

# **The Impact of Food Influencer' Posts on Urge to Buying Impulsively moderate by Post Authenticity and Impulse Buying Tendency**



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**2023**

## **APPROVAL PAGE**

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16 May 2023

Nadia Nila Sari, SE., MBE

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A handwritten signature in blue ink, appearing to read "Nadia Nila Sari", is positioned above the printed name.

Nadia Nila Sari, SE., MBE

**THE IMPACT OF FOOD INFLUENCER' POST ON URGE TO BUY  
IMPULSIVELY MODERATES BY POST AUTHENTICITY AND  
IMPULSE BUYING TENDENCY**

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## STATEMENT LETTER

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sincerely declare that the research “The Impact of Food Influencer’ Posts on Urge to Buying Impulsively moderate by Post Authenticity and Impulse Buying Tendency” is the result of my own original effort. All statements, ideas, and quotations, both directly and indirectly derived from ideas or essays, that are stated in writing and listed in the bibliography of this thesis. If in the future it is determined that I have committed any type of plagiarism in my writing, either in part or in whole, then the degree and certificate that I have received can be revoked and I will return them to Atma Jaya Yogyakarta University.

Yogyakarta, May 2023

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## PREFACE

The author would like to express sincere gratitude for the completion of this research paper. It has been a long journey of exploration, analysis, and collaboration, and the author thankful that it is coming to end. The author realizes that in this thesis involves many parties who help the author. Therefore, the author would like to thank:

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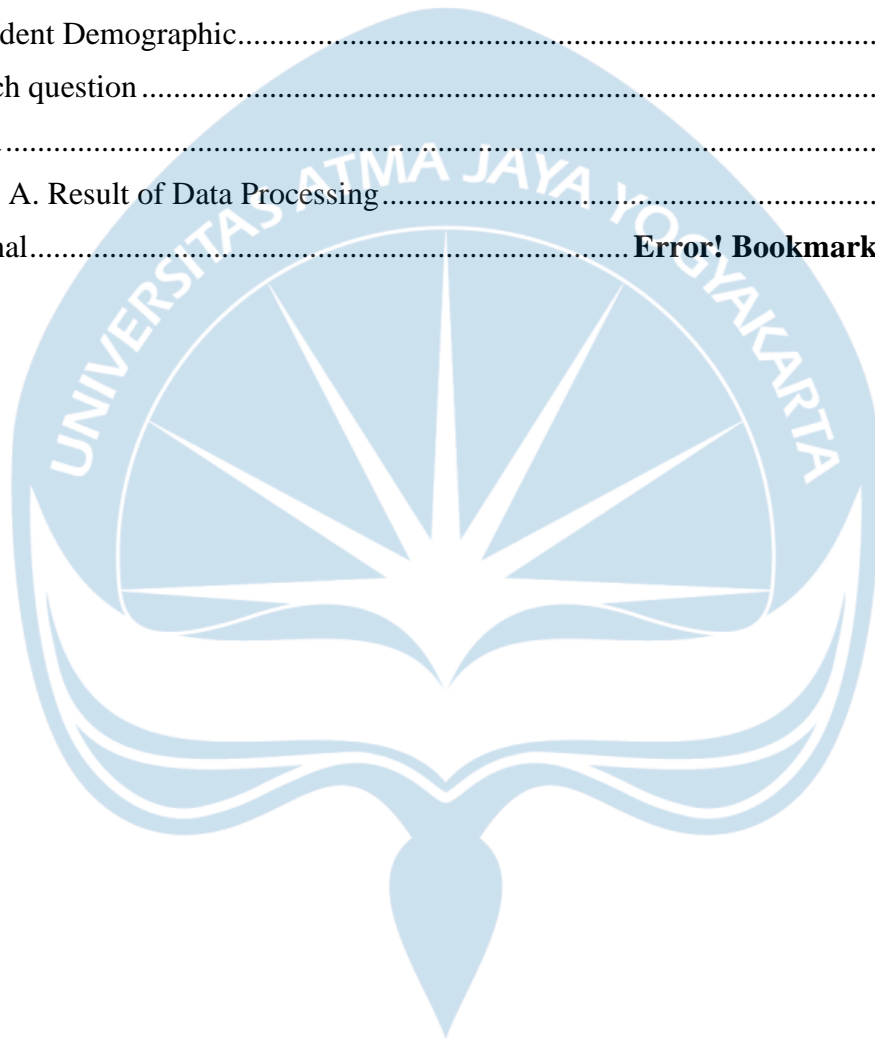
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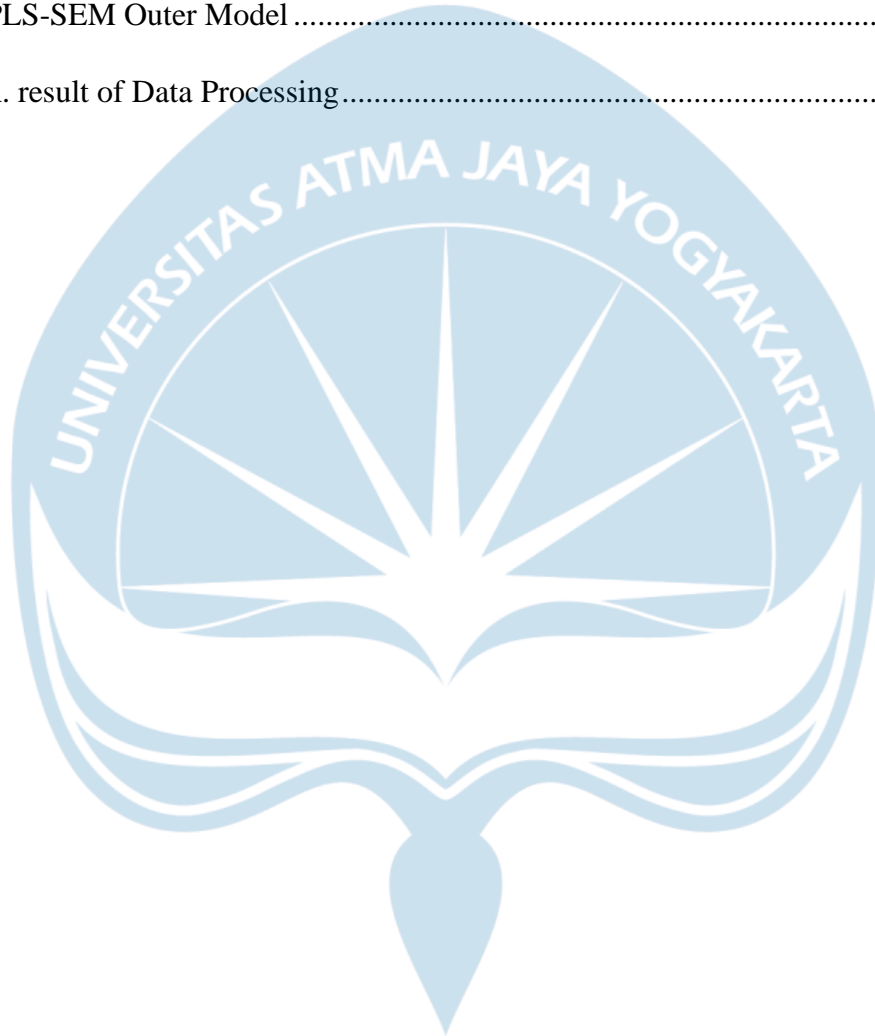


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## ABSTRACT

This study aim for investigates the role of social media food Influencer and interactive factors in driving impulse buying behavior in social commerce environments. This research explores the impact of food Influencer's posts and contextual sentiment on consumers' urge to buy impulsively.

Through an empirical investigation using online surveys, the study reveals that Food Influencer have a significant influence on consumers' urge to buy impulsively. Moreover, positive sentiment, impulse buying tendency and observational learning emerge as key factors that drive the significant effect, while negative sentiment and authenticity do not have a significant effect. These findings emphasize the importance of considering the persuasive power of food influencer in shaping consumers' impulsive purchasing decisions.

However, this study has certain limitations, including, that the study focuses on a specific group of participants and may not be generalizable to other populations. The sample consists of individuals who have engaged in social commerce activities and may not represent the broader population. There is also other limitation such as; relatively small sample size, considered other platforms such as Facebook or Twitter, and other factor that could affect the decision on buying tendency Future research could expand the scope to encompass diverse product categories and employ longitudinal designs to establish causal relationships.

Overall, the findings of this study have implications for digital food influencer, marketers, and businesses operating in social commerce environments. By leveraging the influence of food influencer and fostering positive sentiment, marketers can effectively target and encourage Urge to Buy Impulsively. This research contributes to the understanding of impulse buying in social commerce and provides insights for future research and marketing strategies.

**Keyword: food influencer, social commerce, buying tendency**