Conversely, individuals with negative attitudes tend to perceive eWOM as unimportant and primarily regard it as sponsored content (Ngarmwongnoi et al., 2020). Likewise, consumers who hold a positive attitude towards user-generated content (UGC) in the online space are more inclined to engage with such content and make purchase decisions based on vloggers' reviews (Muda & Hamzah, 2021). Besides that, consumers' favorable attitude towards eWOM demonstrates their confidence in the provided recommendation, thereby positively impacting the usefulness of eWOM (Arora & Lata, 2020; Erkan & Elwalda, 2018). Consumers believe that eWOM information can reliably assist them in making informed decisions and fulfilling their requirements.

The existing research recognizes that attitude is a reliable predictor of the usefulness of information in different contexts. Sardar et al. (2021) conducted a study that revealed that attitude significantly influences the online decision-making processes of young consumers. Arora and Lata (2020)

highlighted the importance of attitude concerning the perceived usefulness of YouTube channel content for destination visits. Furthermore, Erkan and Elwalda (2018) emphasized the significant impact of attitude on the perceived usefulness of online customer reviews in e-commerce platforms for making purchase decisions.

Building upon prior research that has demonstrated the significant positive impact on consumers' perception of information usefulness across diverse settings, the primary objective of our study is to examine the relationship between consumers' attitudes towards eWOM conveyed by food bloggers or influencers through short videos and the information usefulness. The present study proposes the following hypothesis to evaluate the above relationship:

H4. There is a significant relationship between consumers' attitude and information usefulness.

2.6.5 Information Usefulness and Information Adoption

When consumers perceive information as valuable and informative, the likelihood of their adoption is increased, as they tend to prioritize information that aligns with their specific needs and objectives (Sardar et al., 2021). This is evident in the context of online videos, YouTube channels, and YouTube vloggers, where the perception of value among online community members leads to higher adoption and engagement with these content creators (Arora & Lata, 2020). Moreover, consumers rely on a screening process to evaluate eWOM information, assessing its relevance and disregarding irrelevant content (Purnawirawan et al., 2012). Once irrelevant information is filtered out, consumers proceed to **adopt** the remaining **valuable** and pertinent **information** in their decision-making process.

Thus far, the vast majority of studies consistently highlight the crucial role of information usefulness as a fundamental predictor for information adoption. Scholars in the field of eWOM research have discovered a positive relationship between information usefulness and consumer adoption of eWOM information (Hussain et al., 2020). In the context of a short video, Indrawati et al. (2022) found that TikTok information usefulness significantly influences information

adoption. Furthermore, Arora and Lata (2020) identified information usefulness positively influences tourists' information adoption through YouTube channels. However, this study is to understand the impact of eWOM usefulness conveyed by food bloggers or influencers through short videos on the intention to adopt information. Therefore, we construct the following hypothesis to investigate the association between information usefulness and information adoption within the context of the food and beverage (F&B) industry in Malaysia:

H5. There is a significant relationship between information usefulness and information adoption.

2.6.6 Information Adoption and Consumer Visit Intention

Previous studies have examined the relationship between information adoption and visit intention. For instance, Arora and Lata (2020) found that the adoption of information provided by YouTube vloggers can effectively convert tourist destination recommendations into visit intention. This is because tourist destinations are intangible, inseparable, and perishable (Arora & Lata, 2020), The utilization of eWOM messages helps consumers mitigate the risks associated with their tourist destination decisions, thereby influencing their intention to visit.

According to a previous study, it has been suggested that online video content may have a greater impact on establishing the intention to visit a particular destination when compared to audio advertising (Rafdinal et al., 2022). Building upon this, Rafdinal et al. (2022) conducted a study that explored the adoption of travel information on social media and its impact on visit intention. They revealed a positive correlation between information adoption and visit intention.

However, there is a notable gap in existing literature regarding the specific influence of eWOM information adoption through short videos on visit intention within the food and beverage (F&B) industry. To address this gap, we propose the following hypothesis to investigate the association between information adoption and visit intention within the F&B industry in Malaysia:

H6. There is a significant relationship between information adoption and visit intention.

2.6.7 Comparison between impactful platforms (Instagram vs. TikTok)

According to Howe (2023), the Digital 2023 Global Overview Report has identified the leading social media platforms in Malaysia. The report indicates that the primary social media platforms utilized by individuals in Malaysia are WhatsApp (89.3%), Facebook (84.8%), Instagram (74.3%), Telegram (62.2%), and TikTok (59.9%) (Howe, 2023). Instagram and TikTok are noteworthy platforms for investigating the effects of eWOM within the context of short-form video (SFV) content.

Both Instagram Reels and TikTok provide SFV functionalities, which cater to the rapid pace of contemporary content consumption. While there are certain similarities between them, there exist subtle distinctions in terms of their purpose, features, content style, and target audience. There exists a competitive dynamic among these platforms, as Instagram introduced Reels in response to the increasing popularity of TikTok (Mago, 2020).

Platform Demographics

According to recent data from ByteDance, **TikTok** achieved a user base of approximately 19.30 million individuals aged 18 and above in Malaysia during the early months of 2023 (Kemp, 2023). Notably, the majority of TikTok's users in Malaysia belong to the Generation Z demographic, accounting for approximately 35.61% of the platform's user base (Statista, 2023b). According to Meta's advertising tools, **Instagram Reels** has experienced a surge in popularity, gathering a user base of 13.90 million individuals in early 2023 within Malaysia (Kemp, 2023). The predominant demographic on Instagram in Malaysia comprises individuals aged 25 to 34 (NapoleonCat, 2023).

Motives to Use

According to a report by DataReportal (2023), the primary motivation for users to visit **TikTok** is to consume entertaining videos. The fact that 37% of Gen Z regularly engage in online shopping for entertainment underscores their strong desire for immersive and entertaining customer experiences (Wertz, 2022). As a result, TikTok serves as a source of entertainment creating an opportunity for businesses to generate entertaining experiences for consumers. This helps the organizations enhance their brand authenticity while minimizing aggressive sales tactics. In addition, trendiness, novelty, escapist addiction, and socially rewarding self-presentation are further motivations (Menon, 2022).

In contrast, **Instagram** users demonstrate a greater inclination toward creating and sharing their content (DataReportal, 2023). Apart from that, Instagram exhibits a greater proportion of users who engage in following or conducting research on brands and products in comparison to TikTok (DataReportal, 2023). Generation Z employs search engines and social networks for extensive research, carefully evaluating multiple options before arriving at a well-considered purchasing decision (Jenkins, 2021). Therefore, Instagram can serve as a platform that enhances brand and product discovery. Additionally, it was discovered that Instagram was used for reasons related to documentation, coolness, creativity, and surveillance (Menon, 2022).

User Engagement

Concerning **user engagement**, TikTok demonstrates superior performance compared to Instagram Reels. This is evidenced by a notably higher engagement rate of 5.53% for TikTok, as opposed to 4.36% for Instagram Reels (Cucu, 2023), as shown in Figure 2.5. Additionally, TikTok exhibits a greater volume of posted content in comparison to both Instagram Reels and Shorts, as reported by Cucu (2023). According to Chillingworth (2023), TikTok's platform offers a rapid and efficient means of accessing extensive audiences, whereas Instagram Reels is better suited for content creators who already possess a substantial following.

These statistics indicated that users on TikTok are more actively interacting with content, which includes the actions of liking, sharing, commenting, and saving. A higher engagement rate is

evidence of a stronger relationship between brands and customers, increasing the likelihood for businesses to generate eWOM about their brand and enhance overall brand awareness.

eWOM Impact

It was noted in the Meta GWI Beauty Report 2023 that **Instagram Reels** have a significant impact on customer behavior, especially in the beauty industry (Tandon, 2023). 47% of buyers claimed they found beauty goods via Instagram Reels. One in three beauty buyers directly purchased products after seeing content on Instagram Reels.

In the report of **TikTok** For Business (2021), approximately 37% of users are involved in immediate purchasing behavior upon encountering a product on the platform. According to TikTok For Business (2022), TikTok's users are inclined to produce content and mention the brands after purchase, thereby demonstrating their active involvement and capacity to generate eWOM. It has been noted that TikTok users have been influenced to try new eateries after seeing videos on the app (Delouya, 2022). Indeed, it has been observed that many customers have undertaken extensive journeys to enjoy culinary offerings or engage in experiences that have been highlighted in TikTok videos. This highlights the greater impact that eWOM generated on TikTok has on dining choices. Thus, the following hypothesis is proposed:

H7: There is a difference in visit intention between TikTok and Instagram users.

Figure 2. 5 Engagement Rate of Both Platoforms

TikTok vs. Reels vs. Shorts Engagement Rate (By Views)

Engagement rate for TikTok, Instagram Reels & YouTube Shorts
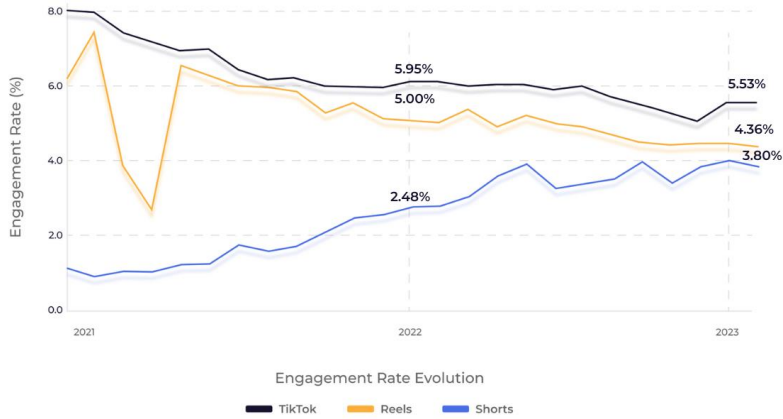
Adapted from: Cucu (2023)

CHAPTER 3 METHODOLOGY

3.1 Research Design

3.1.1 Research Paradigm (Philosophy Foundation)

The positivism paradigm revolves around explaining phenomena using models that encompass interconnected variables operating in cause-and-effect relationships that are subject to empirical and scientific testing (Sanchez et al., 2023). This implies that positivism lies in gathering facts from real-world observations, thus indicating free of observer perspectives or biases (Sanchez et al., 2023). In this study, social science research is conducted to review the true nature of how consumers' intentions to visit are influenced by the eWOM communication on visit intention. This study takes a quantitative approach, employing scientific methods that provide accurate explanations and predictions on true relationships among variables, leading to the validity and credibility of this research.

3.1.2 Quantitative Research

Quantitative research is measurable and employs numerical data extracted from a subset, or sample, of the larger population (Kotronoulas et al., 2023). Quantitative research is focused on hypothesis testing and theory testing, such as the IAM model in this study, by using a deductive approach. The testing is executed using the empirical data collected via a survey questionnaire, and raw data are revised into numbers. The researcher measures variables within a sample group, quantifying

relationships between these variables through statistical measures like correlations. Consequently, the findings of the sample group would be generalized to the population, particularly focusing on Generation Z within this study.

3.1.3 Exploratory

According to Zikmund et al. (2013), exploratory research is valuable for researchers to clarify vague situations and unclear ideas, which guide them in terms of developing constructs and operational definitions as well as enhancing the overall research design. Exploratory research is a preliminary insight into a research topic or formal study that helps the researcher become familiar with the problem. The first step of this study commences with a literature review which explores the secondary sources such as journal articles by using bibliographic databases, such as ScienceDirect, Emerald, and ResearchGate. Upon reviewing the professional literature, a research proposal with a proposed research question and brief description is prepared.

3.1.4 Descriptive

According to Zikmund et al. (2013), descriptive research defines the population characteristic by answering the 5W1H questions. Descriptive research is conducted after comprehending the problem's nature through exploratory research. In the present study, descriptive research is undertaken to profile the target population, specifically Generation Z, resulting in understanding their visit intention to certain F&B stores. As supporting evidence, a demographic section of the survey questionnaire highlights factors such as age, gender, nationality, educational background, and monthly income. Furthermore, the survey also aids researchers in identifying F&B store

categories of short videos that respondents are interested in, as well as the social media platforms they frequently utilize.

3.1.5 Causal

Causal research is employed in this study to identify the underlying cause-and-effect relationships between AQ, SC, IQ, CA, and IU, along with IU and IA, and finally IA and VI. This research demonstrates how variation in one variable's causal factors can lead to consequential shifts in the outcomes of another variable. Hence, the relationships between various variables will be tested and validated in this study.

3.2 Sampling Design

3.2.1 Target Population

This study is targeting the population of TikTok and Instagram users from Malaysia specifically Generation Z who are experienced in watching short video reviews or recommendations from food bloggers or influencers. According to Beresford Research (2023), Generation Z was born from 1997 onward until 2012 (ages 11 to 26 in 2023).

3.2.2 Sampling Technique

Non-probability sampling method, specifically **convenience and snowball sampling**, was applied in this study as the full list of Generation Z who are TikTok and Instagram users is not available. In **convenience sampling**, participants can be accessed conveniently by asking the audience in universities or public streets. Additionally, **snowball sampling** is appropriate as this study is investigating the impact of eWOM on consumers who have experience with TikTok and Instagram, which might not be easily identified. Hence, the respondents who initially approached will send the questionnaire to their friends, relatives, or family who are target populations.

3.2.3 Sample Size

This present study uses Cochran's Formula to calculate the sample size, as shown in Figure 3.1.

Figure 3. 1: Cochran's Formula

$$n_0 = \frac{Z^2 pq}{e^2}$$

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q is $1 - p$.

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

- n_0 is Cochran's sample size recommendation,
- N is the population size,
- n is the new, adjusted sample size

Adapted from: Independent Media Associates (n.d.)

Since the Gen Z TikTok and Instagram users who are experienced in watching short video reviews or recommendation from food bloggers or influencers is unknown, this study assume that half of them have experience, which contribute a maximum variability. Hence, $p = 0.5$ and 95% confidence level with 1.96 Z values,

$$n0 = ((1.96)^2 \, (0.5) \, (0.5)) / (0.05)^2 = 385.$$

Based on the data of OOSGA (2023), there are approximately 17.2 million TikTok users and 15.05 million Instagram users in Malaysia. 35.61% of TikTok users and 40.61% of Instagram users in Malaysia are considered Generation Z (Statista, 2023b; Statista 2023c). It indicates that there are 6124920 TikTok users and 6111805 Instagram users counted as Gen Z in Malaysia. Apart from that, they are probably using both platforms simultaneously, however, no official data shows this

number in Malaysia. Hence, this study will assume that there are 6 million users in the target population. Based on the calculation, the sample size in this study would be 385 users,

$$n = 385 / (1 + (384 / 6000000)) = 385.$$

3.3 Data Collection Methods

3.3.1 Primary Data

Primary data refers to the first-hand data that is directly collected by the researcher to gain insights that have not been previously documented. In this study, the primary data collection involves the use of survey questionnaires, which are distributed both electronically and physically to individuals who are relevant to the research objectives.

3.3.2 Research Instrument

The online survey questionnaire with several items will be used to analyze 7 constructs based on a 5-point Likert scale (1=strongly disagree and 5=strongly agree). The items for each construct are adopted from 4 different articles, as shown in Table 3.1. The survey is a fast way to gather data as survey links can be sent efficiently and get responses from many respondents quickly. Meanwhile, the respondents are asked the same questions anonymously. Therefore, it can avoid bias and improve the reliability and accuracy of this research. The full survey questionnaire is attached at the end of the report.

Table 3. 1: Survey Questionnaire

Constructs	Items	Sources
Argument Quality	I think F&B content presented in the short video is understandable.	(Indrawati et al., 2022)
	I think F&B content presented in the short video fulfills my desire.	
	I think F&B content presented in the short video is according to trend.	
	I think F&B content presented in the short video is comprehensive.	
Source Credibility	I consider the short videos created by food blogger/influencer is convincing.	(Indrawati et al., 2022)
	I consider the short videos created by food blogger/influencer is credible.	
	I consider the short videos created by food blogger/influencer is believable.	
	I consider the short videos created by food blogger/influencer is true.	
	I consider the short videos created by food blogger/influencer is trustworthy.	
Information Quantity	I think F&B store is recommendable when I see frequent short videos about it on social media platform.	(Indrawati et al., 2022)
	I think the frequent appearance of F&B store short video appearance in social media platform can help me understand store performance.	
	I think the frequent appearance of a F&B store short video on social media platform can influence my desire to visit.	
Consumers' Attitude	I feel good when watching short video review/recommendation of certain F&B stores.	(Muda & Hamzah, 2021)
	I feel positive when watching short video review/recommendation of certain F&B stores.	
	I like watching short video review/recommendation of certain F&B stores.	
	I feel worth it after watching short video review/recommendation of certain F&B stores.	
Information Usefulness	I think F&B review/recommendation in short video is useful.	(Indrawati et al., 2022)
	I think F&B review/recommendation in short video is informative.	
	I think F&B review/recommendation in short video is valuable.	
	I think F&B review/recommendation in short video is advantageous.	
	The F&B review/recommendation in the short video can help me in evaluating the F&B store.	
	The F&B review/recommendation in the short video can help me familiar with the F&B store.	
Information Adoption	I intend to use F&B information from short video to decide on my plan to visit.	(Tseng & Wang, 2016)
	I intend to accept F&B review/recommendation from short video to decide on my plan to visit.	
	I intend to take F&B review/recommendation from short video to decide on my plan to visit.	
	I intend to follow F&B review/recommendation from short video to decide on my plan to visit.	
Visit Intention	I am willing to explore the F&B store recommended in the short video in the near future.	(Arora & Lata, 2020)
	I plan to visit the F&B store recommended in the short video in the near future	
	I consider visiting the F&B store recommended in the short video in the near future.	
	I intend to visit the F&B store recommended in the short video in the near future.	
	I am likely to try food and beverage from the store recommended in the short video.	

Source: Developed for the research.

3.3.3 Pilot Test

The pilot test is conducted in this study to examine the feasibility and validity of each instrument and identify the underlying problems or weaknesses of research methodologies. There were 46 participants tested in the pilot test before the main study was conducted. The pilot test result shown in Table 3.2 is analyzed by SPSS. All the variables have a value of more than 0.7 implies that the constructs of each variable are consistent within the variables.

Table 3. 2: Cronbach's Alpha Result

Variables	Cronbach's Alpha
Argument Quality	0.750
Source Credibility	0.882
Information Quantity	0.778
Consumers' Attitude	0.890
Information Usefulness	0.890
Information Adoption	0.911
Visit Intention	0.951

Source: Developed for the research.

3.4 Data Analysis Tool

Partial Least Square SEM (PLS-SEM) is a powerful method to investigate the relationship between constructs. PLS-SEM stands out as a reliable measurement tool as it places less emphasis on indicators with higher measurement errors. Hence, it reduces the impact of measurement errors and enhances the accuracy of measurement. This study uses the **SmartPLS** as a computer program to analyze the data collected from the online questionnaire and assess the research hypotheses. Besides, **SPSS** is employed to conduct the independent sample t-test in order to compare the impact of eWOM via TikTok and Instagram on visit intention.

3.4.1 Descriptive Analysis

Descriptive analysis is the process that involves summarizing and examining the data collected from a survey. Its primary purpose is to present the characteristics of the sample data in an understandable manner (Zikmund et al., 2013). This involves the use of various statistical measures and graphical representations to provide insights into the data. This analysis will describe the demographic data and general information regarding F&B short video in in form of graphical, numerical, and tabular.

3.4.2 Inferential Analysis

Inferential analysis, as described by Zikmund et al. (2013), is a statistical approach that involves using data collected from a small group (sample) to draw conclusions or make inferences about a larger population. This method is particularly useful when it's impractical or impossible to collect comprehensive data from the entire target population, such as TikTok and Instagram users. In such

cases, this study relies on a statistical inference to generalize the findings from the sample to the entire population.

3.4.2.1 Measurement Model

Factor Loading, Composite Reliability (CR), Cronbach's Alpha, and Average Variance Extracted (AVE) will be assessed to examine the reliability and validity of the constructs. As shown in Table 3.3, it determines the reliability of indicators in measurement model evaluation. Items with loadings within the range of 0.4 to 0.7 can be justified by investigating whether removing these items would result in a significant enhancement of CR and AVE (Cardella et al., 2021).

Table 3. 3: Measurement Model Evaluation

	Guidelines
Indicator reliability	Loadings $\geq$ 0.7, reliable
Internal consistency reliability	Composite reliability CR $\geq$ 0.7, reliable
	Cronbach's alpha $\geq$ 0.7, reliable
Convergent validity	Average variance extracted AVE $\geq$ 0.5, valid

Adapted from: Kante and Michel (2023)

3.4.2.2 Pearson Correlation Coefficient

This analysis is used to examine the relationship between two variables. The strength of the relationship is indicated by the range between -1 (**perfect negative linear relationship**) and +1 (**perfect positive linear relationship**). Whereas 0 indicates that there is no relationship between the two variables. As shown in Figure 3.2, it determines the correlation level between each pair of variables.

Figure 3. 2: Correlation Coefficient Interpretation

Absolute Magnitude of the Observed Correlation Coefficient	Interpretation
0.00–0.10	Negligible correlation
0.10–0.39	Weak correlation
0.40–0.69	Moderate correlation
0.70–0.89	Strong correlation
0.90–1.00	Very strong correlation

Adapted from: Schober et al. (2018)

3.4.2.3 Structural Model

In the structural model evaluation, the proposed hypotheses will be tested by measuring the level of significance of the relationship between variables. Firstly, the variance in each of the dependent variables will be determined by evaluating the **coefficient of determination (R^2)**, which will demonstrate the predictive accuracy of the model (Kante & Michel, 2023). Additionally, **path coefficients** will be considered to measure the relative strength and sign of the effect from an independent variable to a dependent variable in the model (Lleras, 2005).

Additionally, standard errors are estimated in the bootstrapping process to determine the **p-value**. 5,000 samples bootstrap method is advised to attain a stable result (Hair & Alamer, 2022). Notably,

constructs are typically regarded as statistically significant at $p \leq 0.05$, but $p \leq 0.10$ is acceptable for smaller sample sizes (Hair & Alamer, 2022).

CHAPTER 4: DATA ANALYSIS

4.0 Overview

This chapter gathered data from 414 respondents, of which 399 samples met the research requirements and were deemed valid for analysis. The focus was on examining visit intentions regarding F&B stores concerning factors such as argument quality, source credibility, information quantity, consumers' attitudes, information usefulness, and information adoption. The data will be presented using pie charts, bar charts, and tables. The analysis will involve various statistical measures like factor loading, composite reliability (CR), Cronbach's alpha, average variance extracted (AVE), Pearson correlation, coefficient of determination (R^2), path coefficients, and p-values.

4.1 Descriptive Analysis

4.1.1 Age

Table 4.1. 1: Age

Age Group	Frequency	Percent
11 – 14	1	0.3
15 – 18	59	14.8
19 – 22	275	68.9
23 – 26	64	16.0
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 1: Age
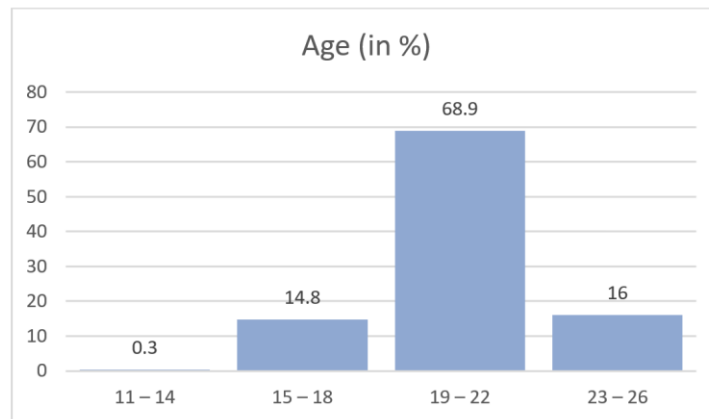
Source: Developed for the research.

The age distribution of the respondents as shown in Table 4.1.1 is presented in Figure 4.1.1. 68.9% of the total respondents were between the ages of 19-22 years. In addition, 16% of the respondents were between the ages of 23 and 26 years and 14.8% were between the ages of 15 and 18 years. In addition, there was only one response from the underage group of 11 to 14 years old.

4.1.2 Gender

Table 4.1. 2: Gender

Gender	Frequency	Percent
Female	219	54.9
Male	180	45.1
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 2: Gender
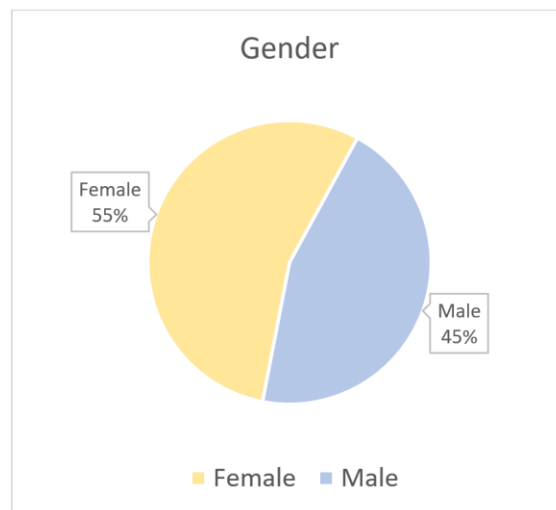
Source: Developed for the research.

As indicated in Table 4.1.2 and Figure 4.1.2, female respondents constituted 55% of the total number of respondents while male respondents constituted 45% of the sample surveyed. The balance in the number of male and female respondents enhances the quality of the study.

4.1.3 Nationality

Table 4.1. 3: Nationality

Nationality	Frequency	Percent
Non-Malaysian	0	0
Malaysian	399	100.0
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 3: Nationality
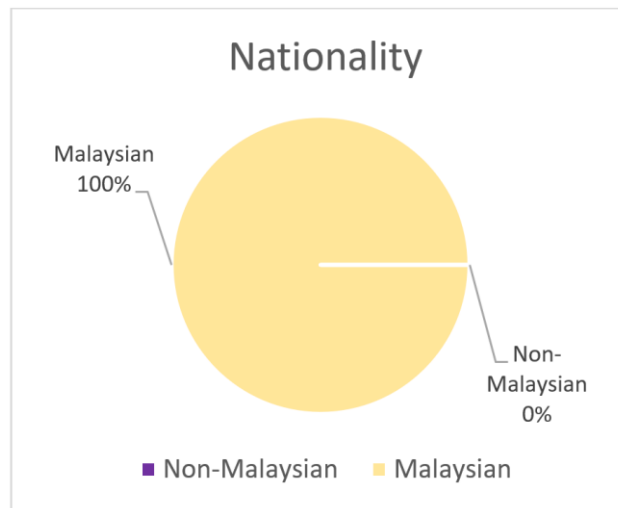
Source: Developed for the research.

According to the data presented in Table 4.1.3 and Figure 4.1.3, all 399 respondents belong to the Malaysian nationality, excluding responses from foreign participants. Given the research's primary focus on TikTok and Instagram users within Malaysia, only data from Malaysian respondents will be considered for analysis. Responses from non-Malaysians will be excluded to ensure the research attains precise and relevant results.

4.1.4 Educational Background

Table 4.1. 4: Educational Background

Educational Background	Frequency	Percent
Primary School	1	0.3
Secondary School / High School / O-level	43	10.8
STPM / Foundation / Diploma / A-level	110	27.6
Undergraduate : Bachelor's Degree	240	60.2
Postgraduate : Master / PhD	5	1.3
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 4: Educational Background
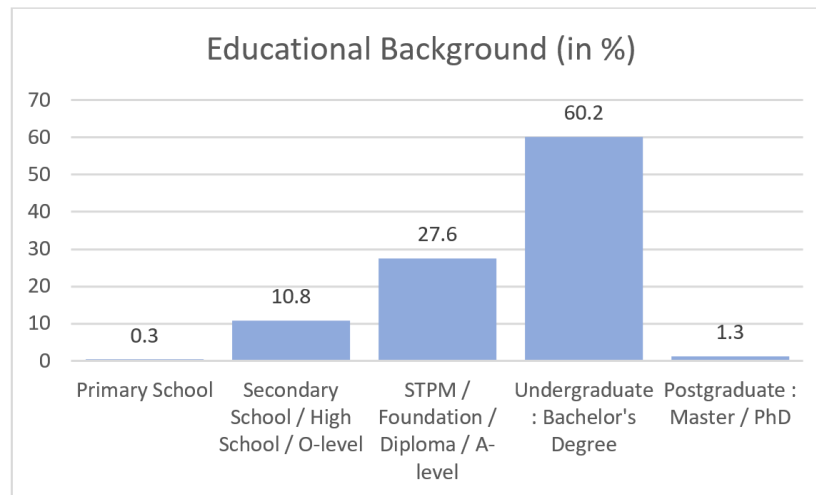
Source: Developed for the research.

The data derived from Table 4.1.4 and Figure 4.1.4 indicate that among the respondents, a mere 1 individual possessed education levels below secondary or high school, while 10.8% had completed

secondary or high school education. Furthermore, 27.6% had undergone pre-university education, a majority of 60.2% held undergraduate degrees, and a small percentage of 1.3% had attained postgraduate education. This indicates that the respondents have acquired basic knowledge that will help them understand each question; therefore, the accuracy and reliability of the study will be attained.

4.1.5 Monthly Income

Table 4.1. 5: Monthly Income

Monthly Income	Frequency	Percent
Below RM 1500	353	88.5
RM 1501 – RM 2500	24	6.0
RM 2501 – RM 3500	12	3.0
RM 3501 – RM 4500	8	2.0
Above RM 4500	2	0.5
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 5: Monthly Income

Monthly Income (in %)

Below RM 1500	88.5
RM 1501 – RM 2500	6
RM 2501 – RM 3500	3
RM 3501 – RM 4500	2
Above RM 4500	
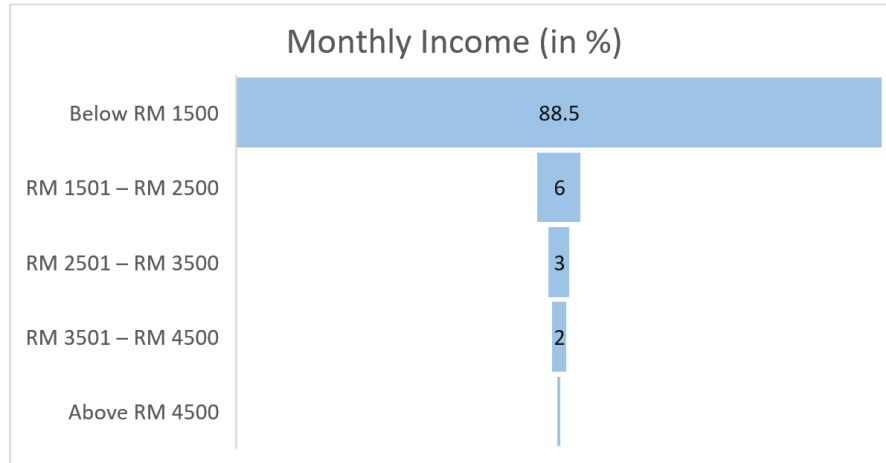
Source: Developed for the research.

The data presented in Table 4.1.5 and Figure 4.1.5 highlight that the highest percentage of respondents (88.5%) reported a monthly income below RM1500. Additionally, 6% of respondents fell within the income range of RM1501 to RM2500, followed by 3% in the bracket of RM2501 to RM3500, and another 2% in the range of RM3501 to RM4500. Furthermore, there were only two respondents reporting a monthly income surpassing RM4500. This pattern suggests that a significant portion of the Gen Z demographic is currently engaged in educational pursuits, thus resulting in lower incomes due to their lack of employment.

4.1.6 Have you ever seen short videos about food and beverage (F&B) recommendations/reviews through social media?

Table 4.1. 6: Have you ever seen short videos about food and beverage (F&B) recommendations/reviews through social media?

	Frequency	Percent
No	15	3.8
Yes	384	96.2
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 6: Have you ever seen short videos about food and beverage (F&B) recommendations/reviews through social media?

Source: Developed for the research.

The data extracted from Table 4.1.6 and Figure 4.1.6 reveals that a substantial 96% of respondents reported having viewed short videos showcasing F&B recommendations or reviews on social media platforms. These videos, often created by influencers or content creators, highlight F&B services or products. In today's digital landscape, F&B brands extensively leverage these Short Format Videos (SFVs) as a marketing strategy. Consequently, an abundance of these videos featuring F&B recommendations and reviews saturate online platforms.

4.1.1.7 Do you follow any food bloggers or influencers on social media?

Table 4.1. 7: Do you follow any food bloggers or influencers on social media?

	Frequency	Percent
No	108	27.1
Yes	291	72.9
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 7: Do you follow any food bloggers or influencers on social media?
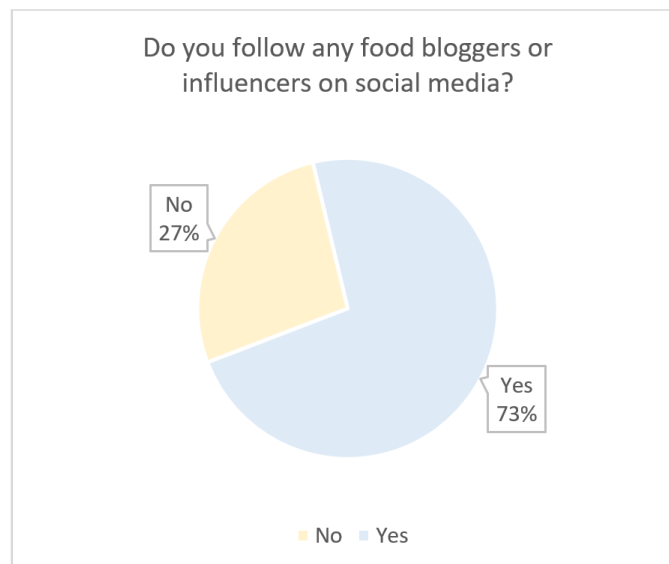
Source: Developed for the research.

Table 4.1.7 and Figure 4.1.7 depict that 72.9% of respondents actively engage by following food bloggers or influencers on social media, while the remaining 27.1% do not. This significant majority showcases a strong interest among individuals in content related to food recommendations provided by these influencers. Their consistent following demonstrates a willingness to regularly consume and stay updated with the content posted by these influencers. Following these bloggers or influencers ensures that audiences do not miss out on the latest posts and recommendations they share.

4.1.1.8 Which food and beverage (F&B) store short video do you normally see on the social media platform that you are using?

Table 4.1. 8: F&B store short video normally seen on social media platform.

Monthly Income	Frequency	Percent
Restaurant	286	72
Café	313	78
Beverage Shop	163	41
Street Food Stall	188	47
Food Truck	131	33
Bakeries	169	42
Bars	85	21

Source: Developed for the research.

Figure 4.1. 8: F&B store short video normally seen on social media platform.

F&B store short video normally seen on social media platform
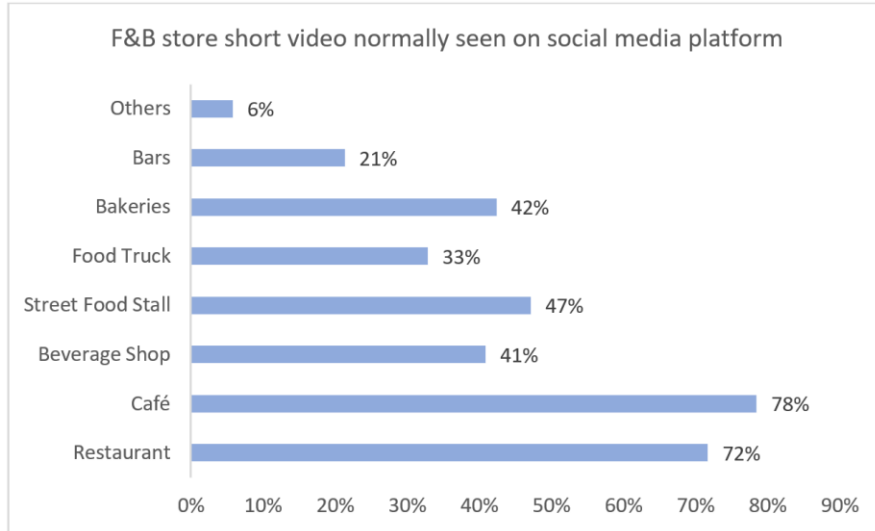
As observed in Table and Figure 4.1.8, cafes top the list as the most viewed F&B store SFVs, with a substantial 78% of respondents reporting frequent viewing. Following closely, restaurant SFVs are regularly seen by 72% of respondents. Street Food Stalls, Bakeries, Beverage Shops, Food Trucks, and Bars also garner significant viewership, capturing the attention of 47%, 42%, 41%, 33%, and 21% of respondents, respectively. Additionally, there are other types of F&B store short videos that are typically viewed by 6% of respondents.

4.1.1.9 Which platform do you prefer the most when finding the information of a food and beverage (F&B) store?

Table 4.1. 9: The most preferably used platform when looking for information on F&B store.

	Frequency	Percent
Instagram	285	71.4
TikTok	114	28.6
Total	399	100.0

Source: Developed for the research.

Figure 4.1. 9: The most preferably used platform when looking for information on F&B store.
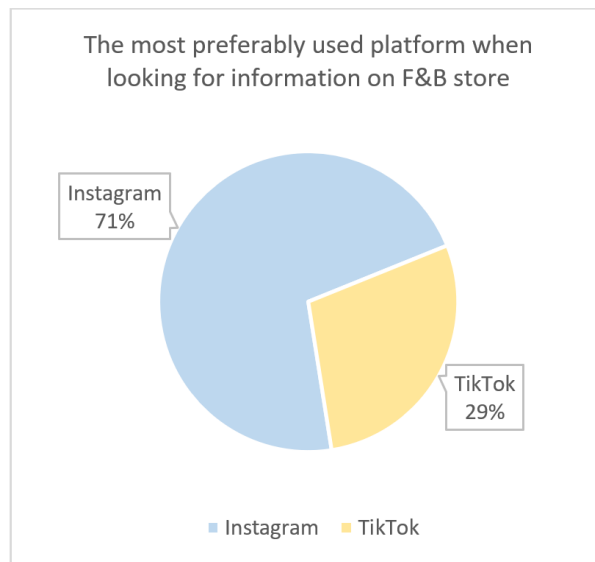
Source: Developed for the research.

Based on the findings from Table and Figure 4.1.9, Instagram emerges as the preferred social media platform among respondents, with 71% using it to seek information about F&B stores. In contrast, TikTok is favored by 29% of respondents for this purpose. This data indicates a significant preference for spending time on Instagram among the surveyed individuals.

53

4.2 Inferential Analyses

4.2.1 Measurement Model

4.2.1.1 Reliability Analysis

To measure the internal consistency of the data, reliability analysis by using **Cronbach's Alpha** and **Composite Reliability (CR)** have been deployed. For the value of which more than 0.7 indicates that the constructs are consistent within the model. In this study, after being assessed, Cronbach's Alpha and CR values for all constructs were above 0.7. The following table portrays the output generated from the SMARTPLS.

Table 4.2. 1: Cronbach's alpha & Composite Reliability (CR)

	Cronbach's alpha	Composite Reliability (CR)
Argument Quality	0.861	0.861
Source Credibility	0.904	0.903
Information Quantity	0.837	0.837
Consumers' Attitude	0.898	0.897
Information Usefulness	0.927	0.927
Information Adoption	0.917	0.917
Visit Intention	0.924	0.924

Source: Developed for the research.

Additionally, **factor loading** is adopted to measure the indicator reliability, with a value above 0.7 considered that the items within the construct as reliable (Table 4.2.2). When the constructs are measured, all constructs have indicator reliability of more than 0.7. This shows that there are strong relationship between each underlying construct and its indicators. As a result, all the items in the constructs are reliable.

<div align="center">Table 4.2. 2: Factor Loading</div>

Constructs	Factor Loading	Constructs	Factor Loading
Argument Quality		**Information Usefulness**	
AQ1	0.808	IU1	0.847
AQ2	0.759	IU2	0.812
AQ3	0.769	IU3	0.842
AQ4	0.780	IU4	0.812
Source Credibility		IU5	0.840
SC1	0.870	IU6	0.795
SC2	0.765	**Information Adoption**	
SC3	0.814	IA1	0.871
SC4	0.813	IA2	0.827
SC5	0.768	IA3	0.879
Information Quantity		IA4	0.849
IQ1	0.792	**Visit Intention**	
IQ2	0.764	VI1	0.757
IQ3	0.828	VI2	0.874
Consumers' Attitude		VI3	0.875
CA1	0.854	VI4	0.851
CA2	0.810	VI5	0.845
CA3	0.806		
CA4	0.843		

Source: Developed for the research.

4.2.1.2 Validity Analysis

Table 4.2. 3: Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Argument Quality	0.607
Source Credibility	0.651
Information Quantity	0.632
Consumers' Attitude	0.687
Information Usefulness	0.680
Information Adoption	0.734
Visit Intention	0.708

Source: Developed for the research.

This research uses **Average Variance Extracted (AVE)** to examine the convergent validity (Table 4.2.3). Since all the variables have met the recommended AVE value of 0.5 or higher, it reveals that the variables used in this study are valid. It confirms that more than 50% of the indicator variance is explained by the latent variable it is meant to represent (Dzin & Lay, 2021).

4.2.2 Pearson Correlation Analysis

Table 4.2. 4: Correlation

	Argument Quality	Consumers' Attitude	Information Adoption	Information Quantity	Information Usefulness	Source Credibility	Visit Intention
Argument Quality	1.000	0.831	0.753	0.867	0.831	0.719	0.773
Consumers' Attitude	0.831	1.000	0.791	0.859	0.873	0.752	0.791
Information Adoption	0.753	0.791	1.000	0.800	0.800	0.714	0.827
Information Quantity	0.867	0.859	0.800	1.000	0.853	0.779	0.793
Information Usefulness	0.831	0.873	0.800	0.853	1.000	0.768	0.841
Source Credibility	0.719	0.752	0.714	0.779	0.768	1.000	0.702
Visit Intention	0.773	0.791	0.827	0.793	0.841	0.702	1.000

Source: Developed for the research.

To examine the strength of the relationship between two variables, correlation analysis has been implemented. A coefficient of correlation below 0.7 is considered a moderate to negligible correlation whereas a coefficient more than 0.7 is considered a strong to extremely strong correlation (Schober et al., 2018). After being evaluated, all relationships that exist between variables are strong to extremely strong (Table 4.2.4).

4.2.3 Structural Model

Figure 4. 2: Output generated by SMART PLS 4
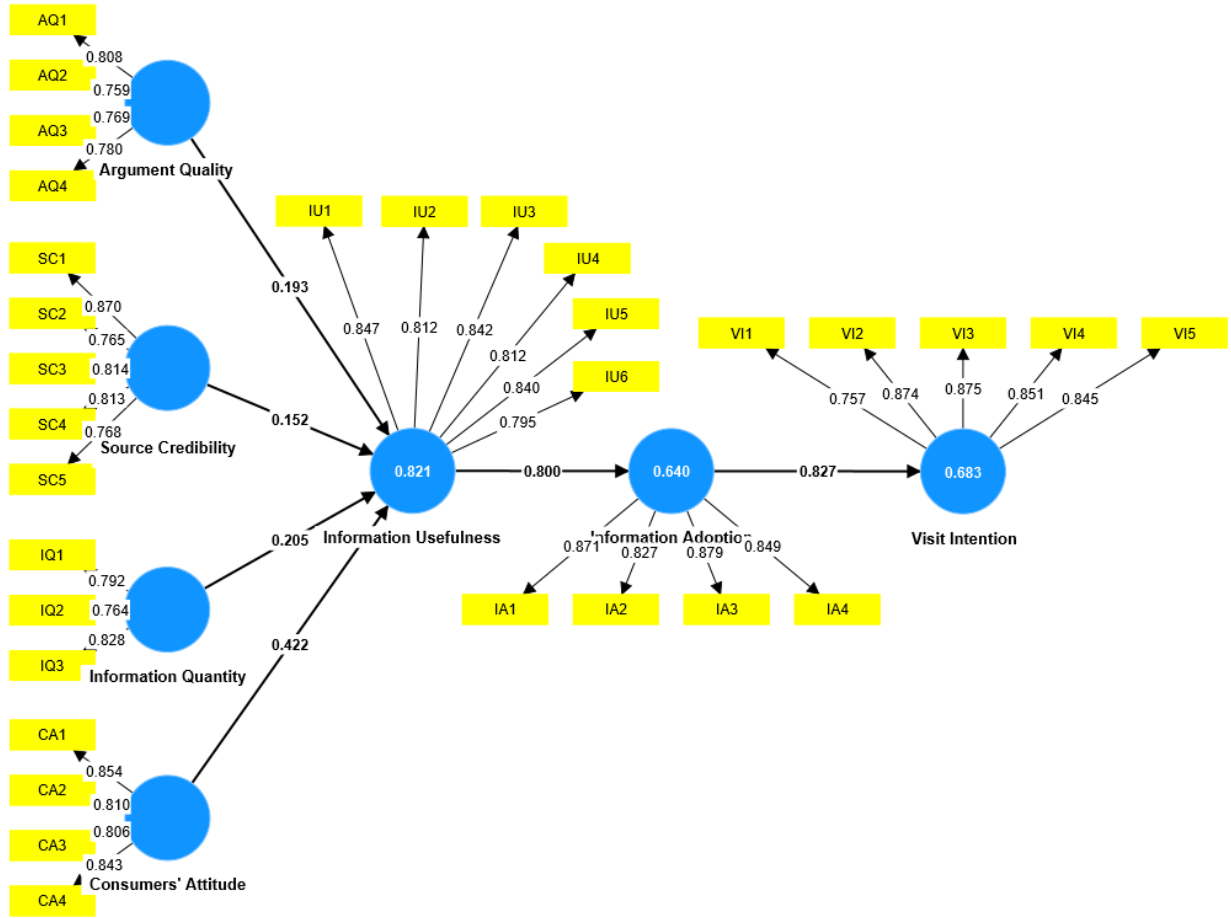
Source: Developed for the research.

4.2.3.1 R-squared

R-squared = 0.821 indicates that 82.1% of the variation in the information usefulness is explained by variation in the argument quality, source credibility, information quantity, and consumers' attitudes. 17.9% is explained by external factors which not within the study.

R-squared = 0.64 indicates that 64% of the variation in the information adoption is explained by variation of the information usefulness. 36% is explained by external factors which not within the study.

R-squared = 0.683 indicates that 68.3% of the variation in the visit intention is explained by the variation of the information adoption. 31.7% is explained by the external factor which is not within the study.

4.2.3.2 Path Coefficients

Table 4.2. 5: Path coefficients result generated by SMART PLS 4

	Path coefficients
Argument Quality > Information Usefulness	0.193
Source Credibility > Information Usefulness	0.152
Information Quantity > Information Usefulness	0.205
Consumers' Attitude > Information Usefulness	0.422
Information Usefulness > Information Adoption	0.800
Information Adoption > Visit Intention	0.827

Source: Developed for the research.

By the path coefficient value, the models of variables have been developed as follows:

Model 1:

Information Usefulness = 0.193 Argument Quality + 0.152 Source Credibility + 0.205 Information Quantity + 0.422 Consumers' Attitude

0.193 tells us that for every one unit increase in the argument quality of information will increase the information usefulness by 0.193 where the other variable remains unchanged. 0.152 of the information usefulness will increase if the source credibility is increased by one unit. The information quantity will give us a 0.205 increment in the information usefulness if one unit

increases. The 0.422 coefficient provides us the information of which one unit increase in the consumers' attitude it will increase the information usefulness by 0.422.

Model 2:

Information Adoption = 0.800 Information Usefulness

0.800 reveals to us that every one-unit increase in the information usefulness will increase the information adoption by 0.800 where the other variable remains unchanged.

Model 3:

Visit Intention = 0.827 Information Adoption

0.827 of the visit intention will increase if the information adoption is increased by one unit where the other variable remains unchanged.

Table 4.2. 6: Model Estimates

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Argument Quality > Information Usefulness	0.208	0.210	0.054	3.892	0.000
Source Credibility > Information Usefulness	0.187	0.187	0.048	3.855	0.000
Information Quantity > Information Usefulness	0.194	0.195	0.062	3.133	0.002
Consumers' Attitude > Information Usefulness	0.373	0.371	0.060	6.186	0.000
Information Usefulness > Information Adoption	0.738	0.738	0.030	24.892	0.000
Information Adoption > Visit Intention	0.762	0.762	0.027	28.296	0.000

Source: Developed for the research.

From Table 4.2.6, it is found that all the variables are significant at 0.05 where argument quality, source credibility, consumers' attitude, information usefulness, and information adoption have p-value = 0.000. the remaining variable which is information quantity is significant at 0.002.

Accordingly, the final models remain as below:

Model 1: **Information Usefulness = 0.193 Argument Quality + 0.152 Source Credibility + 0.205 Information Quantity + 0.422 Consumers' Attitude**

Model 2: **Information Adoption = 0.800 Information Usefulness**

Model 3: **Visit Intention = 0.827 Information Adoption**

4.2.4 Hypothesis Testing:

4.2.4.1 Direct Hypothesized Effect

In the result of the analysis, all the proposed hypotheses are supported as all p-values are less than 0.05. The following Table 4.2.7 summarizes the findings of the significance variables and the decision of the hypothesis.

Table 4.2. 7 Hypothesis Results

	Hypothesis	Result	Decision
H1	There is a significant relationship between information usefulness and argument quality.	p-value = 0.000	Hypothesis is supported
H2	There is a significant relationship between information usefulness and source credibility.	p-value = 0.000	Hypothesis is supported
H3	There is a significant relationship between information usefulness and information quantity.	p-value = 0.002	Hypothesis is supported
H4	There is a significant relationship between information usefulness and consumers' attitude.	p-value = 0.000	Hypothesis is supported
H5	There is a significant relationship between information adoption and information usefulness.	p-value = 0.000	Hypothesis is supported
H6	There is a significant relationship between visit intention and information adoption.	p-value = 0.000	Hypothesis is supported

Source: Developed for the research.

62

4.2.4.2 Impact of TikTok and Instagram

By using SPSS analysis, the following hypothesis is tested:

H7: There is a difference in visit intention between TikTok and Instagram users.

In this study, there are 114 respondents selected TikTok and 285 respondents selected Instagram as their search engine platform to find information about food and beverage (F&B) stores. From Table 4.2.8, p-value = 0.609 which is greater than 0.05, thus H7 is not supported. It indicates that social media use does not affect the consumers' visit intention. Short videos on TikTok and Instagram achieve the same results of visit intention.

Table 4.2. 8 Independent Samples Test

		Mean	SD	Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
											Lower	Upper
VI	TikTok	3.87	0.89	5.144	.024	.513	178.962	.609	.04807	.09372	-.13686	.23300
	IG	3.84	0.74									

Source: Developed for the research.

63

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.1 Summary of Analysis

5.1.1 Descriptive Analysis

A total of 399 Malaysian respondents were surveyed. Of the respondents, 55% were females and 45% were males. 60.2% of the respondents had a Bachelor's degree. Most of the respondents (68.9%) were aged between 19-22 years old and most of them (88.5%) had a monthly income of less than RM1500.

In addition, almost all respondents (96.2%) have watched short videos on social media platforms that show dining recommendations or reviews. More than half of the respondents (72.9%) have followed food bloggers or influencers on social media. In addition, cafes and restaurants are the two most viewed categories of F&B stores' SFV by respondents, at 78% and 72% respectively. Finally, when searching for information about food and beverage outlets, 71.4% of respondents chose Instagram over TikTok.

5.1.2 Measurement Model

From the Cronbach's alpha and composite reliability (CR) analyses, all constructs in the model had reliability values greater than 0.7, with IQ having the lowest value (0.837) and IU having the highest value (0.927). In addition, the factor loading data showed that the items within the constructs had strong reliability, with all data ranging from 0.7 to 0.8.

In addition, since all AVE values were greater than 0.5, it can be concluded that the variables in the model are valid.

From the correlation analysis, the most closely related variables are consumer attitude and information usefulness with a correlation coefficient of 0.873, while the smallest relationship (0.702) is between source credibility and visit intention.

5.1.3 Structural Model

The high value of R-squared for information usefulness (0.821) indicates that changes in IU can be well explained by changes in AQ, SC, IQ, and CA. In contrast, information adoption (0.64) and visit intentions (0.683) indicate that 36% of the variation in information adoptions and 31.7% of the variation in visit intentions can be explained by external factors. Therefore, there is still room for future researchers to explore other factors.

5.1.4 Hypothesis Testing

Table 5. 1 Final Hypothesis Results

	Hypothesis	Result	Decision
H1	There is a significant relationship between information usefulness and argument quality.	p-value = 0.000	Hypothesis is supported
H2	There is a significant relationship between information usefulness and source credibility.	p-value = 0.000	Hypothesis is supported
H3	There is a significant relationship between information usefulness and information quantity.	p-value = 0.002	Hypothesis is supported
H4	There is a significant relationship between information usefulness and consumers' attitude.	p-value = 0.000	Hypothesis is supported
H5	There is a significant relationship between information adoption and information usefulness.	p-value = 0.000	Hypothesis is supported
H6	There is a significant relationship between visit intention and information adoption.	p-value = 0.000	Hypothesis is supported
H7	There is a difference in visit intention between TikTok and Instagram users.	p-value = 0.609	Hypothesis is not supported

In conclusion, all six hypotheses proposed in this study were validated and accepted with a p-value of less than 0.05. Only one hypothesis could not be supported, H7 with a p-value greater than 0.05.

5.2 Major Findings

The findings affirm that both **argument quality and source credibility significantly impact the usefulness of information**, aligning with prior research (Chong et al., 2018). Notably, high-quality content in Short-Form Videos (SFVs) plays a pivotal role in informing consumers' dining choices. The inclusion of current information in these videos proves beneficial, enabling viewers to stay updated with the latest trends in dining. Consumers perceive short video content as valuable when it's well-structured and informative, encompassing essential details about food attributes (price, quality, taste) and store attributes (facilities, services, ambiance), aiding in the assessment of a store's performance and food quality (Indrawati et al., 2022). Furthermore, viewers are more likely to trust food influencers perceived as industry experts, minimizing perceived risks in dining decisions.

The **significant impact of information quantity on information usefulness** is in line with previous study in the beauty industry (Indrawati et al., 2022), suggesting that frequent appearances of short videos generate interest and credibility for certain stores. Multiple videos offer diverse perspectives on store attributes, aiding consumers in comprehensively understanding a store's performance and potentially aligning expectations with their experiences.

Consumer attitudes significantly influence the perceived usefulness of information, corroborating earlier studies (Arora & Lata, 2020). Positive reactions to eWOM in short videos lead consumers to concentrate on content related to their attitudes, highlighting consumers will prioritize the information or reviews that are related to their attitudes (Erkan & Elwalda, 2018).

Additionally, the research supports the idea that **information usefulness leads to information adoption, further establishing a significant positive relationship between information adoption and visit intentions** (Arora & Lata, 2020; Leong et al., 2021). This suggests that informative SFVs hold substantial value for audiences, leading them to follow influencer recommendations and visit stores to try recommended food and beverages.

However, the study found **no discernible difference in visit intention influence between TikTok and Instagram**. This lack of distinction suggests similar content quality, appeal, and relevance across these platforms, possibly resulting in subtle differences in their effect on visit intentions. Both platforms' algorithms cater content based on user preferences, potentially neutralizing differences in consumers' intentions when exposed to F&B-related content.

5.3 Managerial Implications

Understanding the consumer base is pivotal for producing tailored content that resonates with their preferences. It is essential to conduct thorough consumer studies to align content with audience expectations effectively. Striking a **balance between the depth of information and simplicity** is crucial, the company should ensure that while content remains informative, it doesn't overwhelm but engages and sustains the audience's interest. **Timeliness** is equally critical in content, the company must ensure SFVs are up-to-date and add value while safeguarding against disseminating outdated or erroneous information to customers.

The choice of influencers bears substantial weight in contemporary marketing strategies as their authenticity is supreme. Companies seeking **influencers** should prioritize individuals who exhibit **genuineness and truthfulness to their audience**. Ethical integrity is paramount so engaging in practices like inducing an influencer to provide counterfeit recommendations severely tarnishes a company's image. Any discrepancy between reviews and reality erodes consumer trust and favorability towards a brand, leading to potential reputational damage.

Furthermore, an intriguing approach for companies is to **encourage user-generated content**, empowering consumers to share their experiences through short videos or reviews. This not only diversifies perspectives but also positively influences consumer perception, augmenting interest in a company's offerings.

Moreover, the role of the food influencer extends beyond content creation, it encompasses emotive connection. **Employing emotive language or showcasing empathy** allows influencers to resonate with viewers on a deeper, emotional level, fostering stronger connections and engagements.

To bear in mind, consistency in delivering high-quality and true content is a foundational pillar for long-term brand establishment. Maintaining this standard not only contributes to brand building but also prompts viewers to visit the store, enticed by the credibility and reliability established through the content.

5.4 Theoretical Implications

This study offers various implications for the advancement of theoretical frameworks. Multiple studies in the current body of literature have consistently shown the substantial influence of eWOM on individuals' purchase or travel intentions. However, there is a **limited number of studies** that have empirically explored **how individuals perceive and are swayed by eWOM in the context of SFV platforms** (Zhai et al., 2022).

Building on the IAM model, this research developed a model considering the **impact of eWOM via SFV throughout the visit intention among Gen Z**. The influence of argument quality and source credibility on information usefulness has been highlighted in the study, ultimately, to information adoption showing a consistent with IAM.

In addition, Abedi et al. (2019) recommended studying information adoption from a peripheral perspective, looking at factors including quantity. Hence, the outlined research gap has been addressed by **researching the information quantity in the eWOM context**. Another significant contribution is exploring **how individuals' inclination to react positively or negatively towards SFVs influences the effectiveness of eWOM in terms of its perceived usefulness**. Along with the current fad of SFV, this article provides a further understanding of the effect of visit intention to a restaurant or store that is promoted via eWOM.

5.5 Limitations

In spite of this study providing a comprehensive overview of various findings regarding the influence of eWOM via SFV on consumers' visit intention, there are several limitations that should be taken into account in the future. While the study describes the influence of several factors, such as argument quality, source credibility, consumers' attitudes, and information quantity, there might be **the potential existence of unexamined variables** that could contribute to the observed outcomes. Several factors, including **consumers' characteristics, video visualization** (Zhai et al., 2022)**,** and **the need for information** (Silaban et al., 2023).

Moreover, the **other generational perspectives are excluded** in this research study since it focuses specifically on Gen Z. TikTok and Instagram do not solely serve Gen Z; these platforms also consist of other generations. It is also essential to comprehend how other generations perceive SFV in social media.

5.6 Recommendations

Future studies should examine how **consumers' characteristics, video visualization, and need for information**, play a significant role in this context. By examining the consumers' need for information, it is possible to gain a more comprehensive understanding of how the perception of needing information drives them to involve eWOM (Silaban et al., 2023). The possible impact of aspects of visually compelling content, such as video duration, editing styles, and presentation forms on information adoption and subsequent visit intents should be considered. Meanwhile, the receipt and adoption of SFV information or eWOM may be influenced by consumers' characteristics such as cultural variations.

Finally, it is imperative to consider and **emphasize other generations** in the context of SFV, eWOM, and visit intentions. For instance, baby boomers and millennials have higher and more

stable purchasing power compared to Gen Z. They are the powerful potential consumers that owners can target through SFV promotional strategies.

5.7 Conclusion

This study investigated how the key impact of eWOM influences consumers' visit intentions and the differential effects of platforms on this intention. The results revealed that argument quality, source credibility, consumers' attitudes, and information quantity exert significant positive effects on information usefulness. This, in turn, influences the adoption of information and, eventually, the intention to visit. Moreover, the findings unable to identify a significant distinction in the impact on visit intention between TikTok and Instagram. This interesting study contributed valuable empirical data and enhanced our comprehension of electronic word-of-mouth on short-form videos.

In a nutshell, short-form video is an effective form of eWOM to influence consumers' intention to visit a restaurant. The research shows that SFV has a high intensity to influence consumers through the quality of information, source credibility, and information quantity, and SFV can change consumers' perspective towards a certain restaurant brand.

Lastly, it is vital to consider the dynamic nature of social media trends and user preferences. Although the study failed to discover any significant differences between TikTok and Instagram within the designated period, it is important to acknowledge that these platforms undergo constant evolution in terms of their features, algorithms, and user behaviors. In the future, it is conceivable that respondents' perceptions of the usefulness of information may be influenced by different platforms. Future research might potentially reveal diverse effects as these platforms continue to evolve and consumers' preferences undergo transformations.

References

Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks. *Journal of Advances in Management Research*, *17*(1), 84–109. https://doi.org/10.1108/jamr-04-2019-0058

Arora, N., & Lata, S. (2020). YouTube channels influence on destination visit intentions. *Journal of Indian Business Research*, *12*(1), 23–42. https://doi.org/10.1108/jibr-09-2019-0269

Azim, R., & Nair, P. B. (2021). Social Media Influencers and Electronic Word of Mouth: The Communication Impact on Restaurant Patronizing. *Journal of Content, Community & Communication*, *14*(8), 46–56. https://doi.org/10.31620/jccc.12.21/05

Bailey, J. E., & Pearson, S. W. (1983). Development of a tool for measuring and analyzing computer user satisfaction. *Management Science*, *29*(5), 530–545. https://doi.org/10.1287/mnsc.29.5.530

Beresford Research. (2023, January 19). *Generations defined by name, birth year, and ages in 2023*. Retrieved September 7, 2023, from https://www.beresfordresearch.com/age-range-by-generation/

Budzanowska-Drzewiecka, M., & Tutko, M. (2019). Parallels in the Information Search Behaviour among Young Consumers from Poland and Ukraine: Qualitative Analysis. *Central and Eastern Europe in the Changing Business Environment*, 46–58. https://www.researchgate.net/publication/338509562_Parallels_in_the_Information_Search_Behaviour_among_Young_Consumers_from_Poland_and_Ukraine_Qualitative_Analysis

Cao, X., Qu, Z., Yan, L., & Hu, J. (2021). How the destination short video affects the customers' attitude: The role of narrative transportation. *Journal of Retailing and Consumer Services*, *62*, 102672. https://doi.org/10.1016/j.jretconser.2021.102672

Cardella, G. M., Hernández-Sánchez, B. R., & Sánchez-García, J. C. (2021). Development and validation of a scale to evaluate students' future impact perception related to the coronavirus pandemic (C-19FIPS). *PLOS ONE*, *16*(11), e0260248. https://doi.org/10.1371/journal.pone.0260248

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, *54*(1), 461–470. https://doi.org/10.1016/j.dss.2012.06.008

Chillingworth, A. (2023, May 2). Instagram Reels vs TikTok: Which Should You Choose? *Epidemic Sound*. Retrieved July 6, 2023, from https://www.epidemicsound.com/blog/instagram-reels-vs-tiktok/

Chong, A. Y., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analyzing key influences of tourists' acceptance of online reviews in travel decisions. *Internet Research*, *28*(3), 564–586. https://doi.org/10.1108/intr-05-2017-0212

Chung, D., Chen, Y., & Meng, Y. (2023). Perceived information overload and intention to discontinue use of Short-Form video: The mediating roles of cognitive and psychological factors. *Behavioral Sciences*, *13*(1), 50. https://doi.org/10.3390/bs13010050

Contes, A. (2022). *100+ Reputation Management Statistics*. Reviewgrower. Retrieved November 21, 2023, from https://reviewgrower.com/reputation-management-statistics/

Cucu, E. (2023, May 5). TikTok vs. Reels vs. Shorts: Which Is the Best Short-Form Video Platform? *Socialinsider*. Retrieved July 6, 2023, from https://www.socialinsider.io/blog/tiktok-vs-reels-vs-shorts/

DataReportal. (2023). *Global Social Media Statistics*. Retrieved July 6, 2023, from https://datareportal.com/social-media-users

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Management Information Systems Quarterly*, *13*(3), 319. https://doi.org/10.2307/249008

Dedeoğlu, B. B. (2019). Are information quality and source credibility really important for shared content on social media? *International Journal of Contemporary Hospitality Management*, *31*(1), 513–534. https://doi.org/10.1108/ijchm-10-2017-0691

Delouya, S. (2022, July 14). Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google's own data. *Business Insider*. https://www.businessinsider.com/nearly-half-genz-use-tiktok-instagram-over-google-search-2022-7

Diwanji, V. S., & Cortese, J. (2020). Contrasting user generated videos versus brand generated videos in ecommerce. *Journal of Retailing and Consumer Services*, *54*, 102024. https://doi.org/10.1016/j.jretconser.2019.102024

Eagly, A. H., & Chaiken, S. (1993). *The Psychology of Attitudes*. Cengage Learning.

Erkan, I., & Elwalda, A. (2018). Your comments are important to me! The impacts of online customer reviews in shopping websites. *International Journal of Internet Marketing and Advertising*, *12*(1), 1. https://doi.org/10.1504/ijima.2018.089200

Erkan, I., & Evans, C. H. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Fard, M. H., & Marvi, R. (2019). Viral marketing and purchase intentions of mobile applications users. *International Journal of Emerging Markets*, *15*(2), 287–301. https://doi.org/10.1108/ijoem-06-2018-0291

Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, *68*(6), 1261–1270. https://doi.org/10.1016/j.jbusres.2014.11.006

Hair, J. F., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, *1*(3), 100027. https://doi.org/10.1016/j.rmal.2022.100027

Ho, V. T., Phan, N. L., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - the case of Instagram. *Independent Journal of Management & Production*, *12*(4), 1019–1033. https://doi.org/10.14807/ijmp.v12i4.1336

Howe, S. (2023, June 15). Social Media Statistics for Malaysia [Updated 2023]. *Meltwater*. https://www.meltwater.com/en/blog/social-media-statistics-malaysia

Hsu, L. (2021). Effect of eWOM review on beauty enterprise: a new interpretation of the attitude contagion theory and information adoption model. *Journal of Enterprise Information Management*, *35*(2), 376–413. https://doi.org/10.1108/jeim-07-2020-0261

Huifeng, P., & Ha, H. (2021). Temporal effects of online customer reviews on restaurant visit intention: the role of perceived risk. *Journal of Hospitality Marketing & Management*, *30*(7), 825–844. https://doi.org/10.1080/19368623.2021.1897053

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & JianZhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, *66*, 96–102. https://doi.org/10.1016/j.chb.2016.09.034

Hussain, S., Song, X., & Niu, B. (2020). Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives. *Frontiers in Psychology*, *10*. https://doi.org/10.3389/fpsyg.2019.03055

Independent Media Associates. (n.d.). *Sample Size in Statistics (How to Find it): Excel, Cochran's Formula, General Tips*. Statistics How To. https://www.statisticshowto.com/probability-and-statistics/find-sample-size/

Indrawati, N., Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*, *28*(2), 174–184. https://doi.org/10.1016/j.apmrv.2022.07.007

Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2019). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, *22*(5), 1203–1226. https://doi.org/10.1007/s10796-019-09924-y

Jenkins, R. (2021, January 5). This is how Generation Z makes buying decisions. *Inc.com*. https://www.inc.com/ryan-jenkins/this-is-how-generation-z-makes-buying-decisions.html

Kante, M., & Michel, B. (2023). Use of partial least squares structural equation modelling (PLS-SEM) in privacy and disclosure research on social network sites: A systematic review. *Computers in Human Behavior Reports*, *10*, 100291. https://doi.org/10.1016/j.chbr.2023.100291

Kao, W., & Huang, Y. (2023). Service robots in full- and limited-service restaurants: Extending technology acceptance model. *Journal of Hospitality and Tourism Management*, *54*, 10–21. https://doi.org/10.1016/j.jhtm.2022.11.006

Kemp, S. (2023, February 13). *Digital 2023: Malaysia*. DataReportal. Retrieved July 6, 2023, from https://datareportal.com/reports/digital-2023-malaysia

Kennedy, M. (2023, June 13). Opinion: Why Gen Z hates phone calls. *The Star*. https://www.thestar.com.my/tech/tech-news/2023/06/13/opinion-why-gen-z-hates-phone-calls

Khwaja, M. G., Mahmood, S., & Jusoh, A. (2020). Online information bombardment! How does eWOM on social media lead to consumer purchase intentions. *International Journal of Grid and Utility Computing*, *11*(6), 857. https://doi.org/10.1504/ijguc.2020.110918

Kim, S. H., Choe, J. Y., & Lee, S. (2018). How are food value video clips effective in promoting food tourism? Generation Y versus non–Generation Y. *Journal of Travel & Tourism Marketing*, *35*(3), 377–393. https://doi.org/10.1080/10548408.2017.1320262

Koo, D. (2016). Impact of tie strength and experience on the effectiveness of online service recommendations. *Electronic Commerce Research and Applications*, *15*, 38–51. https://doi.org/10.1016/j.elerap.2015.12.002

Kotronoulas, G., Miguel, S., Dowling, M., Fernández, P., Colomer-Lahiguera, S., Bagcivan, G., Pape, E., Drury, A., Semple, C., Dieperink, K. B., & Papadopoulou, C. (2023). An overview of the fundamentals of data management, analysis, and interpretation in quantitative research. *Seminars in Oncology Nursing*, *39*(2), 151398. https://doi.org/10.1016/j.soncn.2023.151398

Leong, C., Loi, A. M., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, *10*(2), 145–157. https://doi.org/10.1057/s41270-021-00132-9

Lleras, C. (2005). Path analysis. In *Elsevier eBooks* (pp. 25–30). https://doi.org/10.1016/b0-12-369398-5/00483-7

López, M. G., & Sicilia, M. D. (2014). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. *Journal of Theoretical and Applied Electronic Commerce Research*, *9*(1), 7–8. https://doi.org/10.4067/s0718-18762014000100004

Luo, C., Luo, X., & Bose, R. (2018). Information usefulness in online third party forums. *Computers in Human Behavior*, *85*, 61–73. https://doi.org/10.1016/j.chb.2018.02.041

Madu, C. N., & Madu, A. (2002). Dimensions of e-quality. *International Journal of Quality & Reliability Management*, *19*(3), 246–258. https://doi.org/10.1108/02656710210415668

Mago, K. (2020, November 6). TikTok vs. IG Reels: 3 Reasons Why Your Brand Must Leverage Both. *Entrepreneur*. https://www.entrepreneur.com/science-technology/tiktok-vs-ig-reels-3-reasons-why-your-brand-must-leverage/359053

Menon, D. (2022). Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism. *Telematics and Informatics Reports*, *5*, 100007. https://doi.org/10.1016/j.teler.2022.100007

Meta. (2022, April 7). *Five Gen Z Trends Shaping the Future of Brand Engagement*. Retrieved November 21, 2023, from https://www.facebook.com/business/news/insights/gen-z-trends-shaping-brand-engagement

Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, *15*(3), 441–459. https://doi.org/10.1108/jrim-04-2020-0072

NapoleonCat. (2023, June). *Instagram users in Malaysia*. Retrieved July 6, 2023, from https://napoleoncat.com/stats/instagram-users-in-malaysia/2023/06/

NCR Greenhouse. (n.d.). *The spending habits of Gen-Z.* https://www.ncr.com/green-house/articles/connecting-to-gen-z

Ngarmwongnoi, C., Oliveira, J. P., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, *37*(7), 749–759. https://doi.org/10.1108/jcm-10-2019-3450

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, *19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, *142*, 100–112. https://doi.org/10.1016/j.jbusres.2021.12.031

OOSGA. (2023, July 17). *Social Media in Malaysia - 2023 Stats & Platform Trends*. Retrieved September 7, 2023, from https://oosga.com/social-media/mys/#:~:text=for%20around%2054.69%25.-,TikTok%20Overview%20in%20Malaysia,users%20account%20for%20around%200.562.

Park, T. (2020). How information acceptance model predicts customer loyalty? *The Bottom Line: Managing Library Finances*, *33*(1), 60–73. https://doi.org/10.1108/bl-10-2019-0116

Peña-García, N., Saura, I. G., Orejuela, A. R., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, *6*(6), e04284. https://doi.org/10.1016/j.heliyon.2020.e04284

Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer-Verlag, New York.

Pollard, A. (2021, November 17). Gen Z characteristics on money: thrifty consumers despite having $360 billion. *Bloomberg.com*. https://www.bloomberg.com/news/articles/2021-11-17/gen-z-has-360-billion-to-spend-trick-is-getting-them-to-buy#xj4y7vzkg

Prendergast, G. P., Ko, D., & Yuen, S. T. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, *29*(5), 687–708. https://doi.org/10.2501/s0265048710201427

Purnawirawan, N., De Pelsmacker, P., & Dens, N. (2012). Balance and Sequence in Online Reviews: How Perceived Usefulness Affects Attitudes and Intentions. *Journal of Interactive Marketing*, *26*(4), 244–255. https://doi.org/10.1016/j.intmar.2012.04.002

Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors Affecting the Adoption of an Electronic Word of Mouth Message: A Meta-Analysis. *Journal of Management Information Systems*, *36*(3), 969–1001. https://doi.org/10.1080/07421222.2019.1628936

Qin, Y., Omar, B., & Musetti, A. (2022). The addiction behavior of short-form video app TikTok: The information quality and system quality perspective. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.932805

Qiu, L., Pang, J., & Lim, K. H. (2012). Effects of conflicting aggregated rating on eWOM review credibility and diagnosticity: The moderating role of review valence. *Decision Support Systems*, *54*(1), 631–643. https://doi.org/10.1016/j.dss.2012.08.020

Rafdinal, W., Setyawati, L., & Rachman, A. (2022). Information adoption on social Media: How does it affect travel intention? Lessons from West Java. *Journal of Tourism Sustainability*, *2*(1), 36–43. https://doi.org/10.35313/jtospolban.v2i1.33

Sa'ait, N., Kanyan, A., & Nazrin, M. F. (2016). The Effect of E-WOM on Customer Purchase Intention. *International Academic Research Journal of Social Science*, *2*(1), 73–80. http://www.iarjournal.com/wp-content/uploads/IARJ-SS-20161-73-80.pdf

Sagawa, J. K., & Nagano, M. S. (2015). Integration, uncertainty, information quality, and performance: a review of empirical research. *The International Journal of Advanced Manufacturing Technology*, *79*(1–4), 299–306. https://doi.org/10.1007/s00170-015-6836-5

Sanchez, J. I., Bonache, J., Paz-Aparicio, C., & Oberty, C. Z. (2023). Combining interpretivism and positivism in international business research: The example of the expatriate role. *Journal of World Business*, *58*(2), 101419. https://doi.org/10.1016/j.jwb.2022.101419

Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, *11*(4), 215824402110525. https://doi.org/10.1177/21582440211052547

Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation Coefficients: appropriate use and interpretation. *Anesthesia & Analgesia*, *126*(5), 1763–1768. https://doi.org/10.1213/ane.0000000000002864

Shahab, M., Ghazali, E. M., & Mohtar, M. (2021). The role of elaboration likelihood model in consumer behaviour research and its extension to new technologies: A review and future research agenda. *International Journal of Consumer Studies*, *45*(4), 664–689. https://doi.org/10.1111/ijcs.12658

Silaban, P. H., Chen, W., Sormin, S., Panjaitan, Y. N. B. P., & Silalahi, A. D. K. (2023). How does electronic word of mouth on Instagram affect travel behaviour in Indonesia: A perspective of the information adoption model. *Cogent Social Sciences*, *9*(1). https://doi.org/10.1080/23311886.2022.2163525

Song, B. L., Liew, C. S., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers: Insight and Ideas for Responsible Marketers*, *22*(4), 521–538. https://doi.org/10.1108/yc-03-2021-1288

Statista. (2023a, April 28). *Number of TikTok users in Malaysia 2018-2027*. Retrieved July 4, 2023, from https://www.statista.com/forecasts/1380739/tiktok-users-in-malaysia

Statista. (2023b, July 13). *Share of TikTok users in Malaysia 2022, by age group*. Retrieved September 7, 2023, from https://www.statista.com/statistics/1378785/malaysia-demographics-of-tiktok-users-by-age-group-2022/

Statista. (2023c, July 14). *Share of Instagram users in Malaysia 2023, by age group*. Retrieved September 7, 2023, from https://www.statista.com/statistics/1399780/malaysia-demographics-of-instagram-users-by-age-group/

Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does educating customers create positive word of mouth? *Journal of Retailing and Consumer Services*, *62*, 102638. https://doi.org/10.1016/j.jretconser.2021.102638

Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, *14*(1), 47–65. https://doi.org/10.1287/isre.14.1.47.14767

Tandon, S. (2023, November 20). Instagram Reels dominates beauty purchases in India | Mint. *Mint*. Retrieved November 21, 2023, from https://www.livemint.com/companies/news/instagram-reels-dominates-beauty-purchases-in-india-11700417940550.html

The Loomly Team. (2022, August 10). *Passion Economy: Get ready for the future of work (and marketing)*. Loomly Blog. https://blog.loomly.com/passion-economy/

Tien, D. M., Rivas, A., & Liao, Y. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia-Pacific Management Review*, *24*(3), 238–249. https://doi.org/10.1016/j.apmrv.2018.06.003

TikTok For Business. (2021). *TikTok's Unique Path to Purchase*. TikTok for Business. Retrieved July 6, 2023, from https://www.tiktok.com/business/library/Global_Retail_Path_to_Purchase.pdf

TikTok For Business. (2022, February 10). The infinite loop: TikTok's unique retail path to purchase. *TikTok For Business*. Retrieved July 6, 2023, from https://www.tiktok.com/business/en-US/blog/infinite-loop-tiktok-retail-path-to-purchase

Tsai, F. C., & Bui, T. (2020). Impact of word of mouth via social media on consumer intention to purchase cruise travel products. *Maritime Policy & Management*, *48*(2), 167–183. https://doi.org/10.1080/03088839.2020.1735655

Tseng, S., & Wang, C. (2016). Perceived risk influence on dual-route information adoption processes on travel websites. *Journal of Business Research*, *69*(6), 2289–2296. https://doi.org/10.1016/j.jbusres.2015.12.044

Verma, D., Dewani, P. P., Behl, A., & Dwivedi, Y. K. (2023). Understanding the impact of eWOM communication through the lens of information adoption model: A meta-analytic structural equation modeling perspective. *Computers in Human Behavior*, *143*, 107710. https://doi.org/10.1016/j.chb.2023.107710

Von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, *113*, 1–10. https://doi.org/10.1016/j.dss.2018.05.006

Wang, R. Y., & Strong, D. M. (1996). Beyond accuracy: What data quality means to data consumers. *Journal of Management Information Systems*, *12*(4), 5–33. http://www.jstor.org/stable/40398176

Wang, Y. (2020). Humor and camera view on mobile short-form video apps influence user experience and technology-adoption intent, an example of TikTok (DouYin). *Computers in Human Behavior*, *110*, 106373. https://doi.org/10.1016/j.chb.2020.106373

Wellen, B. (2022, November 7). TikTok's Influence on Restaurants Is Only Getting Stronger. *The Takeout*. https://thetakeout.com/tiktok-restaurant-reviews-influence-getting-stronger-1849752768

Wertz, J. (2022, November 30). Generation Z gravitates towards immersive Tech-Driven experiences. *Forbes*. https://www.forbes.com/sites/jiawertz/2022/11/30/generation-z-gravitates-towards-immersive-tech-driven-experiences/?sh=594de4175ab6

Xiao, L., Li, X., & Zhang, Y. (2023). Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective. *Journal of Retailing and Consumer Services*, *70*, 103170. https://doi.org/10.1016/j.jretconser.2022.103170

Xie, X., Tsai, N., Xu, S., & Zhang, B. (2019). Does customer co-creation value lead to electronic word-of-mouth? An empirical study on the short-video platform industry. *Social Science Journal*, *56*(3), 401–416. https://doi.org/10.1016/j.soscij.2018.08.010

Xu, F., & Warkentin, M. (2020). Integrating elaboration likelihood model and herd theory in information security message persuasiveness. *Computers & Security*, *98*, 102009. https://doi.org/10.1016/j.cose.2020.102009

Xue, J., Chan Lee, Y., & Lei Mu, H. (2018). Influencing Factors of Advertising Information Adoption on User's Purchase Intention: Evidence from China's Social Media. *International Journal of Pure and Applied Mathematics*, *120*(6), 5809–5821. https://acadpubl.eu/hub/2018-120-6/5/410.pdf

Yawised, K., Apasrawirote, D., Chatrangsan, M., & Muneesawang, P. (2022). Using Short-form Video Content (SVCs) in Digital Marketing Mobile Application Engagement Model. *Small Firm Internationalisation and International Entrepreneurship' Managing Sustainable Innovation*, *5*. https://www.researchgate.net/publication/364782313_Using_Short-

form_Video_Content_SVCs_in_Digital_Marketing_Mobile_Application_Engagement_
Model

Yu, Y., & Natalia, Y. (2013). *The Effect of User Generated Video Reviews on Consumer Purchase Intention*. https://doi.org/10.1109/imis.2013.143

Yusuf, A. S., Hussin, A. R. C., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, *32*(4), 493–504. https://doi.org/10.1108/jsm-01-2017-0031

Zhai, L., Yin, P., Li, C., Wang, J., & Yang, M. (2022). Investigating the Effects of Video-Based E-Word-of-Mouth on Consumers' Purchase Intention: The Moderating Role of Involvement. *Sustainability*, *14*(15), 9522. https://doi.org/10.3390/su14159522

Zhang, T., Omran, B. A., & Cobanoglu, C. (2017). Generation Y's positive and negative eWOM: use of social media and mobile technology. *International Journal of Contemporary Hospitality Management*, *29*(2), 732–761. https://doi.org/10.1108/ijchm-10-2015-0611

Zhou, Y., Liu, L., & Sun, X. W. (2022). The effects of perception of video image and online word of mouth on tourists' travel intentions: Based on the behaviors of short video platform users. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.984240

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Ohio: South-Western Pub.

Section 1:

The Impact of Short-Form Video as Electronic Word-of-Mouth on Consumer Visit Intention: A comparison between Tiktok and Instagram

Dear Participants,

Hello, I am Eng Shi Yee from Bachelor of International Business (HONS) of Universiti Tunku Abdul Rahman (UTAR). I am conducting this survey on **The Impact of Short-Form Video as Electronic Word-of-Mouth on Consumer Visit Intention: A comparison between Tiktok and Instagram**.

Participation in this questionnaire is completely voluntary. Your responses will remain **anonymous** and **confidential**. You can withdraw from the questionnaire at any point without any consequences and your responses will be used solely for research purposes.

This survey is expected to take approximately **5 minutes** to complete. If you have any questions or concerns, please feel free to contact me. Thank you for your valuable contribution to our research.

Sincerely,

Eng Shi Yee

engshiyee517@1utar.my

Were you born in 1995-2010?

- Yes
- No

Section 2

Demographic & General Information:

Age:

- 11 – 14
- 15 – 18
- 19 – 22
- 23 – 26
- Above 26

Gender:

- Male
- Female

Nationality:

- Malaysian
- Non-Malaysian

Educational Background:

- Primary School
- Secondary School/High School/O-level
- STPM/Foundation/Diploma/A-level
- Undergraduate: Bachelor's Degree
- Postgraduate: Master/PhD

Monthly Income:

- Below RM 1500
- RM 1501 – RM 2500
- RM 2501 – RM 3500
- RM 3501 – RM 4500
- Above RM 4500

Have you ever seen short videos on dining recommendations/review through social media?

- Yes
- No

Do you follow any food bloggers or influencers in social media?

- Yes
- No

Which food and beverage (F&B) store short video do you normally see on social media platform that you are using? *(can choose > than 1)*

- Restaurant
- Café
- Beverage Shop
- Street Food Stall
- Food Truck
- Bakeries
- Bars
- Others

Which platform do you prefer the most when find the information of a food and beverage (F&B) store?

- TikTok
- Instagram

Section 3

Survey Questions

Kindly present your view based on the platform you choose (TikTok/Instagram).

*Note: F&B refers to food and beverage.

Please indicate your level of agreement or disagreement by choosing 1 (Strongly Disagree), 2

(Disagree), 3 (Neutral), 4 (Agree), or 5 (Strongly Agree).

Argument Quality of F&B content	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I think F&B content presented in the short video is understandable	1	2	3	4	5
I think F&B content presented in the short video fulfills my desire	1	2	3	4	5
I think F&B content presented in the short video is according to trend	1	2	3	4	5
I think F&B content presented in the short video is comprehensive	1	2	3	4	5

Source Credibility of food bloggers/influencers	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I consider the short video created by food blogger/influencer is convincing.	1	2	3	4	5
I consider the short video created by food blogger/influencer is credible.	1	2	3	4	5
I consider the short videos created by food blogger/influencer is believable.	1	2	3	4	5
I consider the short video created by food blogger/influencer is true.	1	2	3	4	5
I consider the short video created by food blogger/influencer is trustworthy.	1	2	3	4	5

Information Quantity of F&B store short video	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I think F&B store is recommendable when I see frequent short videos about it on social media platform.	1	2	3	4	5
I think the frequent appearance of F&B store short video appearance in social media platform can help me understand store performance.	1	2	3	4	5
I think the frequent appearance of F&B store short video on social media platform can influence my desire to visit.	1	2	3	4	5

Consumers' Attitude *towards recommendation/review*	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I feel good when watching short video review/recommendation of certain F&B stores.	1	2	3	4	5
I feel positive when watching short video review/recommendation of certain F&B stores.	1	2	3	4	5
I like watching short video review/recommendation of certain F&B stores.	1	2	3	4	5
I feel worth after watching short video review/recommendation of certain F&B stores.	1	2	3	4	5

Information Usefulness of *short video review/recommendation*	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think F&B review/recommendation in short video is useful.	1	2	3	4	5
I think F&B review/recommendation in short video is informative.	1	2	3	4	5
I think F&B review/recommendation in short video is valuable.	1	2	3	4	5
I think F&B review/recommendation in short video is advantageous.	1	2	3	4	5
The F&B review/recommendation in the short video can help me in evaluating the F&B store.	1	2	3	4	5
The F&B review/recommendation in the short video can help me familiar with the F&B store.					

Information Adoption from short video	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I intend to use F&B information from short video to decide on my plan to visit.	1	2	3	4	5
I intend to accept F&B review/recommendation from short video to decide on my plan to visit.	1	2	3	4	5
I intend to take F&B review/recommendation from short video to decide on my plan to visit.	1	2	3	4	5
I intend to follow F&B review/recommendation from short video to decide on my plan to visit.	1	2	3	4	5

Visit Intention of F&B store	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am willing to explore the F&B store recommended in the short video in the near future.	1	2	3	4	5
I plan to visit the F&B store recommended in the short video in the near future.	1	2	3	4	5
I consider visiting the F&B store recommended in the short video in the near future.	1	2	3	4	5
I intend to visit the F&B store recommended in the short video in the near future.	1	2	3	4	5
I am likely to try food and beverage from the store recommended in the short video.	1	2	3	4	5