

## **CHAPTER II**

### **LITERATURE REVIEW**

In the literature review is about the definition of each variable of the research, the previous research that will support this research, and also the hypothesis development toward the variable. This chapter also contains the research framework that also connect each variable.

#### **2.1 Variable Definition**

##### **2.1.1 Digital Celebrity Post Authenticity**

Authenticity means that something is legitimate or proven to be true. (Peterson 2005, p. 1086) define authenticity as a social construct: “a claim that is made by or for someone, thing, or performance, and either accepted or rejected by relevant others.” Influencers perform authenticity in myriad ways, including strategic transparency or sharing details from their personal lives that align with their personal brand (Lovelock, 2017). Social media has a lot of things. Sometimes it is easy for the user to add more spice to their content. Celebrity endorsements are a popular way for marketers to promote their brands, products, and services. By transferring the positive image and characteristics of a celebrity onto the brand, marketers aim to trigger consumers’ intent to purchase or use the endorsed product or service (Atkin et al., 1983). However, in addition to using ‘traditional’ celebrities such as actors, supermodels, and athletes to add value to their brand, companies increasingly turn to social media influencers (also called ‘micro-celebrities’), such as vloggers and ‘Instafamous’ personalities, to endorse their brands (Marwick, 2015)

The marketer wants to make the content to be stand between the other competitor, yet they still have to manage the authenticity of the content itself. Often, SMM utilizes user generated content such as word of mouth (WOM) to promote a product or service; however, companies can also create their own content to the same end; for example, promotional videos on YouTube (Toubia et al., 2013). The goal of all social media in a business context is to engage people; namely, customers and

potential customers (Ian et al., 2012). The online celebrity has more freedom toward their act and content compared to the traditional celebrity. The information provided by an online celebrity is perceived as more authentic and influencing. Such celebrities have emerged in different fields, e.g., lifestyle, entertainment, food, etc. (Kumar et al., 2012; Zoha, 2018; Bradri, 2019). The online celebrity has the ability to make their own environment. For example, the celebrity can decide that their page reviews about foods, then it pages will only post about food-related content. There will be food-related discussion environment around its page.

The celebrities' credibility might influence buying behaviour and word of mouth (Djafarova et al., 2017). In another cases, digital celebrities post authenticity could strongly influence the user's interaction and argued as a strong predictor of positive attitude and buying intention (Brown et al., 2014). This means that the authenticity is so important not only to attract people toward the content but also to highlight the celebrity's credibility. The trust and perceived risk of retailing participants are pivotal grounds for the ascendancy of social commerce. (Guo et al., 2018). Social influence and trust represent relevant components altering behavioural intention toward social commerce. (Abed 2018)

### **2.1.2 Sentiment Polarity**

Social interaction recognized as the core element of social commerce. Prior studies have highlighted the importance of interaction attribute, e.g., review quality, dimensions of ad information quality as antecedents of online impulse buying (Chen et al., 2016; Zhang et al., 2014, 2018). Sentiment is an emotion behind every single interaction between the audience and the brand. Sentiment might be provoking those feelings. In turn, neglecting such linguistic means of sentiment expressions prohibits a more accurate understanding of how verbatim consumer reviews influence the reading consumer and sales performance (Ludwig et al., 2014). People's sentiments or opinions toward entities such as topics, events, individuals, issues, services, products, organizations, and their attributes (Lu et al., 2010). users on opinions can express trust or distrust that could affects the others user (Guhaet al., 2005)

The marketer places emphasis on emotions and sentiments over mention or comment counts, its purpose is to make the audience react to the brand. The more the content has sentiment value for the user, the higher the chance of the user to reach the content. However, we posit that these valenced words might mask the effects of further language granularities, such as the strength or conviction with which consumers express their sentiment (Thelwall et al. 2010). The sentiment of the content in this research is mainly divided into two groups, the positive sentiment and the negative sentiment. Sentiments are a vital dimension of reviews which is suggested as the vehicle to express emotions and assumed to provide context-focused reviewer's feelings relevant to consumption experience. Sentiments have significantly affected peer's behaviour, and it has positive, negative and neutral dimensions (Avanzo et al., 2015). But neutral reviews do not have a significant effect on buying behavior (Mo et al., 2015). Positive sentimental reviews grab more attention from consumers and affect them positively.

### **2.1.3 Observational learning**

Peers' interaction influenced the buying decision in an online and offline environment (Godes et al., 2005). Observational learning is a process of learning toward observing something. This variable occurs because the user of social media is often to do this, observational learning, toward the celebrity page to decide its credibility. There are 3 main categories of observational learning in this research, number of likes, number of shares, and number of followers. The importance of Observational learning is a construct in e-commerce with the incorporation of numerical factors and identified its positive impact on buying behaviour (Chen et al. 2011). The higher number of each variable could mean the higher influencing ability of the content itself. In social media, observational learning is so important to test whether the account of the celebrity is trusted or not. This thing happens because in social media, it is often that people are making fake accounts toward the celebrity account to trick people. These frauds are common things in social media. There are many communications toward this fraud that tell people to examine the account before they buy or use the service that the celebrity sells. The number of likes, followers and shares tend to be the qualification

to decide whether the account are real or fakes. Number of “likes,” “Shares” and “Comments” which come across with celebrities post might formulate and explained by the OL construct to influence UBI. Also, the positive influence of number of likes and sales volume on impulse buying implied the importance of OL and consumer involvement in it (Chen et al., 2016; Zhang et al., 2014).

The number of likes is generated by the user to clicking an icon that usually bellow the content, or the user can click 2 times on the picture (Instagram features). When people or user clicked or giving a like it does means that the content has emotional connected with the user, which in this case is the user are liking the content. The more like amount of the content does means that more people liking the content. The number of likes could be the determinant whether the content that are made and posted successful or not.

The amount of comments is also included as the amount of user reaction toward the content. For some people the content has the ability to attract some reaction, whether it is positive or negative reaction. For example, the positive reaction could also “help” the content creator to advertise the content. When people comment positive reaction, it will boost the value of the content, and even attract more and make the content more convincing.

#### **2.1.4 Impulse Buying Tendency**

Impulse buying is an unplanned purchase characterized as an abrupt, irresistible, hedonically complicated behaviours with lack of deliberation, alternatives contemplation, and selfless (Beatty et al., 1998; Rook, 1987). In the marketing literature, considerable effort has been devoted to identifying the factors (e.g., consumer characteristics, store characteristics, situational stimuli, and product characteristics) that influence impulse buying (Tinne. 2010). With advances in information technology and the tremendous growth of e-commerce, online impulse buying has become epidemic. It is estimated that about 40% of all online consumer expenditure is attributable to online impulse buying (Liu et al., 2013). The impulse buying tendency are often to be stimulate after looking for content that can be say interstate by the user. Online impulse buying is defined as a sudden and immediate online purchase with no

pre-shopping intentions (Piron, 1991). In this case, many people expressed this feeling when they in or using social media. This experience can happen after people get interested by the content that are the online celebrity made.

The Impulses are describing as a thrust, or a sudden force that impels toward something, which in this research, the means of Impulse in impulse buying tendency is a tendency of sudden force to buy based on the product or services marketing that are made in the content by the celebgram. Consumers indulge in online impulse buying responses when they experience positive affective reactions, such as pleasure and arousal (Adelaar et al., 2003; Shen et al., 2012). It has been suggested that pleasure motivates impulse buying, and arousal mobilizes the process (Rook et al., 1993)

#### **2.1.5 Urge to buy impulsively**

human social behaviour follows reasonably and often spontaneously from the information or beliefs people possess about the behaviour under consideration (Fishbein et al., 1975). The theory proposed that human beings were usually quite rational and made systematic use of accessible information and the intent was antecedent to the actual behaviour. However, the theory of reasoned action has been credited with extremely high level of predictive capability, it primarily explains volitional behaviours, and its explanatory scope excludes a wide range of behaviours such as those that are spontaneous and impulsive (Bentler et al., 1979). Such behaviours are excluded because their performance might not be voluntary or because engaging in the behaviours might not involve a conscious decision of the buyer (Hale et al., 2002).

Urge to Buy Impulsively is reflected as irrational desire and might be considered as an intention to buy without any planning (Song et al., 2015). Urge to Buy Impulsively is a rational surrogate of actual consumers' impulse buying behaviour because consumers' Urge to Buy Impulse leads to actual impulse buying (Rook, 1987). Beatty and Ferrell (1998) stated that Felt urge to buy impulsively is a state of desire that is experienced upon encountering an object in the environment. It clearly precedes the actual impulse action and it is spontaneous and sudden. Several studies have suggested Urge to Buy Impulsively as a proxy of actual impulse buying behaviour in the context of online and social commerce environment (Chen et al., 2016; Parboteeah

et al., 2009; Xiang et al., 2016). Urge means that a state or situation that requiring immediate action/attention, the word urge to buy impulsively means that a situation when the user act after they see or watch a content without cogitating. Urge also means an “itch” to do something. In this research the word means of Urge is that when the user feels “itching” of buying or using services toward the content that *celebgram* made. This can happen because the content that are made are able to attract the user.

## 2.2 Previous Research

**Table 2.1**  
**Previous Research**

Title & author	Variables	Research method	result
<i>Digital Marketing and Brand Image to Increase Consumer Purchase Interest - Zulfikar, Aprianti, Rachmawati (2018)</i>	Digital marketing, brand image, buying interest	This study was a descriptive study of analysis and interpretation of research results aimed to analyse whether there was an influence between variables.	Digital marketing and image variables have a significant and significant effect on buying interest both simultaneously and partially, where promotions about the success of alumni who are accepted at state universities carried out on online media influence buying interest among tutoring students.
<i>The Effect of Social Media Marketing Activities On Brand Awarness, Brand Image, and Brand Loyalty – Bilgin (2020)</i>	Social Media Marketing Activities, Brand Image, Brand Loyalty, Brand Awareness	In this research, quantitative method has been used and research data has been obtained via online questionnaires shared on social media from 547 brand followers with applying convenience sampling method. The obtained	Analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. This result has been complied with the results of the



		data have been analysed by structural equation modelling (SEM).	researches conducted by Godey et al. (2006), Kim and Ko (2012), Duffett (2017) and Seo and Park (2018). Furthermore, the effect that social media marketing activities have on customers is mostly appears in brand awareness
<i>Social media marketing gains importance after Covid-19 - Mason, Narcum &amp; Mason (2020)</i>	Identification of Product Needs Items, Product Comparison Information Search Items, Product Evaluation Items, Product Purchase Items, Purchase Processes Satisfaction Items	For this study, the Data was obtained with a survey of consumers. The survey consisted of a questionnaire that was created by the authors. To complete the survey, respondents rated various statements about their use of social media in consumer decision-making behaviors.	Social media is a salient source for influencing consumers' shopping and buying behaviors as they share product reviews, service experiences, and/or product usage tips. The findings highlight the growing importance of social media as a marketing tool that has occurred since the declaration of the COVID-19 pandemic.
<i>Factors Determining Consumer Buying Behaviour in Online Shopping - Rungrisawat, Joemsittiprasert, Jemsittiparsert (2018)</i>	Perceived benefits, perceived risk, physiological factor	The researchers using SPSS To analyse the data that they collected. A sample size of 350 questionnaires was used in this study.	This study suggested that there are significant factors that determine online buying behavior. Online buying behavior is affected by perceived benefits offered by e-commerce websites and psychological factors such as truth
<i>Motivation for online impulse buying: A two-factor theory perspective - Yi-Shih Loa,</i>	Online impulse buying, Effective online store design factors and	This study categorizes the factors according to the two-factor theory, dividing them into hygiene and motivation factors.	Although online impulse buying is a recent and important topic, little attention has been paid to the factors associated

Linb, Hsue (2016)	sales promotion stimuli,	Motivation factors promote or stimulate consumption (Liang & Lai, 2002), and can therefore facilitate the impulse buying of consumers.	with the online store designs and sales promotion stimuli that are most effective at encouraging consumers' online impulse buying. Based on the two-factor theory, the findings of this study provide theoretical and practical contributions and help to clarify the factors involved in the consumer decision-making processes
<i>Social media metrics and sentiment analysis to evaluate the effectiveness of social media posts</i> - Poeczea, Ebster, Strauss (2018)	Facebook metrics analysis, Sentiment analysis, Comparison of Facebook metrics and sentiment analyses	The sampling and data collection methods as well as a classification of the retrieved posts and data analyses are presented in the following subsections.	The results of this study suggest the importance of not relying on and utilizing solely retrievable user-generated metrics. Instead, the sentiment of the text commentary accompanying social media posts should also be incorporated in the analysis.
<i>Motivation of Online Buyer Behavior</i> – Veronika (2013)	E-business, E-commerce, Internet, Marketing, Marketing Research, Maslow's Hierarchy of Needs, Motivation, Online Buyer Behavior	The main methods of this article is analysis of current state in the area of online shopping by literature research, methods of interviewing (by questionnaire) in quantitative research, comparison of own results with other research results and methods of statistical induction (Test of Independence, Chi-square test) that verify	The Maslow's hierarchy of needs still shows its topicality as regards the current possibilities of a business and marketing conception. However, the researcher are able to see that motives cannot be deduced easily from the consumer's behavior as motivation is a highly dynamic



		the formulated hypotheses.	process which changes constantly in reaction to the life experience.
<i>An Analysis of Factors Affecting on Online Shopping Behavior of Consumers - Javadi, Dolatabadi, Nourbakhsh, Poursaedi, and Asadollahi. (2011)</i>	Financial risks, Product risks, Convenience risk, Non-delivery risk, Infrastructural variables, Return policy, Attitude, Subjective norms, Perceived behavioral control, Domain specific innovativeness, Attitude, Online shopping behavior	To test the main hypothesis of this research, the researchers conducted a questionnaire. This questionnaire that adopted and combined from many similar researches, used to collect required data in order to support or reject hypotheses. The questionnaires dispersed among 5 big online stores of Iran, randomly. This questionnaire assessed all variables of conceptual model via 51 questions.	Results of hypotheses testing indicated that financial risk and non-delivery risk has negative effect on attitude toward online shopping behavior. That is, e-retailers should make their website safer and assure customers for delivery of their products. has Positive effect attitude toward online shopping on online shopping behavior of consumers indicate that considering attitude variables make a substantial contribution in online shopping. Also, subjective norms have positive effect on shopping behavior
<i>Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit - Alexander P. Schouten, Loes Janssen &amp; Maegan Verspaget (2020)</i>	Endorser Type, Product endorser fit, ad attitude, Product attitude, purchase intention	All participants were presented with two stimuli, after each of which they filled in a questionnaire. First, participants were randomly presented with either the manipulated advertisement for the fitness product or the advertisement for the beauty product. Thereafter, they were shown the advertisement for the	Overall, the results showed that participants identify more with influencers than with celebrities, feel more similar to influencers than celebrities, and trust influencers more than celebrities. In terms of advertising effectiveness, similarity, wishful identification, and trustworthiness mediate the relationship between

		other product category	type of endorser and advertising effectiveness, albeit not consistently
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## 2.3 Hypothesis development

### 2.3.1 The Influence of Digital Celebrities' Post Authenticity towards UTBI

Users like to follow such celebrities due to their authenticity, which has received an augmented concentration in marketing (Moulard, Rice, Garrity, & Mangus, 2014). Online celebrities defy traditional celebrities and are perceived to be more credible (Djafarova & Rushworth, 2017). According to Wiley (2014), the information provided by an online celebrity is perceived as more authentic and influential. Such celebrities have emerged in different fields, e.g., lifestyle, entertainment, and food. (Kumar & Mirchandani, 2012; Zoha, 2018; Bradri, 2019). These celebrities manage their accounts, groups, or pages on different types of social media where they share their consumption experiences (Kaplan & Haenlein, 2012; Zhu & Chen, 2015). Therefore, it is expected that once celebrities share the post, its authenticity may stimulate the followers to buy impulsively because individuals probably imitate celebrities' actions (Wilcox & Stephen, 2013). Further, people are inclined to respond to the perception of celebrities' authenticity by making a public commitment and engaging in positive feelings and buying intentions (Loroz & Braig, 2015; Moulard, Garrity, & Rice, 2015).

*H1a. Food Influencer's post authenticity has a positive influence on consumer urge to buy impulsively.*

### 2.3.2 The Influence of Sentiments Polarity toward UTBI with Digital Post Authenticity as Moderating Variable

Djafarova and Rushworth (2017) highlighted that celebrities' credibility might influence buying behaviour and word of mouth. Similarly, Kowalczyk and Ponders (2016) suggested that digital celebrities' post authenticity strongly influences the user's interaction and argued as a strong predictor of positive attitude and buying intention (Brown et al., 2014). most users may have a different attitude toward celebrities' post authenticity. It might be proposed that users who perceive celebrities' posts as more authentic will likely be more influenced by those factors characterizing interactions

between the followers and the celebrities. The celebrities' post authenticity may have a moderating effect in the following ways.

*H1b. Food Influencer's post authenticity positively moderates the relationship of positive sentiments in such a way that the lower (higher) authenticity, the weaker (stronger) relationships.*

*H1c. Food Influencer's post authenticity positively moderates the relationship of negative sentiments in such a way that the lower (higher) authenticity, the weaker (stronger) relationships.*

### **2.3.3 The Influence of Observational Learning toward UTBI with Digital Post Authenticity as Moderating Variable**

Social media influencers often start as non-professional contributors who share their daily life and respond to fan comments (Colliander & Erlandsson 2015). However, over time Social media Influencers become professionals with a mass audience of followers and gain competence in generating sophisticated content such as creation of stories, videos, visuals, etc. (McQuarrie et al., 2013). In turn, SMIs leverage their online influence to partner with brands and negotiate with sponsors. One of the reasons brands partners with social media influencers or SMI is that they are considered trustworthy and “one of the few forms of real, authentic communication” (Scott 2015). The authenticity that celebrity or social media Influencers made are moderates the connection between the observational learning and the urge to buy impulsively. So that the hypothesis will be;

*H1d. Food Influencer's post authenticity moderates the influence between observational learning toward UTBI.*

### **2.3.4 The Influence Sentiment Polarity towards urge to buy impulsively**

Social interaction is recognized as the core element of social commerce. Prior studies have highlighted the importance of interaction attributes, e.g., review quality and dimensions of ad information quality, as antecedents of online impulse buying (Chen et al., 2016; Zhang et al., 2014, 2018). Though, impulse buying is argued as hedonic behavior with less consideration of information than planned shopping because emotions take over cognition. Still, Verhagen and Van Dolen (2011) emphasized the information consideration during impulse shopping, which might be obtained from

contextual comments while viewing the celebrity's post. Online WOM has influenced the users' product selection and purchase decisions (Lee, Jung, & Park, 2017), but individuals have different shopping experiences. Therefore, they generate an other type of opinion in comments. Sentiments are a vital dimension of reviews suggested as the vehicle to express emotions and assumed to provide context-focused reviewers' feelings relevant to the consumption experience. Sentiments have significantly affected peers' behavior, and it has positive, negative, and neutral dimensions (Avanzo & Pilato, 2015). Therefore, scholars have argued to consider two dimensions of reviews sentiment, i. e., positive and negative (Wang et al., 2017). Behavioral studies have identified that positive reviews enhance the shopping experience (Huang & Chen, 2006). Their polarity is featured as encouraging, happiness, virtuous, good, great, wonderful, etc. (Gui, Zhou, Xu, He, & Lu, 2017). Positive sentimental reviews grab more attention from consumers and affect them positively (Schindler & Bickart, 2012). So the next hypothesis is,

*H2a. Positive sentiments have a positive effect on the urge to buy impulsively.*

The negative sentiments might decrease impulse buying in the following postulated way. So, the next hypothesis is;

*H2b. Negative sentiments decrease the urge to buy impulsively*

### **2.3.5 The Influence of Observational learning toward UTBI**

The interaction influenced the buying decision online and offline (Godes et al., 2005). sometimes, actions usually speak louder than words. The observational learning-based knowledge is perceived as credible (Chen et al., 2011). Individuals have limited cognitive capacity and often adopt a simplified, heuristic approach to making decisions (Shah & Oppenheimer, 2009). OL information is easily accessible, and low cognitive heuristics like numeric ratings play a significant role in online shopping (Hu et al., 2014). Accordingly, Chen et al. (2011) highlighted the importance of the OL construct in e-commerce by incorporating numerical factors and identified its positive impact on buying behaviour. Research conducted on 1787 Facebook users quoted by (Leong et al. 2018) established that 1/3 of respondents like to buy from FB due to different social plug-ins, for instance, "Like," "Comment," "Share," and "Recommendation."

Kim & Yang (2017) highlighted the difference between FB's key features. Share is either practical or cognitive or a combination of both. This study argued that interactive numeric cues in social media, such as; The "likes," "Shares," and "Comments" which come across celebrities' posts, might formulate and explain by the OL construct to influence the Urge to Buy Impulsively. Also, the positive influence of the number of likes and sales volume on impulse buying implied the importance of OL and consumer involvement (Chen et al., 2016; Zhang et al., 2014). So, this study proposed the following hypothesis.

*H3. Observational learning has a positive impact on the urge to buy impulsively.*

### **2.3.6 The Influence Impulse buying tendency (IBT) toward UTBI and its moderating on positive and negative sentiments Toward UTBI**

IBT is argued as an individual's inherent tendency which stimulates the individuals to respond swiftly without reflection and careful planning (Dholakia, 2000). IBT is defined as "both the tendencies (1) to experience spontaneous and sudden urges to make on-the-spot purchases and (2) to act on these felt urges with little deliberation or evaluation of consequence" (Beatty & Elizabeth Ferrell, 1998, p.174). (Wells et al., 2011) suggested that the impact of website quality on UBI without integrating IBT would lead to the limited prospect of impulse buying. So, IBT should be incorporated in such a context. The IBT influence in the context of UBI has grabbed attention in online and offline settings. Moreover, succeeding scholars have established the positive impact of IBT on the urge to buy impulsively (Xiang et al., 2016) in social commerce platforms. Hence, following the above literature, this research proposed the relationship similarly:

*H4a. Impulse buying tendency positively affects users' urge to buy impulsively.*

*H4b. Impulse buying tendency positively moderates the observational learning toward urge to buy impulsively.*

*H4c. Impulse buying tendency positively moderates the influence of positive sentiments toward urge to buy impulsively.*

*H4d. Impulse buying tendency positively moderates the influence of negative sentiments toward urge to buy impulsively.*

## 2.4 Research Framework

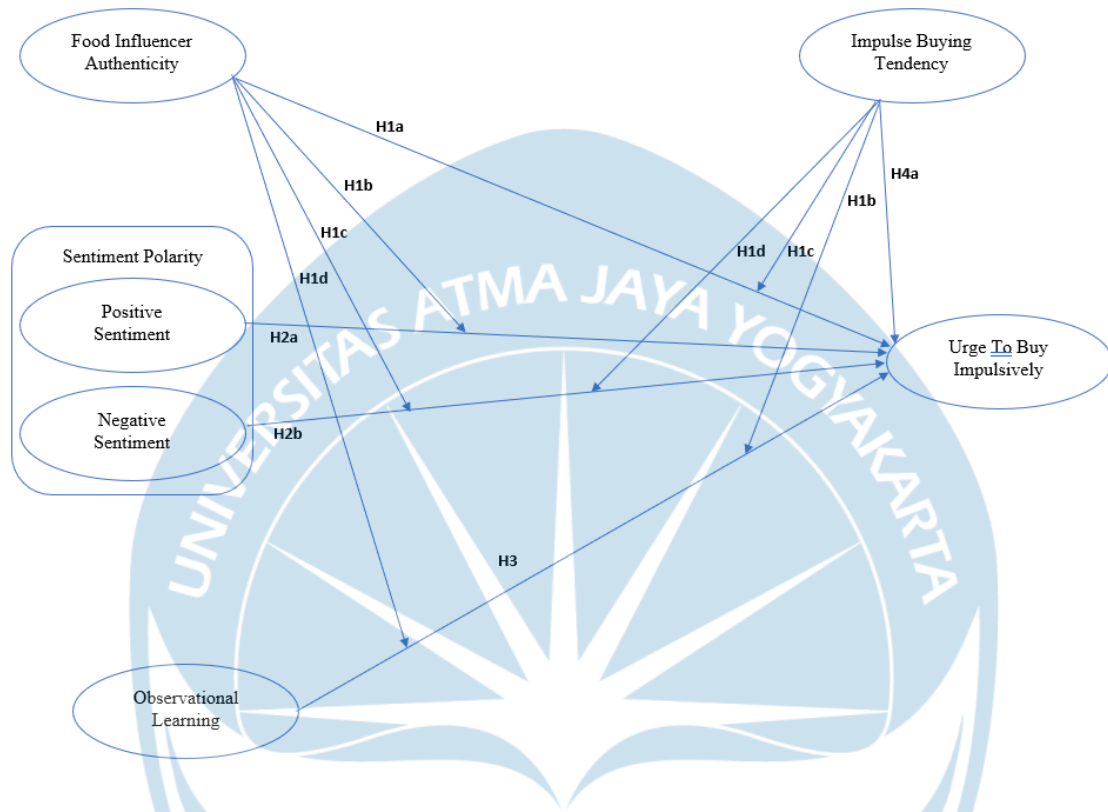


Figure 2.1. Research Framework.

Source: (Zafar, et al., 2019)