

Original Article

# Examining Influencer Marketing Campaigns To Purchase Decisions In One Of The Indonesian Ready-To-Eat Sausage Product

<sup>1</sup>Nasrullah

<sup>1</sup>School of Business and Management, Institut Teknologi Bandung, Indonesia.

Received Date: 20 March 2024

Revised Date: 30 March 2024

Accepted Date: 10 April 2024

Published Date: 25 April 2024

**Abstract:** *In the contemporary digital era, platforms such as TikTok have become ubiquitous in the daily lives of individuals globally, serving as a pivotal channel for brand owners and marketers to exhibit their products or services to prospective consumers. Influencers and content creators, regarded as authoritative figures by the public, often receive endorsements from brands to advocate for their offerings. Considering the expansive reach of social media, particularly TikTok, PT. Macroprema Panganutama (part of Cimory Group, owner of Kanzler Singles Sausage brand) has embarked on a study to ascertain the extent to which influencer engagement impacts and enhances the propensity of consumers to purchase Kanzler Singles Sausage products. This investigation employs both quantitative and qualitative methodologies to analyze the phenomenon. The findings indicate that subjective norms and the level of trust in influencers markedly affect purchase intentions, whereas attitudes, perceived behavioral control, personal relevance, perceived risk, and inspiration do not exhibit a significant influence. Quantitatively, the model accounts for 64.5% of the variance in purchase intention. Qualitatively, the application of the Elaboration Likelihood Model reveals that the marketing of the sausage product predominantly utilizes a peripheral route to sway consumers, leveraging viral content strategies such as appealing visuals, persuasive language, and the scarcity effect on TikTok to stimulate consumer interest and drive sales.*

**Keywords:** *Influencer, Subjective norms, Trust, Elaboration Likelihood Model*

## I. INTRODUCTION

Amidst the ever-expanding digital landscape and the proliferation of social media platforms, influencer marketing has risen to the forefront as a pivotal strategy in shaping consumer behavior and driving product promotion. Leveraging the persuasive power of online personalities, influencer campaigns have demonstrated remarkable efficacy in capturing the attention and trust of diverse audiences. In this context, the Indonesian market stands as a compelling case study, marked by its dynamic socio-economic landscape, rapidly evolving digital infrastructure, and profound shifts in consumer preferences catalyzed by the COVID-19 pandemic and changing demographics. Against this backdrop, this study endeavors to probe the effectiveness of influencer marketing campaigns, with a specific focus on the Kanzler Singles Sausage product in 2022, situated within the ready-to-eat category. By scrutinizing the intricate interplay between influencer endorsements, emerging consumer behaviors, and the broader market dynamics, this research seeks to provide nuanced insights into the role of influencer marketing within the Indonesian market landscape.

Understanding the role of influencer campaigns during this transformative period becomes crucial for companies aiming to adapt their marketing strategies effectively and engage their target consumers in the ready-to-eat sausage product category. By delving into the specifics of influencer impact, businesses can better allocate marketing resources and devise strategies that resonate with their audience in the evolving market landscape.

Integrating the perspective of purchase intention into the research framework significantly strengthens the business issue under examination, particularly in the context of influencer marketing's efficacy as deployed by Kanzler Singles. Purchase intention represents a crucial metric, as it bridges the gap between consumer engagement and actual sales, providing a more holistic understanding of the impact of marketing strategies on consumer behaviour. This article, therefore, aims to dig deeper into how influencer marketing influences consumers' intentions to purchase, moving beyond mere engagement metrics to assess the real commercial value of influencer endorsements.

From the perspective of purchase intention, this business research will adopt the Theory of Planned Behavior (TPB) framework, which encompasses various dimensions crucial in understanding consumer behavior. TPB includes factors such as influencers' attitudes towards the endorsed product and their followers' perceptions of these attitudes, as well as subjective



norms and perceived behavioral control.

Moreover, the research will delve into additional dimensions, such as personal relevance and inspiration derived from the influencer's content. It will assess how these factors contribute to shaping purchase intention, examining the alignment between the influencer's portrayal of the product and the followers' own beliefs and preferences.

Additionally, the study will explore how trust and perceived risk influence purchase intention. This involves examining the level of trust followers place in the influencer's recommendations and their perception of risk associated with the product.

By incorporating these dimensions—TPB factors, personal relevance, trust, perceived risk, and inspiration—this research aims to provide a comprehensive understanding of how influencers influence purchase intention for the endorsed product, Kanzler Singles Sausage, within the Indonesian market.

Another aspect that comes into play is the brand message. This study will specifically dissect the content that the influencers generate considering the Elaboration Likelihood Model and analyze which factors "hit" the audience and persuade them to buy the product.

Lastly, this research intends to contribute to the academic discourse by offering a nuanced understanding of the mechanisms through which influencer marketing affects purchase intentions. This research integrates quantitative and qualitative methodologies to measure and interpret the influence of influencers on consumer behavior, and then this thesis aims to provide actionable insights for marketers and shine a light on Kanzler Singles brand owners. It seeks to elucidate the conditions under which influencer marketing can be a potent tool for enhancing purchase intentions as assumed by the board of management and/or brand managers, thereby offering a comprehensive framework for evaluating the strategic deployment of influencers in marketing campaigns.

Incorporating the perspective of purchase intention into this research not only enriches the investigation of influencer marketing's effectiveness but also aligns the academic inquiry closely with practical business outcomes. Focusing on this critical link between marketing efforts and consumer behavior, this business research underscores the importance of strategically leveraging influencer marketing to achieve tangible sales results, thus significantly strengthening the business issue at hand. To this extent, the business issues faced by the researcher to begin the studies are:

1. Limited Consumer Insight: Insufficient research on the impact of influencer campaigns on purchase decisions for the Kanzler Singles product line limits the company's ability to gain comprehensive consumer insights. This hinders companies from developing targeted strategies that resonate with the preferences and needs of their target audience.
2. Inefficiency in Influencer Selection: The absence of research on the effectiveness of influencer campaigns for ready-to-eat sausage products in the Indonesian market hampers businesses in identifying and selecting the most suitable influencers. This can lead to suboptimal partnerships and reduced campaign impact for the Kanzler Singles brand.
3. Competitive Disadvantage: Businesses that fail to comprehend the efficacy of influencer campaigns in influencing purchase decisions may face a competitive disadvantage. Competitors who effectively leverage influencer marketing strategies can gain an edge by capturing the attention and trust of the target audience.

## **II. LITERATURE REVIEW**

### ***A) Attitude and Purchase Intention***

Numerous studies have delved into the intricate connection between consumer attitudes and purchase intentions. Maichum et al.[1] underscored the impact of positive attitudes on purchase decisions, emphasizing how favorable perceptions towards a product can significantly sway consumers towards approval and eventual purchase. Building upon this foundation, Prakash et al.[2] conducted an empirical investigation exploring the influence of altruistic and egoistic values on consumer attitudes and purchase intentions, particularly in the realm of eco-friendly packaged products.

### ***B) Perceived Behavioral Control and Purchase Intention***

Sultan, P., Tarafder, T., Pearson, D., and Henryks, J.[3] examine the intention-behavior gap and perceived behavioral control-behavior gap, specifically in the domain of organic food consumption. Their study investigates the moderating roles of communication, satisfaction, and trust, providing nuanced perspectives on how these factors influence the complex relationship between intentions and actual behaviors in the context of sustainable food choices.

### ***C) Subjective Norm and Purchase Intention***

Hsu et al.[4] delved into the influential role of subjective norms in shaping consumer behavior, with a specific focus on the impact of influencers as opinion leaders and role models. The study highlighted how influencers contribute to social pressure, ultimately shaping consumers' subjective norms and influencing their purchasing decisions. Building upon this

perspective, Hasan and Suciarto[5] conducted research examining the influence of attitude, subjective norm, and perceived behavioral control on consumers' intentions to purchase organic food.

#### ***D) Personal Relevance and Purchase Intention***

Studies on personal relevance, exemplified by Chopra et al.[6], illuminate the pivotal role of aligning a brand with an influencer's audience to enhance personal relevance. This alignment holds particular significance in influencer marketing, where the resonance of an influencer's content with their audience positively impacts purchase intentions. Building on this notion, Sharma et al.[7] conducted research on the continued relevance of SMS advertising to increase consumer purchase intention. Published in *Computers in Human Behavior*, their study employs a hybrid PLS-SEM-neural network modeling approach to explore the effectiveness of SMS advertising in the contemporary digital landscape. Additionally, Zhuang, W., Luo, X., and Riaz, M. U.[8] contribute to the discourse on consumer behavior by conducting a meta-analysis of the factors influencing green purchase intention.

#### ***E) Trust and Purchase Intention***

Chopra et al. delved into the pivotal concept of source credibility, underscoring the crucial role of trust in influencer marketing. The study emphasized that trustworthy influencers are more likely to positively impact purchase intentions, highlighting the significance of establishing and maintaining trust in influencer-consumer relationships. This understanding is fundamental for devising effective influencer campaign strategies. Watanabe et al.[9] conducted a study investigating the relationship between perceived value, trust, and purchase intention in the context of organic food consumption among Brazilian consumers. Published in the *British Food Journal*, their research explores how perceived value and trust contribute to shaping consumers' intentions to purchase organic food. Additionally, Dam[10] examines the interconnected dynamics of trust and perceived value in shaping consumers' preferences and intentions to purchase.

#### ***F) Perceived Risk and Purchase Intention***

Deepening the study into the concept of perceived risk, studies such as those conducted by Cabeza-Ramirez et al.[11] offer valuable insights into how consumers evaluate and navigate the risks associated with their purchase decisions. Recognizing the significance of perceived risk is crucial for influencer marketing strategies to effectively address and mitigate these concerns, thereby positively impacting purchase intentions.

#### ***G) Inspiration and Purchase Intention***

Chopra et al. directed their attention to the pivotal role of inspiration in influencing consumer behavior, particularly within the realm of influencer marketing, where influencers often act as sources of inspiration. Understanding how influencers inspire their audience and the subsequent impact on purchase intentions is essential for designing effective campaigns. Expanding on this theme, Izogo and Mpinganjira[12] conducted research on the behavioral consequences of customer inspiration, with a focus on the role of social media inspirational content and cultural orientation.

#### ***H) Brand Message and Purchase Intention***

Another implicit factor that also affects the purchase intention is the brand attributes that the influencers bring to their followers such as tagline and brand message. This also plays a key role in prompting the customers to eventually intend to buy the product. The theory that pertains to the link between the two is the Elaboration Likelihood Model (ELM).

Elaboration Likelihood Model (ELM) serves as a comprehensive framework for understanding the various factors influencing persuasion and decision-making processes, particularly in the realm of consumer behavior. At its core, ELM delineates two distinct routes through which individuals process information and arrive at decisions: the peripheral route and the central route. These routes differ in the depth of cognitive processing they entail and the types of cues that are most effective in influencing attitudes and behaviors. Within the context of different products and services, the suitability of each route varies based on factors such as consumer involvement, product complexity, and the nature of the communication.[13]

Moreover, the peripheral route is not solely confined to traditional advertising channels but also permeates experiential marketing initiatives and product placements. Companies frequently collaborate with influencers, celebrities, and content creators to endorse their products subtly within lifestyle content, entertainment media, and social gatherings. By associating their brands with aspirational lifestyles, social status, or cultural movements, marketers can leverage peripheral cues to embed their products into consumers' subconscious, influencing purchase decisions indirectly.[14]

Furthermore, the central route's relevance extends beyond consumer markets into the realm of public policy, social advocacy, and behavioral change campaigns. Issues such as climate change, public health initiatives, and social justice reforms often require individuals to process complex information, confront cognitive biases, and reconcile conflicting viewpoints. In these instances, persuasive communication strategies grounded in factual evidence, expert testimony, and logical reasoning play a pivotal role in mobilizing public support, shaping legislative agendas, and driving societal progress.[15]

Moreover, advancements in technology and digital media have revolutionized the landscape of persuasive communication, blurring the boundaries between peripheral and central routes. Artificial intelligence, data analytics, and machine learning algorithms enable marketers to customize content and personalized recommendations and deliver targeted messaging tailored to individual preferences and behavioral profiles. By harnessing the power of big data and predictive analytics, companies can optimize their persuasive strategies, anticipating customer needs and adapting messaging strategies dynamically to maximize engagement and conversion rates.[16]

### III. RESULTS AND DISCUSSION

#### A) Participant

For the quantitative data collection, a structured survey questionnaire will be administered to a sample of 30 consumers who have been exposed to influencer campaigns promoting Kanzler Singles. The sample size of 30 participants has been determined to adhere to the Central Limit Theorem, ensuring that the sample follows a normal distribution as it increases in size. This sample size is considered adequate to be generalized to the population of consumers who purchase the product due to influencer persuasion. The sampling method employed will be purposive sampling, allowing for the selection of participants who are relevant to the study.

In addition, for the qualitative data collection, content featuring influencers promoting Kanzler products will be collected. This will involve amassing various content pieces from platforms such as TikTok, specifically targeting videos or posts that include keywords related to Kanzler, Sisca Kohl, viral sausage, and other relevant terms. These content pieces will then be analyzed qualitatively to gain insights into the strategies and effectiveness of influencer marketing in promoting Kanzler Singles.

#### B) Result

Kanzler Singles product is one of the products of PT. Macroprima Panganutama. This product is a ready-to-eat sausage, which means that one does not need to process the sausage anymore as it has been cooked. It has several flavors, original, mini, cheese, hot, and Gochujang. The average price of this product ranges between IDR 7.000 – and IDR 10.000, depending on where one buys it.

For this research, thirty samples would be collected by using purposive sampling, which is a sampling method that is based on certain considerations. In this case, the consideration is to choose the respondents who have watched the influencer's promotion. The results can be seen below.

By checking on the rightmost columns, it could be inferred that the p-values are all below 0.05. Hence, all the questionnaire items are valid. For the reliability tests, the results can be found in the following.

**Table 1: Validity Test (n = 30)**

Variable	Indicator	Pearson Correlation	Sig.	Explanation
Attitude	X1.1	0.886	0.000	Valid
	X1.2	0.897	0.000	Valid
	X1.3	0.812	0.000	Valid
	X1.4	0.767	0.000	Valid
	X1.5	0.719	0.000	Valid
Perceived Behavioral Control	X2.1	0.782	0.000	Valid
	X2.2	0.697	0.000	Valid
	X2.3	0.587	0.001	Valid
	X2.4	0.824	0.000	Valid
	X2.5	0.642	0.000	Valid
Subjective Norm	X3.1	0.702	0.000	Valid
	X3.2	0.744	0.000	Valid
	X3.3	0.502	0.005	Valid
	X3.4	0.851	0.000	Valid
	X3.5	0.630	0.000	Valid
Personal Relevance	X4.1	0.833	0.000	Valid
	X4.2	0.820	0.000	Valid
	X4.3	0.826	0.000	Valid
Trust	X5.1	0.848	0.000	Valid
	X5.2	0.868	0.000	Valid
	X5.3	0.835	0.000	Valid
	X5.4	0.678	0.000	Valid

Perceived Risk	X6.1	0.850	0.000	Valid
	X6.2	0.783	0.000	Valid
	X6.3	0.840	0.000	Valid
Inspiration	X7.1	0.907	0.000	Valid
	X7.2	0.878	0.000	Valid
	X7.3	0.953	0.000	Valid
	X7.4	0.897	0.000	Valid
Purchase Intention	Y1	0.584	0.000	Valid
	Y2	0.708	0.000	Valid
	Y3	0.541	0.002	Valid
	Y4	0.845	0.000	Valid
	Y5	0.769	0.000	Valid

Based on the table above, it can be seen that the significance value (p-value) for all indicators is smaller than 0.005, indicating that all indicators used for quantitative measurement in this study are valid.

After confirming that the indicators are valid, the next step is to conduct a reliability test, as shown in the following table.

**Table 2: Reliability Test (n = 30)**

Variable	Cronbach's Alpha	Explanation
Attitude (X1)	0.865	Reliable
Perceived Behavioral Control (X2)	0.728	Reliable
Subjective Norm (X3)	0.716	Reliable
Personal Relevance (X4)	0.763	Reliable
Trust (X5)	0.812	Reliable
Perceived Risk (X6)	0.75	Reliable
Inspiration (X7)	0.928	Reliable
Purchase Intention (Y)	0.712	Reliable

Since all the Cronbach's alphas are greater than 0.7, it could be concluded that the questionnaire is reliable.

In the Classic Assumption Tests, the first test conducted is the normality test, aimed at checking whether the residual is normally distributed. The following presents the result of this test.

**Table 3: Normality Test - One-Sample Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	1.53008182
Most Extreme Differences	Absolute	0.241
	Positive	0.119
	Negative	-0.241
Test Statistic		0.241
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>
Exact Sig. (2-tailed)		0.051
Point Probability		0.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Since the p-value is 0.051 ( $> 0.05$ ), it means that the residual is normally distributed. The next test to be carried out is the heteroskedasticity test. This test is to evaluate whether the variance of errors is constant or not. The result can be found below.

**Table 4: Heteroskedasticity Test**

Variable	Sig.
Attitude (X1)	0.705
Perceived Behavioral Control (X2)	0.808
Subjective Norm (X3)	0.591
Personal Relevance (X4)	0.993
Trust (X5)	0.904
Perceived Risk (X6)	0.150
Inspiration (X7)	0.584

Since all the significance values are greater than 0.05, it means there is no phenomenon of heteroskedasticity. Lastly, a multicollinearity test would need to be done to ensure that the independent variables are not correlated. The result can be seen in the following.

**Table 5: Multicollinearity Test**

Variable	Collinearity Statistics	
	Tolerance	VIF
Attitude (X1)	0.328	3.046
Perceived Behavioral Control (X2)	0.180	5.571
Subjective Norm (X3)	0.248	4.029
Personal Relevance (X4)	0.149	6.710
Trust (X5)	0.192	5.213
Perceived Risk (X6)	0.840	1.190
Inspiration (X7)	0.317	3.158

Since all the VIF values are below 10, it indicates that there is no multicollinearity issue. After all the assumptions are met, the next step is to conduct the regression analysis. The following is the result.

**Table 6: t-test (Partial Test)**

Variable	t	Sig.
Attitude (X1)	-1.359	0.188
Perceived Behavioral Control (X2)	1.477	0.154
Subjective Norm (X3)	2.537	0.019
Personal Relevance (X4)	-1.166	0.256
Trust (X5)	2.353	0.028
Perceived Risk (X6)	-0.804	0.430
Inspiration (X7)	-1.796	0.086

Based on the partial test table above, attitude does not significantly influence purchase intention,  $t = -1.359$ ,  $p = 0.188$  ( $> 0.05$ ). Perceived behavioral control does not significantly influence purchase intention,  $t = 1.477$ ,  $p = 0.154$  ( $> 0.05$ ). Subjective norm significantly influences purchase intention,  $t = 2.537$ ,  $p = 0.019$  ( $< 0.05$ ). Personal relevance does not significantly influence purchase intention,  $t = -1.166$ ,  $p = 0.256$  ( $> 0.05$ ). Trust significantly influences purchase intention,  $t = 2.353$ ,  $p = 0.028$  ( $< 0.05$ ). Perceived risk does not significantly influence purchase intention,  $t = -0.804$ ,  $p = 0.43$  ( $> 0.05$ ). Inspiration does not significantly influence purchase intention,  $t = -1.796$ ,  $p = 0.086$  ( $> 0.05$ ).

**Table 7: f-test (Simultaneous Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.407	7	26.344	8.536	.000 <sup>b</sup>
	Residual	67.893	22	3.086		
	Total	252.300	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X7, X6, X3, X1, X5, X2, X4

Simultaneously, the independent variables significantly influence purchase intention,  $F(7,22) = 8.536$ ,  $p = 0.000$  ( $< 0.05$ ). Besides conducting partial and simultaneous tests, the next step is to perform a coefficient of determination test to determine how much variation in the dependent variable can be explained by the independent variables used in the regression model. This test is important to evaluate how well the regression model can explain the relationship between the independent

and dependent variables. The criterion used to assess the fit of the regression model is the coefficient of determination (R-squared) value. The higher the R-squared value, the better the regression model is at explaining the variation in the dependent variable. Ideally, the R-squared value approaches 1, indicating that the model can explain most of the variation in the dependent variable.

**Table 8: Coefficient of determination test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 <sup>a</sup>	0.731	0.645	1.75672

a. Predictors: (Constant), X7, X6, X3, X1, X5, X2, X4

b. Dependent Variable: Y

The coefficient of determination (R-squared) measures the proportion of the variance in the dependent variable (Y) that is explained by the independent variables (X1, X2, X3, X4, X5, X6, X7) included in the regression model.

In this case, the R-squared value is 0.731, which means that approximately 73.1% of the variance in the dependent variable (Y) can be explained by the independent variables in the model. This indicates a moderately strong relationship between the independent and dependent variables.

The adjusted R-squared value, which takes into account the number of predictors in the model, is 0.645. This adjusted value is slightly lower than the R-squared value, suggesting that the inclusion of additional predictors may not significantly improve the explanatory power of the model.

The standard error of the estimate, which measures the average deviation of the observed values from the predicted values, is 1.75672. A lower standard error of the estimate indicates that the model provides a better fit to the data.

Overall, the results indicate that the regression model provides a reasonably good fit to the data and that the independent variables included in the model are collectively able to explain a significant portion of the variance in the dependent variable.

### C) Discussion

The research findings indicate that several variables have a significant relationship with consumer purchase intention. First, in terms of attitude, although not statistically significant, the literature suggests that consumer attitudes can influence purchase intention. Previous studies, such as those conducted by Maichum et al. and Prakash et al., have highlighted the impact of positive attitudes on purchase decisions, especially concerning favorable perceptions of the product. Similarly, perceived behavioral control, although not statistically significant in this study, has been shown by Dorce et al.[17] to affect consumer perceptions of their ability to engage in certain behaviors significantly.

Second, subjective norm has a significant relationship with purchase intention. This is consistent with the findings of Hsu et al., who highlighted the significant role of influencers as opinion leaders and societal role models in shaping consumers' subjective norms. Hasan and Suciarto also found that attitudes, subjective norms, and perceived behavioral control influence purchase intention, particularly regarding organic products.

Furthermore, trust has also been proven to have a significant relationship with purchase intention. This aligns with Chopra et al.'s findings, which emphasized the importance of source credibility in influencer marketing. Watanabe et al. added that trust and perceived value influence purchase intention, especially in the context of organic food consumption.

On the other hand, the perceived risk variable did not show a significant relationship with purchase intention in this study. However, previous research, such as that conducted by Cabeza-Ramirez et al., has highlighted the importance of understanding and addressing perceived consumer risks in purchase decision-making.

The last variable, inspiration, although not statistically significant, showed an interesting trend. Chopra et al. emphasized the significant role of inspiration in influencing consumer behavior, particularly in influencer marketing on social media. Thus, these research findings provide a deeper understanding of the factors influencing consumer purchase intention, especially in the context of influencer marketing for ready-to-eat products like Kanzler Singles Sausage.

The Elaboration Likelihood Model (ELM) provides a comprehensive framework for understanding how various factors, including brand attributes conveyed by influencers, influence consumer behavior and purchase decisions. In the context of influencer marketing campaigns for Indonesian ready-to-eat sausage products like Kanzler Singles Sausage, understanding the interplay between peripheral and central routes of persuasion is crucial.

The peripheral route of persuasion, characterized by low-involvement products, relies on superficial cues such as celebrity endorsements, humor, or aesthetic appeal to capture consumer attention and foster positive associations. This route is

often employed in situations where consumers make purchasing decisions with minimal deliberation or consideration, such as impulse purchases. Influencers play a significant role in endorsing products through aspirational content, leveraging emotional and aesthetic responses from consumers to influence purchase intentions.

Conversely, the central route to persuasion becomes more pertinent for high-involvement products that demand thorough consideration and deliberation before purchase. In this route, consumers engage in detailed information processing, weighing the merits of different options and scrutinizing product specifications to make informed decisions. Influencer campaigns can leverage this route by providing detailed information about product features and benefits, addressing consumer concerns, and establishing trust through evidence-based persuasion.

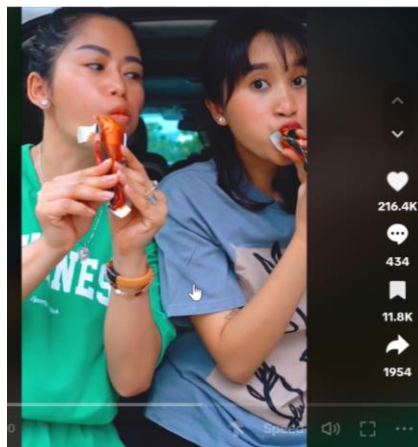
The study on examining influencer marketing campaigns to purchase decisions in Indonesian ready-to-eat sausage products would benefit from applying the ELM framework to analyze how influencers shape consumer attitudes and behaviors. By understanding which route consumers use in deciding to buy products like Kanzler Singles Sausage, marketers can tailor influencer campaigns to align with the specific route and effectively influence purchase intentions. This analysis would illuminate the aspects of the brand message used by influencers that resonate with consumers, guiding marketers in crafting persuasive strategies that maximize engagement and drive positive outcomes.

To market its products, Kanzler used around 100-150 mega influencers merely in Tiktok, a quite new content-driven social media from China. Some of the popular names in Indonesia are Tasia Abigail, Farida Nurhan, Sisca Kohl, Hungryfever, Makaansukasuka, and Tamara Jessica, to be a sample. The following would detail each content of the influencers.

In this video, Tasia wanted to tell the audience that the sausage was so viral that it kept running out in minimarkets. She needed to go to many other minimarkets to eventually find the Gochujang sausages that have up to 15 spicy levels. In fact, she even bought many sausages altogether. In the last part of the video, she was seen eating the sausages, and afterwards, she commented that the sausages were addictive.



**Figure 1: Influencer Tasia Abigail**



**Figure 2: Influencer Farida Nurhan**



In this video, Farida Nurhan was shown eating the Gochujang sausages three times. She remarked that the sausages were very delicious, and the sauces were nice, though spicy. She also seemed to enjoy eating the sausages very much.



**Figure 3: Influencer Sisca Kohl**

In this video, Sisca told her viewers that Kanzler Singles had just launched a new product, which is Gochujang Sauce Sausages. She asked her lover to buy her some, and he bought her Rp 50 million value sausages that formed a tower. Sisca was seen eating the sausages, and she said that they were delicious and addictive.



**Figure 4: Influencer Hungryfever**

In the video, Hungryfever said that the Kanzler Singles Gochujang sausages were so viral that he couldn't buy a full box from a mini market. He eventually found a supermarket that sold quite many, and he asked his followers to buy in a large amount. After that, he ate the sausages and remarked that there was much sauce in them and that they were delicious and addictive.



**Figure 5: Influencer Makaansukasuka**

Like the others, this influencer tried to buy many Gochujang sausages from minimarkets because she said that the sausages were so viral that all people bought them in bulk. She also mentioned that the sausage was called Sultan sausages. After that, she ate the sausages and commented that they were delicious.



**Figure 6: Influencer Tamara Jessica**

This influencer was like the others who wanted to buy many because she said the sausages always run out everywhere. After buying IDR 3 million value sausages, she tasted them and said that they were delicious, and the sauce was spicy but still tolerable.

Upon qualitative examination of the influencer-generated content, it is observed that the primary keywords utilized were **Sultan sausages/sosis sultan**, **viral sausages/sosis viral**, and **addictive sausages/ketagihan sosis**. These pieces of content reaped nearly a million likes altogether.

Commenting on the conveyed messages from the perspective of their alignment with the objectives of influencer marketing, the use of terms such as **'sultan'** and **'viral'** appears to be particularly effective. These terms are likely to evoke connotations of luxury and widespread popularity, respectively. Meanwhile, the term **'addictive sausages/ketagihan sosis'** suggests a high level of consumer satisfaction that could lead to repeat purchases, aligning well with the intent of influencer marketing to not only draw attention but also to influence purchasing decisions.

These messages influenced consumer behavior in several ways. The word **'sultan'** instills a perception of high quality or a premium nature in the product. **'Viral'** suggests that the product is trending and widely discussed, potentially increasing curiosity and a fear of missing out among consumers. **'Addictive'** implies a pleasurable experience, thereby hinting at the enjoyment consumers can expect. All these factors are likely to increase the probability of trial and purchase by consumers.

Nevertheless, it is critical to consider whether these messages truly reflect the actual values and image of the Kanzler Singles Sausage product. A discrepancy between influencer messaging and the authentic consumer experience can risk damaging consumer trust in the brand. Therefore, it is essential for companies to ensure that influencers have a robust understanding of the product and brand to avoid disseminating misinformation to the audience.

To begin with, it is imperative to classify which route, central or peripheral, the product is classified into. Sausage products are essentially daily necessities as they are considered a primary need. It means they could be considered low-involvement products as people do not need to deliberate too much on which sausage product to choose among many brands, which contrasts with some other high-involvement products like computers, laptops, houses, cars, and others that are high-priced. Thus, people choose to buy Kanzler Singles products by leveraging the peripheral route instead of the central route.

The most important attributes of the peripheral route lie in visuals, packaging, viral content, popular trends, and emotional appeals. From the various pieces of content offered by the Influencer endorsed by Kanzler Singles, they specifically could provide virality, thanks to their exceptional ability to make quality content that is relevant to their followers' interests. This virality would, in turn, alter the attitude of the followers toward the brand. People would start to believe that Kanzler Singles sausage is a high-end product as even Sisca Kohl, an extremely affluent and wealthy content creator in Indonesia, consumes it, not to mention the Sultan sausage tagline. Their intention to purchase would be aroused because they feel connected to the product, bridged by the actions of the influencers.

Another notable aspect is the emotional appeal that Kanzler Singles sausage imbues into people's minds after seeing the influencers' content. The taglines of Sultan sausage and Sisca Kohl's sausage would make people feel that if they buy the product, they will have some prestige. This is a good brand-building process from Kanzler Singles, as people usually buy low-involvement products due to their emotional appeal. Since people could be steered emotionally that they would be superior by buying the Kanzler Singles sausage, they would be predisposed to buy the product.

Apart from the two factors, the striking feature of this sausage is its popularity. The influencers kept saying in their videos that many people bought the sausages that they were so viral. This would lead to the conclusion that the sausages were very delicious and wanted. Due to this fact, people would naturally want to try to see what caused such hype.

Addictive sausages are also what were reverberated by the influencers. These words could make people feel that the sausages are very nice to try. By saying "addictive", people's imagination could be activated to think that the sausages are indeed very yummy.

Finally, the appearance of the influencers also plays a role in driving the followers to buy the products. From all the influencers, it could be observed that their appearances are pleasing to the eyes of the beholder. Although this is very indirect, when people see attractive influencers promote the products, there is an impression that the product is of high quality as well. This would eventually lead to the purchase intention of the buyers.

Based on the results above, only two of the seven independent variables impact the purchase intention. The following would elaborate on these facts even further.

**1. Attitude does not impact the purchase intention.**

In this research, the influencer does not make the potential customers have favorable perceptions toward the sausage product. This is probably so because the followers are fanatic toward the influencers, and they just want to copy or imitate without thinking of the value of the product for themselves.

**2. Perceived behavioral control does not impact purchase intention.**

In this setting, perceived behavioral control is not relevant because the audience finds it easy to buy the product without certain barriers. This is because sausage is a low-involvement product and when the buyers think that it suits them, they could just go to the supermarket or minimarket to buy it.

**3. Subjective norm impacts the purchase intention.**

For this aspect, the customers feel pressured by the influencer, making them intend to buy the product. This could be ascribed to the fact that the influencers are very dominant, like Sisca Kohl's supremacy, making the potential customers feel they must buy the product no matter what.

**4. Personal relevance does not impact the purchase intention.**

This clearly means that the alignment between the influencer's content and the individual's personal values, needs, and aspirations does not lead to purchase intention. This aspect is not in place because people do not buy the sausage product. After all, it suits their values. Sausage is a product that people casually buy because they want it or they think it is tasty. Hence, personal relevance is not at work.

**5. Trust impacts the purchase intention.**

With respect to this sausage product, due to trust in the influencer, the customers are prompted to buy the product. This could be attributed to the credibility of the influencers like Sisca Kohl and others that have many followers.

**6. Perceived risk does not impact the purchase intention.**

It implies that consumers are not strongly influenced by the perceived risks associated with the products or services promoted by influencers. This is because there are no risks whatsoever with the product as it is BPOM-approved and is widespread without any negative consequences.

**7. Inspiration does not impact the purchase intention.**

The customers are not inspired by what the influencers promote, leading to their buying the product. This is because the content presented by the influencers does not cause them to be inspired as it is more like an invitation to try the product because it is addictive and fast selling.

Furthermore, from the qualitative analysis, it could be inferred that the brand message impacts the purchase intention. This could be attributed to viral content, emotional appeal, and visuals.

#### IV. CONCLUSION

This business research has culminated in several pivotal conclusions:

1. The propensity of consumers to purchase Kanzler sausages is significantly influenced by subjective norms and the trust established in the product.

2. Beyond these elements, the resonating messages delivered by influencers and the brand play instrumental roles in molding customer perspectives, subsequently catalyzing the drive towards purchase intention.
3. A substantial 64.5% of the variance in purchase intention can be ascribed to these factors, underlining their importance.

## V. REFERENCES

- [1] K. Maichum, S. Parichatnon, and K.-C. Peng, "The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand," *www.ijbmm.com Int. J. Bus. Mark. Manag.*, vol. 2, no. 3, pp. 2456–4559, 2017, [Online]. Available: <https://www.ijbmm.com/paper/Mar2017/364253782.pdf>
- [2] G. Prakash, S. Choudhary, A. Kumar, J. A. Garza-Reyes, S. A. R. Khan, and T. K. Panda, "Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation," *J. Retail. Consum. Serv.*, vol. 50, no. May, pp. 163–169, 2019, doi: 10.1016/j.jretconser.2019.05.011.
- [3] P. Sultan, T. Tarafder, D. Pearson, and J. Henryks, "Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: moderating roles of communication, satisfaction and trust in organic food consumption," *Food Qual. Prefer.*, vol. 81, 2020, doi: <https://doi.org/10.1016/j.foodqual.2019.103838>.
- [4] C.-L. Hsu, C.-Y. Chang, and C. Yansritakul, "Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity," *J. Retail. Consum. Serv.*, vol. 4, pp. 145–152, 2017, doi: <https://doi.org/10.1016/j.jretconser.2016.10.006>.
- [5] H. N. Hasan and S. Suciarto, "The Influence of Attitude, Subjective Norm and Perceived Behavioral Control towards Organic Food Purchase Intention," *J. Manag. Bus. Environ.*, vol. 1, no. 2, p. 132, 2020, doi: 10.24167/jmbe.v1i2.2260.
- [6] A. Chopra, V. Avhad, and S. Jaju, "Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial," *Bus. Perspect. Res.*, vol. 9, no. 1, pp. 77–91, 2021, doi: 10.1177/2278533720923486.
- [7] A. Sharma, Y. Dwivedi, V. Arya, and M. Q. Siddiqui, "Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach," *Comput. Human Behav.*, vol. 124, 2021, doi: <https://doi.org/10.1016/j.chb.2021.106919>.
- [8] W. Zhuang, X. Luo, and M. U. Riaz, "On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach," *Front. Psychol.*, vol. 12, no. April, pp. 1–15, 2021, doi: 10.3389/fpsyg.2021.644020.
- [9] E. A. de M. Watanabe, S. Alfinito, I. C. G. Curvelo, and K. M. Hamza, "Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers," *Br. Food J.*, vol. 122, no. 4, pp. 1070–1184, 2020, doi: 10.1108/BFJ-05-2019-0363.
- [10] T. C. DAM, "Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention," *J. Asian Financ. Econ. Bus.*, vol. 7, no. 10, pp. 939–947, 2020, doi: 10.13106/jafeb.2020.vol7.no10.939.
- [11] C.-L. J. Ramírez, S. M. Cañizares, S.-L. M. Roldán, and F. F. J. García, "Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention," *Technol. Forecast. Soc. Change*, vol. 184, no. June, 2022, doi: 10.1016/j.techfore.2022.121997.
- [12] E. E. Izogo and M. Mpinganjira, "Behavioral consequences of customer inspiration: the role of social media inspirational content and cultural orientation," *J. Res. Interact. Mark.*, vol. 14, no. 4, pp. 431–459, 2020, doi: <https://doi.org/10.1108/JRIM-09-2019-0145>.
- [13] M. H. Shahab, E. Ghazali, and M. Mohtar, "The role of elaboration likelihood model in consumer behaviour research and its extension to new technologies: A review and future research agenda," *Int. J. Consum. Stud.*, vol. 45, no. 4, pp. 664–689, 2021, doi: <https://doi.org/10.1111/ijcs.12658>.
- [14] C.-D. Chen, Q. Zhao, and J.-L. Wang, "How livestreaming increases product sales: role of trust transfer and elaboration likelihood model," *Behav. Inf. Technol.*, pp. 558–573, 2022, [Online]. Available: <https://doi.org/10.1080/0144929X.2020.1827457>
- [15] S. G. Pillai, W. G. Kim, K. Haldorai, and H.-S. Kim, "Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model," *Int. J. Hosp. Manag.*, vol. 105, 2022, doi: <https://doi.org/10.1016/j.ijhm.2022.103275>.
- [16] C. R. Li, E. Zhang, and J. T. Han, "Adoption of online follow-up service by patients: An empirical study based on the elaboration likelihood model," *Comput. Human Behav.*, vol. 114, 2021, doi: 10.1016/j.chb.2020.106581.
- [17] L. C. Dorce, M. C. da Silva, J. R. C. Mauad, and C. H. de F. Domingues, "Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: The role of perceived health benefits, perceived sustainability benefits and perceived price," *Food Qual. Prefer.*, vol. 91, 2021, doi: <https://doi.org/10.1016/j.foodqual.2021.104191>.