

**FACTORS ARE SUPPORTING INSTAGRAM FOOD  
INFLUENCER TO GAIN CUSTOMER LOYALTY**



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**FACTORS ARE SUPPORTING INSTAGRAM FOOD  
INFLUENCER TO GAIN CUSTOMER LOYALTY**

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## **FACTORS ARE SUPPORTING INSTAGRAM FOOD INFLUENCER TO GAIN CUSTOMER LOYALTY**

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### **ABSTRACT**

The purpose of this study was to investigate factors that support Thai customer loyalty on Instagram food influencer. The focusing factors are trust, influencers' commitment, satisfaction, influencer content and customer loyalty. Since people take more attention on actual review by real user and that create Influencer marketing. However, on influencer view there are still needs an explanation of what factors that have potential to drive customer loyalty on Instagram food influencer.

The data were collected from 21 Instagram followers and 4 Instagram food influencers.

The research finding illustrated satisfaction, influencer content and trust were influenced followers to continue following food influencer on Instagram which driven the customer loyalty. Followers' satisfaction could be influenced by the follower expectations which are new things about food and restaurants that were different from others existed restaurants. Influencers content that could drive the customer loyalty should have exciting presentation and provide some information's about the content. And the trust also has potential to drive customer's loyalty by influencer should review with honesty from their experienced and increase the number of followers as much as possible

The results and recommendations would be useful for food influencer to maintain and increase the number of followers on Instagram platform.

**KEY WORDS:** Influencer / Instagram / Customer loyalty / Social platform

36 pages

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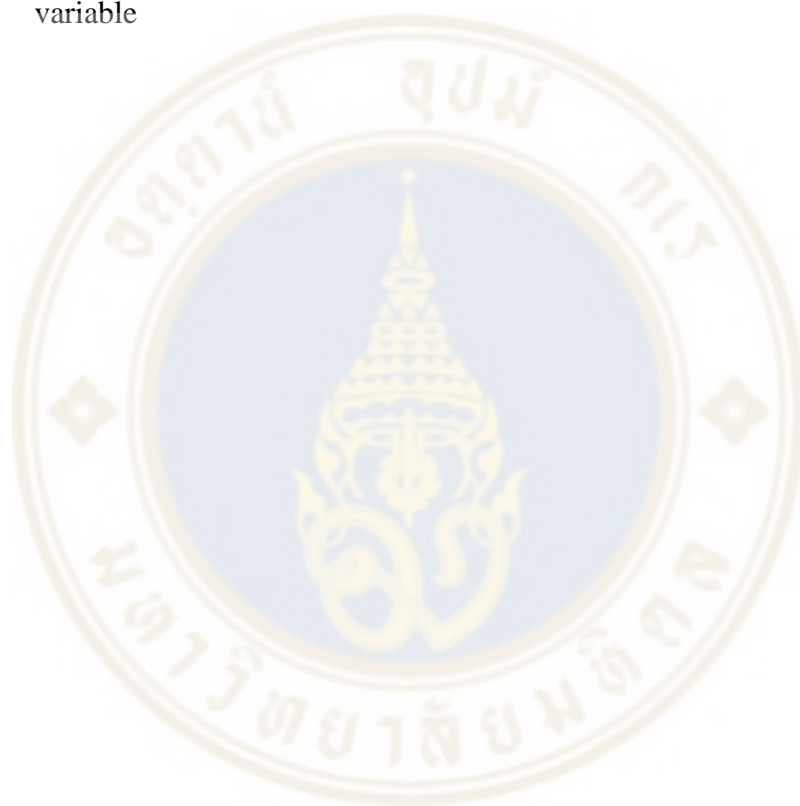
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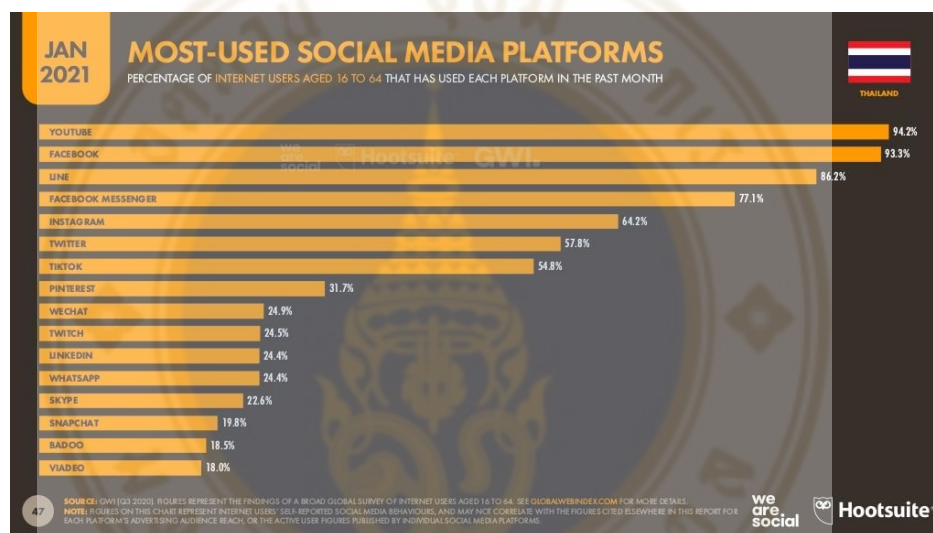


# CHAPTER I

## INTRODUCTION

### 1.1 Background

#### 1.1.1 Instagram



**Figure 1.1.1: The most used social media platforms in Thailand (Jan, 2021)**

There are 4.66 billion people around the world using internet and most of them access via their own mobile phone. The majority propose of using internet is for entertainment, people spend approximately 2 hours 48 minutes per day on social media. And the most popular applications are YouTube, Facebook and Instagram (Kemp, 2021).

Instagram is photo and video sharing social platform which own one on the top rank of most used social media platform in Thailand. According to (Kemp, 2021) There are 64.2% of internet user (Age between 16-64) who have Instagram account. The number of social media users' growth in Thailand could means somethings to the

future of influencer marketing. So, this study focused on Instagram application as this platform is popular social media among Thai people moreover, it's provided suitable business function for both marketer and customer.

### **1.1.2 Influencer marketing**

Influencer's marketing or some people call opinion leaders, are people who have ability to influence people behavior, opinion and attitude. Anyone could become an influencer if he/she could produce high quality of contents and posted on social media. After the time has pass, if they are continuing produce good contents which is match with their expertise. This possibly create word of mouth advertising by people who are trusted on this influencer (Veissi, 2017).

Influencers could divide into 4 major groups by the number of followers

- Mega Influencer included Celebrities, there are gained highest population of followers at over 1 million followers. This influencer is too broad of lifestyle or expertise however, due to the higher number of followers could works well to gain people awareness. But the hiring price is high follow by the number of followers.
- Macro Influencer, who own population of followers less than 1 million but not lower than 100,000 followers (100,000 to <1 million). This group is lower people awareness compared to the Mega influencer due to lower population of follower however, it's higher than Micro Influencer as the same reason. On the others hand, Macro influencer have lower engagement compared to Micro influencer however, it's higher than Mega influencer. Thus, it could tell that Macro influencer performance is in between Mega influencer and Micro influencer.
- Micro Influencer, who own population of followers less than 100,000 but not lower than 1,000 followers (1,000 to <100,000). This group of influencers is niche in their lifestyle or field of expertise so, they possibly gain high engagement among their followers.

- Nano Influencer, who own population of followers less than 1,000 (Isyanto, 2020).

This paper would like to focus on Food Influencer Marketing on Instagram as dependent variable to figure the factors that could impact on loyalty on influencer which is become one of marketing tool in the age of digital media society.

## **1.2 Research Questions**

1. What are the factors that could impact customer loyalty in terms of customer?
2. keeps following Instagram food influencers.

What could improve customer loyalty on Instagram food influencers?

## **1.3 Research Objectives**

1. To investigate what factors could impact customer loyalty in terms of customer keeps following Instagram food influencers?
2. To study how Instagram food influencers improve their performance to gain customer loyalty.

## **1.4 Scopes of study**

The study would focus on Thai people who are living in Bangkok area and own at least one Instagram account, could be both individual and business account. The response who own individual account would have to follow at least one influencer in Food interesting field. On the others hand, interviewees who own business account would be count as influencers who create contents about food. All Instagram account of those interviewees must be active in the past three months.

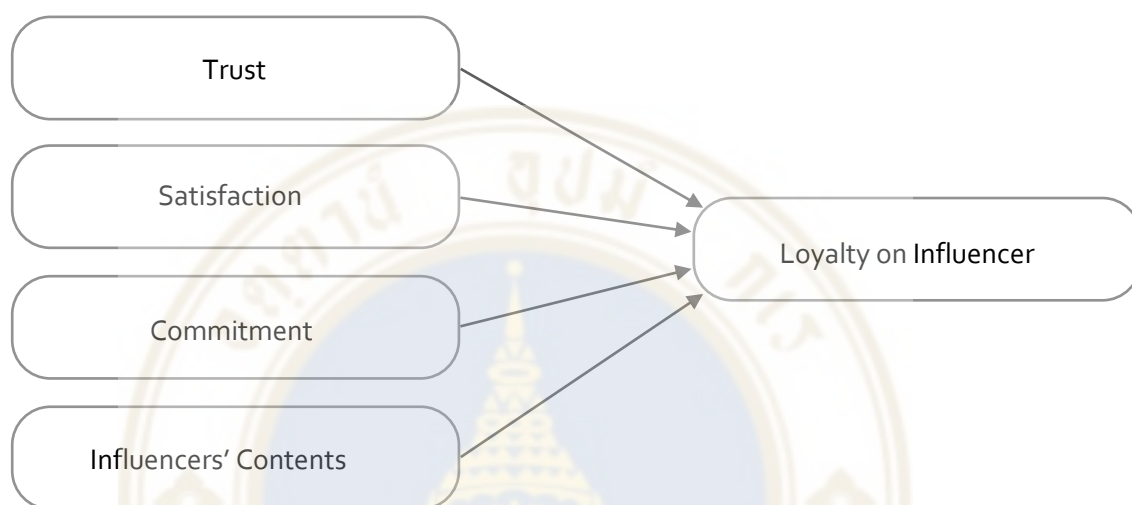
### **1.5 Expected benefits**

The study will be able to investigate what makes people rely on Instagram influencers in order to help influencers develop strategies which match to the people needs and want. On the others hand, in the influencer's perspective, understand people wants and needs would lead them to produce quality of contents response to what people expected to see and return loyalty to the influencers.



## CHAPTER II

### LITERATURE REVIEW



**Figure 2: Shown the relationship between independent variables (Trust, Satisfaction, Commitment and Influencers' contents) and Dependent variable (Loyalty)**

### 2.1 Loyalty on Influencer

Instead of researching about customer satisfaction, tons of studies tend to be focusing on customer loyalty as a core for business since the 1970s (Oliver, 1999).

According to studies by Kumar and Shah (2006), Lam et al. (2004), and Fullerton (2005), they defined two types of loyalty including behavioral loyalty and attitudinal loyalty. Behavioral loyalty is defined as the guarantee of actual purchase behaviors which's from customer loyalty. In the other hand, attitudinal loyalty will not directly make customers buy products, but create an effective result indirectly. In short, behavioral loyalty is a substantial element and attitudinal loyalty is a psychological construct. Moreover, repurchase behavioral or intension of specific

brand is considered as behavioral loyalty (Russell-Bennett et al. 2007) as shown in Figure 2. The loyalty program was designed for studying this behavior toward urged customers who have changed their behavior about purchasing. The result is that they will run to this behavior again (Gomez et al., 2006).

Jun & Yi (2020) investigated and suggest that the supporters' awareness on influencer increase loyalty toward influencer, and this paper also explained the relationship between trust and loyalty which trust could impact to form loyalty.

This paper would like to investigate that loyalty in terms of people keeps following influencers which could following more than one influencer in food interest. Loyalty represents as dependent variable which possibly influenced by independent variables including trust, satisfaction, commitment and influencers contents.

## **2.2 Trust**

Trustworthiness refers to how honest, reliable and dependable the source is perceived to be (Ohanian, 1990). Trust also refers to the level of customer reliability regards suppliers, and it is count as an asset since long-term partnerships builded between partners (Cannon et al., 2010; Vieira et al., 2013). The degree to which audiences perceive the source to be dependable is also associated with trust. Moorman, Deshpande, and Zaltman (1993) described trust as "a willingness to rely on an exchange partner in whom one has confidence". Racherla, Mandviwalla, and Connolly (2012) explore the customers' trust through online product review and discovered that the quality of contents possibly impacts the level of trust. Similar to Lee and Chung (2009) the research showed that quality of information and system are important to predict customers' trust. Likewise, Lou (2019) found out that the contents from influencer marketing which are informative, and entertainment would impact to the customers' trust toward advertising content.

Jun & Yi (2020) found that there are some factors could directly affect the brand trust including influencer authenticity and emotional attachment. And the brand trust also impacts to increase the brand loyalty. Reichheld and Schefter (2000, p.107) emphasize the significant of trust which you must improve trust first, in order to gain

customers' loyalty. And many philosophers considered trust as a key success to reach customers' loyalty.

Therefore, trust is a factor that influence to gain customers' loyalty. This paper would like to figure factors that could influence customer loyalty on influencers and the relationship between trust toward loyalty on influencers marketing. Trust could possibly affect the people loyalty to keeps following food influencers via Instagram platform.

### **2.3 Satisfaction**

Bearden and Teel (1983) defined satisfaction as judgement before buying of purchase intention. Ping (1993) conceptualized the satisfaction as the difference of customer perceived between expected and actual performance. Anderson et al. (1994) suggest that satisfaction are evaluation of customer emotional where customer expectation (before buying product or service) and the process of customer comparison, customers' perceived performance (after buying product or service). Satisfaction is the heart of relationships between business-to-business environment (Chopra and Meindl, 2010; Oliver, 2014).

Researchers argued that the higher satisfaction related to the strong customers - suppliers relationships outcome, while lower customers satisfaction demonstrate as weak customer – supplier relationships (Wilson and Moller, 1991). Long-term repurchase and loyalty of customer is an outcome of customer satisfaction. From the study of Bei and Chiao (2001) found the higher degree of customer satisfaction, directly impact to the higher loyalty toward company. Many researchers discover the customer satisfaction is positively impact to both attitudinal and behavioral loyalty through purchase intention. This issue can be described as satisfaction is correlated to repeat purchases which cause behavioral loyalty formed. And the higher satisfaction, the stronger attitudinal loyalty where people willing to talk positively about product or services (Reichheld and Saser, 1990; Tailor and Baker, 1994; Fornell et al.,1996).

According to varieties of previous papers support that satisfaction positively significant toward loyalty. Thus, this study would like to investigate satisfaction toward customer loyalty. The paper focused on these factors in the way of customer satisfaction impact to customer loyalty by the customer keeps continue following food Instagram influencers.

## **2.4 Influencer Commitment**

Researchers explain commitment as the attitudinal concept that increase interest in marketing field. The customer commitment is important since marketers still pay attention on build and maintain relationships between brand and customer which is link to the commitment (Maheshwari et al., 2014). Commitment is an important factor toward customer behavior and relationship marketing (Morgan and Hunt, 1994; Sargeant and Lee, 2004; Sung and Campbell, 2009). Morgan and Hunt (1994) given definition of customers' commitment as the final aim to create and maintain a valued relationship. They also argued in the same way as Bansal (2004) that customer commitment is the key psychological force that act as a cross bridge to let customer meet with seller. In others word, Customer commitment is a core structure to create and support the marketing relationships. However, this message focused only on relationships between business to customer or business to business services (Bansal et al.; Fullerton, 2003). Commitment is an attitudinal structure represent an emotional of customer that they express in keeping relationships between them and client partner (Fullerton, 2003). The higher commitment, the better relationships between customer and the brand (Maheshwari et al., 2014).

Marketing philosophers recognized that there are two components of customer commitment including continuance component and affective component (Fullerton, 2003; Gilliland & Bello, 2002; Harrison-Walker, 2001). Moreover, an affective component and a continuance component could bring to customer loyalty by looking through many research studies (e.g., Davis Sramek et al., 2009; Evanschitzky et al., 2006; Fullerton, 2003).



This paper would like to explore the factors which could impact to the customer loyalty on influencers, and commitment could possibly be one of factors that relate to this study. According to previous paper support that commitment is significant toward loyalty.

## **2.5 Influencers Content**

In recent years, marketer mostly promote their brand and improve people awareness through social media. Most of these actions is focus on the content that marketer use to share through social media impact more customer engagement. Social media content pays significant role in communicate information regards customer and attract customer engagement to the brand. Social media content plays significant role in communicate in forma to regards customers to attract more customer engagement to the brand (Ahmad, 2016).

Kilgour, Sasser and Larke (2015) define content marketing as customer participation in media platform that turn into their interest. Therefore, marketer create content to allocate into to the target audience and drive profitable from customer action. Baer (2013) argued that content marketing is a tool that company or marketers use for many propose such as educate, inform or entertain customers or prospects. By marketers create attention or causing behavior that effect in sales, leads or advocacy. On the others hand, social media also used from the customer side to exchange and communicate among themselves. The company have various choices to select which platform to do social media marketing content in order to promote the brand.

Due to Lou (2019) study demonstrate an influencers' content is positive effect toward followers' trust on influencers posted and followers' purchase intention which both support brand loyalty.

According to that previous paper that support the potential of social media content marketing significantly drive customer loyalty, therefore this study would like to prove that influencers' content is one factor that impact to customer loyalty on food Instagram influencers.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This paper had been proceeded to investigate what factors those impact to the customer loyalty toward Instagram influencer in food field of interest. According to the popularity of social media in current years, Instagram account were increasing over 10 years and become one of tops used platform in the world. Also, the traditional ways of marketing do not reach to the customer compared to the past, however people are tend to believe on review from real users so, reviews from influencers become more powerful to getting people attention and brand awareness. On Instagram, gaining loyalty from followers are the key factor to help influencers survive in this digital world. Therefore, this study would like to explore what affect to the follower loyalty on Instagram influencer to improve reach more customers expect.

#### **3.1 Sampling plan**

The interview would consist of total 25 interviewees who own Instagram account, 17 respondents would own individual account and following some influencers in any categories of interest. And 8 respondents own Instagram business account and represent as influencers in any categories of interest. All respondents should have age more than 13 years old according to the Instagram policy that limited user age not less than 13 years old. The interview would be conduct via both online and offline according to the government policy during COVID-19 pandemic and depend on the interviewees convenience.

### **3.2 Data collection**

For the interview, this study using qualitative method by asking open-end question to two groups of interviewees. The first group consist of 21 respondents who represent as followers. An interviewer would ask respondents to think about one food influencer that interviewee keeps following and answer the question interns of follower view. The second group of respondents consist of 4 respondents who represent as Instagram influencer in food interesting field. They would like to answer the similar question in terms of influencers and think about what their follower thinks toward their content on Instagram page.

### **3.3 Research Instrument**

Questionnaire was developed from Mubarik et al., (2016) to investigate relationship between trust, commitment and satisfaction that possibly affect to customer loyalty.

### 3.4 Interview Questions

**Table 3.4 Qualitative questions**

Question	Follower	Food Influencer
<b>Trust</b>		
1. Do you have full faith on this influencer?	*	
2. What makes you trust on this Influencer? Why?	*	
3. What makes you have willingness to keeps following on this IG influencer? Why?	*	
4. What makes marketing review from this influencer is trustworthiness? How? Why?	*	
5. Would you think your followers have full faith on you?		*
6. What make your follower trust on you? How? Why?		*
7. What make people have willingness to keeps following you on IG? Why?		*
8. Do you think what makes people trust on your marketing review on IG? How? Why?		*
<b>Commitment</b>		
9. Do you have a psychological attachment to this influencer?	*	
10. What makes you have psychological attachment to this influencer? How? Why?	*	
11. Would you think about unfollowing this influencer? What makes you think that? Why?	*	
12. Do you feel inconvenient to unfollow this influencer? Why?	*	

**Table 3.4 Qualitative question (cont.)**

Question	Follower	Food Influencer
<b>Commitment</b>		
13. Do you think your follower have psychological attachment to you?		*
14. What makes them have a psychological attachment to you? How? Why?		*
15. Would you think your followers ever think about unfollowing you? Why?		*
16. Do you think people feel inconvenient to unfollow you? Why?		*
<b>Satisfaction</b>		
17. What are you expected from following this influencer? Why?	*	
18. What performances of the influencer meets your expectations? How? Why?	*	
19. Overall, you are satisfied to keeps following this IG influencer. Why? What impact to your preferences to keeps following influencer?	*	
20. Do you think what your followers expected from you? Why?		*
22. Would you think what performance on IG meets your followers' expectations? How? Why?		*
23. Overall, followers are satisfied to keeps following your IG page. What influenced their wants? Why?		*

**Table 3.4 Qualitative question (cont.)**

Question	Follower	Food Influencer
<b>Loyalty</b>		
24. Would you have intended to continue following this influencer?	*	
25. What makes you intends to keep following this influencer? Why?	*	
26. Are you following this influencer because you want to or because you have to? What influences you want? and why?	*	
27. Would you have positive things to say about this influencer? Please give some examples.	*	
28. Do you have other things to say about this influencer? Please give some examples.	*	
29. Are you ever recommending this influencer to someone who seeks your recommendation? Why?	*	
30. Are you often recommending this influencer to someone who seeks your recommendation? Why?	*	
31. What do you think about people, are they intends to keep following your Instagram business account?		*
32. What makes your followers have intends to keep following you? Why?		*
33. Are they following you because they want to, not because they must? Why? What leads them behave?		*
34. Are they have positive things to say about your IG page? Please give some examples.		*
35. Do you think people would recommend your IG page to someone who seeks the recommendation? Why? What make them want to recommend your IG to others?		*

**Table 3.4 Qualitative question (cont.)**

Question	Follower	Food Influencer
36. Do you think they are often recommending this influencer to someone who seeks your recommendation? Why?		*



## **CHAPTER IV**

### **FINDING AND RESULT**

This study aims to 1.) investigate what factors could impact customer loyalty in terms of customer keeps following Instagram food influencer and 2.) to study how Instagram food influencers improve their performance to gain customer loyalty. An interview was conducted in semi-structure from 25 participants who've been using Instagram and have at least one account for food interested. The result would separate into 3 parts including.

Part I Participant background

Part II Factors That influenced customer keeps following Food influencer on Instagram

Part III What Food influencers can do to gain customer loyalty on Instagram?

#### **4.1 Participants background**

According to 25 participants who has own at least one Instagram account and it was declared that majority of them are female or 76% and male remaining 24% of total participants. The rang of age of participants mostly in between 26-35 years old is 88% and group of 18-25 years old is 12% of total. The level of education among participant could be separate into two groups with the majority of them holds bachelor's degree at 84% following by 16% of participant of master's degree holds. All of them are living in Bangkok area, Thailand. And there are three type of interest in. Food category, the first group is interested in finding new food and restaurant at 64% of total participant, second group are interested in cooking at 28% of total participant and the third group interested in Cafe and beverage.



**Table 4.1 Participants' demographic shown in Number and Percentage (n = 25)**

Demographic	Number of Participants	Percentage (%)
<b>1. Gender</b>		
Male	6	24
Female	19	76
<b>2. Age</b>		
18-25	3	12
26-35	22	88
<b>3. Education level</b>		
Bachelor degree	21	84
Master degree	4	16
<b>4. Area of living</b>		
Bangkok	25	100
<b>5. Type of interested</b>		
Cafe (bakery and beverage)	2	8
Restaurant	16	64
Cooking	7	28

## **4.2 Factors That influenced customer keeps following Food influencer on Instagram**

According to the previous study about loyalty in many different topics of interested. This study tries to continue investigate those Trust, Commitment, Satisfaction and Contents of influencers which would also affective in the topic about Food Influencer on Instagram platform toward Customer Loyalty in terms of follower keeps following Food Influencer on Instagram where there is one of the most used social platform in the world and in Thailand too.

#### 4.2.1 Satisfaction

In follower point of view, all of them are satisfied to following food influencer on Instagram because of two major's reasons. First, they want to **explore new food and restaurant** and influencer did well about this. They provide a lot of contents about very new restaurant. The signature or must try menu are provided and come up with descriptions and recommendations which could satisfy the most follower expected. Some followers mention that following food influencer is for consideration in case of there are no idea about what to eat so, they open Instagram and figure some interesting food and restaurant that reviewed by influencer to be choices to visit cafe and restaurant. And another cases, the follower does not have much time and money to try every food and restaurant that they went passed. However, they still need to try new things about food so, they read review and recommendation from food influencers and order signature menu that interested and were recommend by influencer.

*“Influencers provide information about signature coffee and snack menu, great photo spot. Which makes me feel satisfied with influencer that they consider those think for follower” F6 said*

Second, most of them introduce about **food differential**. Some of them said that they want to see new thing about food from influencer because they're bored of eating general food that they eat often. Following food influencer increase chance to find more creative and interesting menu easily. For examples, trendy menu at that moment of time, fusion food with imported rare ingredients or new category of food that not yet been known among people. This is satisfied customer who seek for new food and want of try new creative thing about food.

*“I expected to see new trend of food, premium food from influencer because I'm not ready to pay for it. I want to see from the review first and if there is look good then I will try” F16 said*

*“I expected to figure new food and restaurant that I don’t know before, and the price does not too expensive for me. Food and restaurant can be any categories from street food until premium food” F8 said*

In influencer viewpoint, they’re all trying good in explore new food and restaurant. Influencers continue update their post about new open cafe and restaurant to serve their followers’ want with information and recommendation that provide location, recommended menu, taste description and parking lot.

However, only 25% of influencer know that follower also want to see review about new creative food. Major of them does not emphasis the variety and creativeness of food which is also the popular expectation mentions by the followers.

#### **4.2.2 Influencers’ contents**

About influencers’ content in follower point of view, majority of them mention that presentation of influencer is the real impact to their preference to following influencer. Moreover, the detail of food and restaurant and review about new thing are also impact respectively.

First, the **presentation of influencer** included interesting of the photo, compositions of food storytelling and tasty looks is affecting many followers interesting on influencer content and leads to start following influencer account. The way influencer presents their product is also significant toward follower. Some of them refer to influencer content that was hire by the company which is different to unpaid content posted by the same influencer. They can sense by how influencer describe the product by put too much information’s about sale item. This type of content would consider as bad content in followers’ view.

*“Some post from influencer were put too much hashtag, link to buy product and a lot of information about the product that*

*different from the others post from this influencer. This too much information makes me realize that post was paid from the product company” F17 said*

Although most of follower does not like paid content but there are some ways to do for this commercial content. Some participants mention about preferable paid content that they’re accepted, which describe in influencers’ personal writing or entertaining way. Because the follower would not feel any pressure to push sale from the post.

*“Influencer did well in presentation, they review paid post with natural manner and creative” F7 said*

Provided some **details about food and restaurant** is also considering by the follower. Various participant said they follow food influencer because they provide some relevant information about food and restaurant for example food information, location, direction, nearby place, atmosphere, parking and service. That information’s are good to follower for consideration to visit restaurant or try some food from influencer review.

*“Influencers provide information beside food and restaurant itself, they also provide their own perspective, nearby places, arts, and directions” F4 said*

**New thing about food and restaurant** also important to influencer content, follower is looking for something new from food influencer. Followers think that following food influencer is to be their source of information to explore new interested food and restaurant that they could spend occasion during weekend. Although, existing food or restaurant that has good reputation in difference specific area are also included in this issue because follower from others area might not know about this locally famous food and restaurant.

*“This influencer updates their post more often than others influencer, so I have more choices of food and restaurant from this influencer. Also, the food and restaurant that influencer review are located nearby my place” F8 said*

In terms of influencer, they’re all doing good on their presentation which should be beautiful and tasty photo and video. Because most of follower want to see beautiful presentation that attractive for them. However, there are some thing influencers should be avoided which are too much information and try not to do hard sell. Like many followers mentions that they can sense which posts are paid for commercial and which are unpaid and they’re a little bit sensitive to the paid post which can cause unfollowing from follower.

#### **4.2.3 Trust**

In this factor almost all of these participants had been trusted on food influencer and they mentioned similar thing about what make them trust on those influencers which are Content, Experience of Influencer and Number of followers on Instagram.

In terms of followers’ viewpoint, **content** is the most important thing that make almost all of followers’ trust on influencer. They are also explained that content which is reviewed by honestly from influencer would improve their trust. Providing some others information such as details of ingredients, restaurant background, parking lot, and the direction of location would lead to improve trust on influencer where follower could use that information for considerations. And when they follow their influencer and get the same result as influencer review would influence them to increase trust in next reviews and recommendations from influencer.

*“An influencer provides attractive photo of food and add some information in the description such as location of restaurant, food*

*appearance and describe the taste of food that review from real existing restaurant makes me want to try” F12 said*

Secondly, an **experience of influencer**. Some followers mentioned about food or restaurant that was reviewed by influencer where influencer itself unaware of it. There are usually happen in paid review. For example, cooking influencer review about paid food product or food brand that they never use in their cooking recipe. Then influencer post review about this new product and mentions that “must try” or “recommended” in their post. This is causing less trust on influencer because in follower view, it is proved that influencer didn’t review by the truth. On the others hand, for influencer who are review by their own experience even though the influencer was pay for the reviewing, but they do not push any force to the follower or try hard sell on the post in order to help increase sales for their employer. Keeps presenting in the same preference and recommend from what influencer itself was experienced also impact in trust when the follower follow what influencer recommend and experienced the same way.

*“I was seen the post from influencer that they review about the product they never use, and I have lost my trustworthiness to that influencer” F8 said*

*“Sometimes influencer review about food and restaurant that I have experienced, and they describe the same as I thought that makes me trust in this influencer” F17 said*

Third, the **number of followers** shown also impact to the customer trust. Where follower mentioned that they have seen some of their friends following the same influencer which makes they intend to keep following this influencer. Because their friends might be considered that it is worth to following this influencer so they can trust their friend’s decision. Moreover, some of them mentions that they see others food influencer following and seen some interact between influencers which emphasis

the trustworthiness where influencer might have good reputation enough to influenced other influencers following them.

*“Higher number of followers shown on influencer account increase trust especially when my friends also following this influencer. And because those follower trust on this influencer that why they’re following” F20 said*

However, in terms of influencer itself, all of them emphasis on content which is review with honest and provided details of information. But they’re all had low concerned about their own experiences and the Number of followers which are also important to gain customer trust recommended by Instagram followers.

#### **4.2.4 Follower Commitment**

The commitment of follower in order to keeps following food influencer via Instagram platform. Majority of followers are committed to continue following influencer because 57% of them have **psychological attachment** toward influencer which make follower feels uncomfortable to unfollowing influencer.

Many of them refer to the **social presence** by influencer has impact their psychological attachment. For example, some participants mention that influencer create content from their everyday-life and let their friends or family members to join the videos. Follower can absorb the feel of influencer, seeing relationship among influencer friends and family. Those things make follower perceived emotional connection and create psychological attachment regards influencer and influencers’ friends or family.

*“This influencer has a daughter, and she often let her daughter join her short videoclips and help her cooking meal or update what her daughter eats every day. So, feel like this influencer is my sister who teach and guide me how to cook” F15 said*

*“This account is conduct by 4 influencers and they’re friends. They’re all provide their personal Instagram account for follower to see their personal lifestyle. When I saw their interact among these influencer feels like I know all of them” F7 said*

Also, **frequency of posting** affects the psychological attachment. Many of followers are happy to see the post about new food and restaurant from influencer as entertainment. When influencer keeps update their posts frequently, follower would see the post from influencer often and willing to see more, follower is waiting for influencers’ post every day. This is leads get into followers’ habit and the psychological attachment towards influencer.

Moreover, **Similarity preference** is one of reasons that follower mostly mention about. There is obviously that follower following food influencer because they have passion on food and want to see some things about food from influencer. However, **attractiveness of food** is the key to make them keep following influencer. Some participants mention that they keep following influencer because they cannot find some others food influencer that create contents like their personal preferences like this influencer.

However, 48% of follower who have no psychological attachment to influencer said there are no difficult to unfollowed influencer either because follower is following many other food influencers which they could be similar sources of food information.

*“Following or unfollowing food influencer does not mean anything to me, I can follow influencer as much as I can or I can unfollowing any influencer without inconvenient feeling because I have no stake with them” F21 said*



### 4.3 What Food influencers can do to gain customer loyalty on Instagram?

Customer loyalty in this study refers to intention of follower to keeps following food influencer on Instagram. The follower participant mention about three main reasons that influenced them to keeps following food influencer include the presentation of food, similarity preference of follower and the content of influencer.

First, **the presentation of food** that follower consider as good, needs to be consist of beautiful photo and composition. The main idea should stand out of the others component in the video or photo. For short video presentation should be easy to understand and clear about the main point. So, the quality of influencer presentation is significant to make follower keeps following influencer.

*“I have first impression toward this influencer since I was seen their photo post on Instagram, the way they layout and composition that the food is stand out from the photo” F20 said*

Second, **similarity preference** of influencer and follower would lead to reach follower loyalty. Like some participant mentions that they like to explore new coffee cafe that have some photo spot for them to taking photo, so they are following food influencer who are often post about coffee shop and present great spot for photo taking. This would make this influencer attracted for follower because both influencer and follower are interesting the same thing. This is one reason of follower difficult to unfollowing influencer.

*“Influencer review cafe that match my preference and provided photo spot, recommended coffee and snack that also meet my preference” F6 said*

Lastly, **content** create by influencer that provide some necessary information about food and restaurant were mentions by many participants. Because good presentation only be attractive toward follower however, follower also want to know how does the food taste, the direction of the restaurant, price, nearby place and etc. so they could follow to experience as influencer did. Moreover, content about new food and restaurant are referred often by follower because most of them expected to explore some restaurant that serve tasty food for them and to visit in someday. When influencers' content meet follower expect so they're satisfy and keeps following influencer.

*“Content and interested information that recommended by influencer could describe clearly about food and restaurant and that make me intends to follow this influencer” F12 said*

The study finding factors that influenced customer loyalty on food influencer via Instagram are follower Trust, Commitment of follower, follower Satisfaction and Influencers' content are driven by presentation of food influencer, attractive self-image of follower and the content of influencer.

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

This study aims to 1.) investigate what factors could impact customer loyalty in terms of customer keeps following Instagram influencers and 2.) to help Instagram influencers improve their performance to gain customer loyalty. An interview was conducted in semi-structure from 25 participants who've been using Instagram and have at least one account for food interested. The result would separate into 3 parts including.

Part I Participant background

Part II Factors That influenced customer keeps following Food influencer on Instagram

Part III What Food influencers can do to gain customer loyalty on Instagram?

##### 5.1.1 Participant background

According from the result, majority of participant are female, age between 26 - 35 years old. Almost all of them graduated highest education as bachelor's degree. All of them are living in Bangkok area. And all participants interested in food and the type of interested are Restaurant, Cooking and Cafe (bakery and beverage) respectively.

##### 5.1.2 Factors That influenced customer keeps following Food influencer on Instagram

First, **satisfaction** is the most powerful factor that impact to customer loyalty according to the finding; 100% of follower satisfy on influencer and have intention to keep following food influencer. Moreover, reasons that increase customer satisfaction are **new food and restaurant and food differential** that influencer

provide on their post. Most of follower expected to see what's new in food and restaurants. And influencers who have potential to serve newest foods and restaurants which are outstanding from the other influencers, leads to increase satisfaction and drive customer's loyalty. Where others follower couldn't reach the follower expectations.

Second, **influencer content** also affects a lot to customer loyalty according to the result finding 95.24% of follower interested on influencers' content. Furthermore, majority of follower mention three things that could increase interested of influencers' content including **Presentation, Food and Restaurant information and new about food and restaurant**. Follower mention that influencer's content should be present in excitement way. The presentation covered the quality of photo review and how influencer describe about it. Many followers were attracted by beautiful, tasty photo that included the composition placement of the photo and video. The same personal preference of this presentation style between influencers and follower influenced the customer loyalty among followers. Nevertheless in-terms of influencer, try to avoid posting hard sell content which makes follower feels uncomfortable and possible leads to uninterested content that inhibit the improvement of customer loyalty. Additional, relevant information about food and restaurant provided in influencers' content such as storytelling about food and restaurant, food ingredients, direction of location and parking information. These are impact to follower satisfaction because follower do not need to figure more information on other platform, they can use this provided information to follow influencer review. Also, the newest food and restaurant is what follower want to see on influencers' content because many influencers are post similar content but the faster can make influencers interesting and stand out of others food influencer.

However, 4.76% of follower are not interested on influencers' content because they just want to see inspiration about food, but influencer cannot provide food recipe or restaurant that they could follow.

Third, 66.67% of follower **trust** on influencer which mean this factor also affect to the customer loyalty although there is lower than influencers' content and satisfaction. There are three things that follower mention that there are affect to their trust including **Content, Experience of influencer and Number of following** shows on influencer Instagram profile. About the content that make follower trust on influencer, should be honest and provide some information about food and restaurant. An honest review by influencer impact directly to follower trust when follower experienced food and restaurant the same way as influencers' review. And information provided help follower trust that influencer post content from real existing food and restaurant because follower could use information to figure for more details about food and restaurant. Like influencers' experience, both paid and unpaid review should come from food or restaurant that influencer was tried and experienced before creating content. Because there is affect directly to follower trust when influencer telling the truth tin their review would increase follower trust. On the others hand, fake review would decrease follower trust and result in 33.34% of follower still not sure whether they should trust influencer or not. In addition, Number of followers also involved follower trust. Because higher number of followers mean lot of people trust on this influencer. And if follower have mutual friends who also following the same influencer would impact a lot to their trust because there is refers that influencer should have something interesting for their friends so they should know and follow this influencer too.

Finally, only 38% of follower have **commitment** toward influencer, 28% of follower are not sure about this commitment and 33.34% of follower doesn't have commitment toward influencer. However, 95.24% of follower are still loyalty on influencer which mean Influencers' commitment is no significant on customer loyalty in order to keeps following Instagram food influencer.

### 5.1.3 What Food influencers can do to gain customer loyalty on Instagram?

First, **content** that review with honest is the most important thing that follower want from influencer. There are many foods and restaurant opening in Bangkok area and boundary area so, follower want to explore more place to visit and there should be good enough to spend their weekend at. Following food influencer help them find interested place to visit without having to go by themselves. However, follower expected to experience the same thing with what influencer post on Instagram. Therefore, influencer should review with honest where follower could follow influencer review to meet the same with influencer would increase customer loyalty on influencer. Also, some relevant information about food and restaurant provided in photo and video is what follower expects to see from **influencer content**. Followers want to know information about food and restaurant for their consideration that review from influencer are made of an existing restaurant and those provided info could be found in others platform too.

Second, **the presentation** of food and restaurant should be focused on food product and restaurant that influencer want to present. The main point of things or places should be standout of the other components in photo or video. This is increase attractiveness among follower because photo and video would be easy to understand the main point that influencer want to communicate to the follower. The presentation also includes the caption provided that consist of food and restaurant information that facilitate follower in order to try food or restaurant from influencer review without explore more information in others platform. This convenient would increase customer loyalty where follower could get all information they want from this influencer.

## 5.2 Recommendation

This study investigates factors that impact to the customer loyalty and the potential for influencer in order to develop customer loyalty. The paper would like to recommend food Instagram influencer to following this recommendation to gain more customer loyalty.

First, **influencer's content** should be fair to both followers and company who are hiring for recommendation post. In company view, organization would expect a positive review from influencer in order to gain awareness and profit. However, followers are also wanting to see honesty reviews from influencers and there is a key impact to customer loyalty. Therefore, influencer should review products or services with honest in order to maintain customer loyalty. By the same time, try to recommend an exciting thing about products or services instead of mentions negatively would be better for employers.

Second, **the presentation** included quality of photo and video present in post could attracted follower to visit and view more post on influencer profile. The presentation should provide some details such as restaurant atmosphere, must try menu and example of photo spot. Also, influencer should make it short, clear and easy for follower to understand the main content by take time as fast within 1 minute to read the content. Because once the photo and video were attracted follower to reach the content, follower would take few more minute to read the content and decide about how interesting this content and then scroll down for others interesting posts.

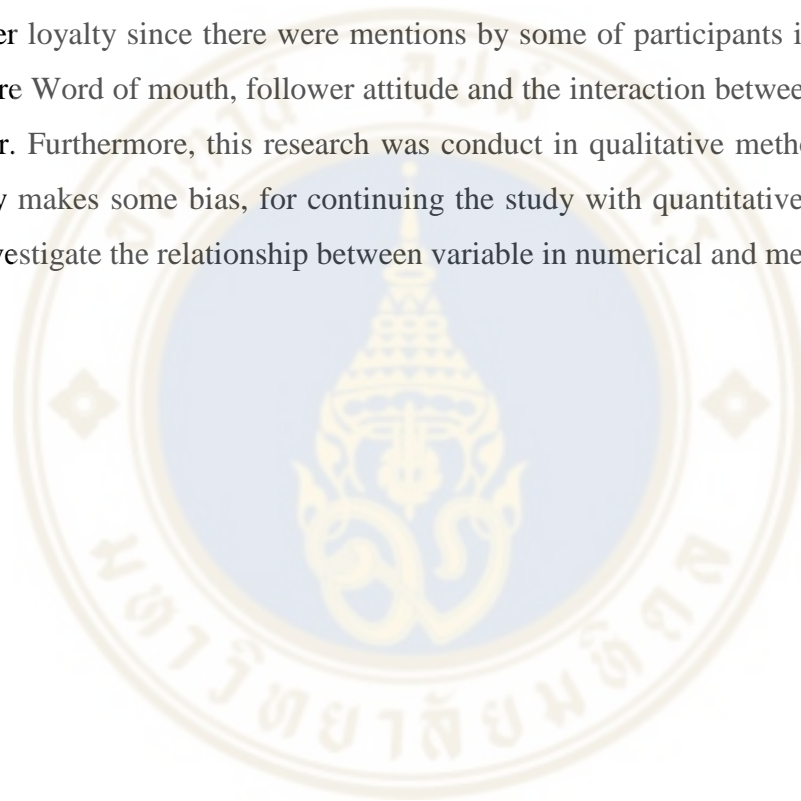
## 5.3 Limitation

This research interview was conduct during 10 - 16 November 2021 where Thailand were lockdown in the pandemic of COVID-19 situation. Therefore, an interview was conduct in semi- structure via mobile phone. The research was investigate using only qualitative methods with opened - ended questions according to the time limit within 1 semester. And the likeness of respondent demographic since all

of them are living in Bangkok area, age between 26-35 years old and graduation level mostly at the bachelor's degree level.

#### **5.4 Future research**

According to time limitation to finish this research, this paper was investigated only four main independent variables that relevant to the customer loyalty. However, there are few more variables that seem to have connected to this customer loyalty since there were mentions by some of participants in this interview. There are Word of mouth, follower attitude and the interaction between influencer and follower. Furthermore, this research was conduct in qualitative methods which could possibly makes some bias, for continuing the study with quantitative methods would help investigate the relationship between variable in numerical and measurable study.





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