



The Effect of Content Marketing on Intention in Purchasing Fast Food: Mediated by Hygiene and Moderated by Health Risk Perceptions: Covid-19

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Abstract

This study aims to determine the effect of the Marketing Content variable on interest in buying fast food, mediated by hygiene and moderated by perceptions of health risks in the Covid-19 era. The type of research used is associative-causality research and the population in this study is all Mataram University students who use social media. The number of sample in this study is 100 respondents. The results show that the marketing content and hygiene affect purchase intention, marketing content affects hygiene. In Addition, this study also fund that hygiene is a mediating variable between marketing content variables on purchase intention, while health risk perception is not a moderating variable between marketing content variables on purchase intention ore hygiene on purchase intention.

Keywords: *Cotent Marketing; Purchasing Fast Food; Health Risk Perception; Covid-19*

Introduction

The condition of the Covid-19 pandemic, which was followed by the implementation of social distancing, gave rise to new consumer behavior, Aksen (2020) stated that consumers are very concerned about the impact of the Covid-19 pandemic, both in terms of health and the economy. According to him, buying is centered on the most basic needs, people are shopping more consciously, buying locally and embracing digital commerce. In Maslow's pyramid theory, consumers are now shifting their needs from the "top of the pyramid" namely self-actualization and esteem to the "bottom of the pyramid" namely food, health and mental and physical safety. The situation and policies of social distancing and work from home, have resulted in changing people's perceptions into a new psychological level in making purchases of basic necessities.

Purchase intention is something that arises after receiving a product stimulus that he sees, from there arises interest or an intention to try the product until finally the desire to buy it arises in order to have it (Kotler, 2009). In the era of covid-19, consumers tend to be interested in online-based shopping on market places or e-commerce (Athar, 2020). According to a research by Qualtrics, (2020), "The top

information consumers want to hear is how businesses are responding to crises (76%), updates on safety and hygiene protocols (74%), and information about products and services (54%). Based on the research above, this new normal condition also requires businesses to implement health and hygiene protocols to answer consumer needs. No exception for those who are engaged in the culinary business, such as fast food products in this case Richeese Factory, KFC, Mcdonald, Burger King, Wendy's, Pizza Hut and others.

The tight competition in the business world triggers business people to develop strategies and functions of marketing communications, one of which is content marketing which is part of the company's strategy in providing information and marketing its products or services through various media. Content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline (Gunelius, 2001; Athar, 2019). On the other hand, in the Covid-19 pandemic, consumer interaction preferences will be different, content marketing primarily focuses on communicated content, with the aim of visualizing content marketing's understanding of consumer perceptions (Athar, 2020). In this case, researchers construct consumer perceptions in improving customer's digital experience in the Covid-19 pandemic era, namely content marketing through hygiene by paying attention to the appearance of personal hygiene, presentation and hygiene of food menus (via restaurant websites, social media or online food ordering platforms) fast food products in the era of the Covid-19 pandemic.

Hygiene is a preventive health effort that focuses on individual and personal health efforts for human life (Brownell in Rejeki, 2015). Hygiene is one of the factors that gets people's attention during the Covid-19 pandemic, consumers not only need nutritious food, but also have the expectation that the food they eat is safe and free from food contamination. In addition, consumers feel a high health risk when they visit a fast food restaurant. Health risk can be defined as the risk of an unwanted event occurring that interferes with the health of a person or group of people within a certain period of time (Utama & Setiawan, 2020). Consumers try to minimize the risk of infection by increasing the use of delivery services and buying more packaged foods which are considered more hygienic (Janssen, Chang et al., 2021).

Literature Review

The Relationship between Content Marketing variables and Purchase Intention Variables

According to Chaffey & Ellis-Chadwick (2016), content marketing is the management of text, multimedia, audio, and video content aimed at engaging customers and prospects in meeting business goals published through print and digital media. Digital marketing through content marketing is considered to be able to create closeness with the audience so that it is easier for marketers to achieve the goals of marketing communication activities. However, the condition that must be met is the relevance of the content to the audience (Gamble, 2016). Content marketing allows marketers to make contact with potential customers, with the hope of attracting attention and getting closer to consumers (Ryan, 2017).

A research conducted by Jacob & Johnson (2020) found that both functional motives (brand-related information or learning as sought through content marketing communications) had a direct and significant positive effect on consumer attitudes towards brands and buying interest, while hedonic motives (entertainment or pleasure) has a direct and significant positive effect on consumer attitudes towards the brand. This is contrary to the research conducted by Sudarsono (2020) which shows that big data, content marketing, and artificial neural networks variables have no influence on the variables of purchase intention, and online purchasing decisions in Indonesia. Therefore, the first hypothesis can be formulated as follows:

H1: Content Marketing has a positive and significant influence on interest in purchasing fast food products in the Covid-19 pandemic era

Relationship between Content Marketing and Hygiene Variable

Content communication through social media can engage loyal consumers and influence consumer perceptions of products, disseminate information and learn about audiences on their social media (Brodie et al, 2013). This also means that content marketing primarily focuses on the content that is communicated, with the aim of visualizing the understanding of content marketing on consumer perceptions. Previous research has been done extensively, to communicate and understand the value of content on consumer perceptions. The effect of menu design/display on consumer perception, conducted by Fasih et al. (2016); McCall & Lynn (2008); Magnini & Kim (2016); (Wansink et al., 2001) and (Hou et al., 2017), and informative value of content, For instant conducted by Khan & Saima (2020); Lou & Yuan (2019); Choi et al. (2019); and Byun and Kim (2020).

Based on the above researches, the researchers try to construct consumer perceptions in improving the customer's digital experience in the Covid-19 pandemic era, especially Content Marketing through Hygiene, namely by paying attention to the appearance of personal hygiene, presentation and hygiene of food menus (via restaurant websites, social media or online food ordering platforms) of fast food products in the Covid-19 pandemic era. So that the hypothesis can be formulated in this study as follows:

H2: Content Marketing has a positive and significant influence on the hygiene of fast food products in the Covid-19 pandemic era

The Relationship between The Hygiene Variable and The Purchase Intention Variable

According to Kotler and Keller (2009), purchase intention is consumer behavior that appears in response to objects that indicate a person's desire to make a purchase. In the emergency conditions of the Covid-19 pandemic, hygiene is one of the factors that gets the public's attention during the Covid-19 pandemic. Based on the above study, Hygiene is a preventive health effort that focuses on individual and personal health efforts for human life. Based on the above study, Hygiene is a preventive health effort that focuses on individual and personal health efforts for human life. In the current new normal era, people need food that is not only nutritious to maintain their immunity in the face of the spread of the Covid-19 pandemic virus, but also needs food that is safe for consumption. There are several previous studies that have examined the effect of hygiene on purchase intention.

There are several previous studies that have examined the effect of hygiene on purchase intention. Research conducted by Soon et al (2021) shows that hygiene in terms of food safety has a positive influence on purchase intention during the Covid-19 pandemic. However, the results of this study are not in line with research conducted by Xiao, Yang, Iqbal (2018) which shows that the restaurant environment, including hygiene, has no influence on the purchase intention of generation Y students in Malaysia. Based on previous research and based on existing theories, in this study the following hypotheses can be formulated:

H3: Hygiene has a positive and significant influence on intention to purchase fast food products in the Covid-19 pandemic era

The Relationship between Hygiene and Content Marketing on Purchase Intention with Health Risk Perception as A Moderating Variable

Health risk can be interpreted as the risk of an unwanted event that interferes with the health of a person or group of people within a certain period of time (Utama & Setiawan, 2020). The Covid-19 pandemic has made consumers feel a high health risk when they visit fast food restaurants. Consumers try to minimize the risk of infection by increasing the use of delivery services, buying more packaged foods which are considered more hygienic (Janssen, Chang et al., 2021). In addition, specifically the external environment (Covid-19 pandemic) influences consumers to shop online. Consumers minimize perceived health risks by buying fast foods that offer a variety of food menu variants that attract their attention.

Most of the existing research, in the context of perceived health risk, focuses on sensation seeking (Lepp & Gibson, 2003,2008), personality (Carr, 2001; Reisinger and Mavondo, 2005), motivation (Lepp & Gibson, 2003; Reisinger and Mavondo, 2005), technological innovations (Shin & Kang, 2020), examine the general picture of perceived health risks associated with the COVID-19 pandemic and psychological experiences (Commodari & La Rosa, 2020), changes in food consumption that occurred during the Covid-19 pandemic (Janssen et al., 2021), the impact of expected interactions and expected hygiene on perceived health risks and hotel booking intentions (Shin & Kang, 2020) and health/risk perceptions and attitudes towards healthy/risky food in the immediate context of the food crisis (Xie1, 2020).

However, there has been no research that has tested the influence of Hygiene and Content marketing on the Purchase Intention of fast food products in the Covid-19 pandemic Era. Where it is assumed that Perceived Health Risk can strengthen the influence of Hygiene and Content marketing on Purchase Intention of fast food products in the Covid-19 Pandemic Era. Therefore, the hypotheses in this study are:

H4: Perception of Health Risks can strengthen or weaken the influence of the Hygiene variable on Purchase Intention for fast food products in the Covid-19 pandemic era

H5: Health Risk Perception can strengthen or weaken the influence of Content Marketing variables on Purchase Intention for fast food products in the Covid-19 pandemic era

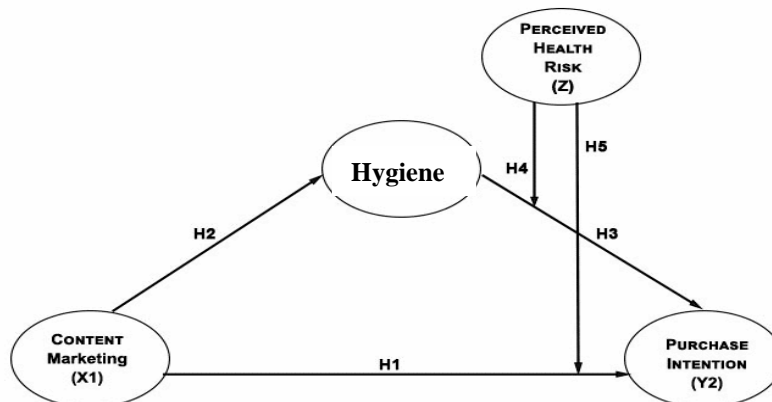


Figure 1. Conceptual Framework. Source: Processed primary data (2021)

Research Methods

The type of research used is causal associative research (cause and effect), this study aims to explore the causal relationship between the influence of content marketing on intention in purchasing fast food products (response), the influence of hygiene on intention in purchasing fast food products (response), hygiene as a mediating variable, and health risk perception of Covid-19 as a moderating variable in the city of Mataram. As for the distribution of the questionnaire, the researchers distributed it via WhatsApp using the Google Form link.

The population in this study were all students of the University of Mataram who used social media. The characteristics of the sample that will answer the purpose of this research are first, knowing and having seen advertisements or promotions for fast food Richeese Factory, McDonald's, KFC, Burger King, Wendy's and Pizza Hut. Second, knowing the content marketing of Richeese Factory, McDonald's, KFC, Burger King, Wendy's and Pizza Hut. The number of samples is 100 respondents. The sampling technique used in this study is a survey sample, with the purposive sampling method.

Table 1. Characteristic of Respondents

Gender	N	%
Male	38	38%
Female	62	62%
Educational Background		
Diploma	30	30%
Bachelor	62	62%
Master	8	8%
Age		
≤20	65	65%
21-25	27	27%
>28	8	8%
Expenses		
<Rp 1.000.000	33	33%
Rp 1.000.000- Rp 2.000.000	32	32%
>Rp 2.000.000	35	35%

Data collection was carried out after the instrument was tested which showed that all items of the research questionnaire statement were suitable to be used to collect data. The data processing of this research used Structural Equation Model (SEM) with Partial Last Square (PLS). Instrument testing and data processing assisted by SmartPLs software.

Measurement Model (*Outer Loading*)

Validity and Reliability Test

The initial analysis was carried out by testing the validity and reliability of the data and all variables have met the criteria for validity and reliability. The Outer Loading value is completely valid as the value is > 0.6 . Based on Hair et al. (2010), the minimum value for each Outer Loading is 0.5 or normally 0.7. The output of SmartPLS test on convergent validity (outer loading), discriminant validity and composite reliability of research questionnaires for content marketing, hygiene, perceived health risk, and purchase intention are shown in the following table.

Table 2. Evaluation of Convergent Validity (Outer Loading)

Content Marketing (X1)	Outer Loading
(1) The choice of background or color in fast food advertisements/promotions is an indicator of the quality of the content served.	0,712
(2) The theme of the advertisement or promotion of fast food products must be in accordance with the existing conditions.	0,731
(3) The use of writing and layout in fast food advertisements/promotions must be considered.	0,849
(4) Fast food advertisements must use language that can be understood by the public/consumers.	0,735
(5) Fast food advertisements/promotions must pay attention to the right time to be aired.	0,705
Hygiene (Y1)	
(1) Employees use clean clothes in serving fast food.	0,739
(2) In this pandemic era, fast food employees use masks or face shields in providing services.	0,725
(3) In addition to complying with health protocols and wearing clean clothes, fast food employees must pay attention to the cleanliness of their hands, nails and hair.	0,726
(4) Protection of raw materials from chemical hazards or the growth of pathogenic microorganisms and the formation of toxins during transportation and storage of raw materials must be observed.	0,739
(5) Food must be placed in safe and closed packaging	0,714
(6) Cleanliness of eating places such as places to wash hands and places to throw garbage.	0,723
Perceived Health Risk (Z)	
(1) Display of fast food products is in accordance with the picture	0,728
(2) Regarding the menu variants that are presented/displayed accordingly on the website	0,658
(3) Fast food products are completely free of preservatives and flavorings.	0,673
(4) Food packaging used for fast food products is safe for consumers.	0,712
(5) I am not worried about consuming fast food products online.	0,701
(6) I am not afraid if fast products I buy online are different from the ones I receive.	0,675
Purchase Intention (Y2)	
(1) I want to buy/eat fast food online.	0,844
(2) I will recommend to others to buy fast food products online.	0,849
(3) I choose fast food online for some reason.	0,720
(4) I need to find information about fast food products that I am interested in.	0,713

Table 3. Evaluation on Discriminat Validity and Composite Reliability

Construct	Cronbachs Alpha	Composite Validity	1	2	3	4	5	6
Content Marketing (X1)	0,803	0,864	0,749					
Content Marketing moderated by Perceived Health Risk (X1*Z)			0,299	1,000				
Hygiene (Y1)	0,823	0,871	0,660	0,360	0,728			
Hygiene moderated by Perceived Health Risk (Y1*Z)			0,340	0,682	0,539	1,000		
Purchase Intention (Y2)	0,788	0,864	0,478	0,032	0,153	0,033	0,784	
Perceived Health Risk (Z)	0,788	0,846	0,504	0,003	0,371	0,121	0,506	0,692

Source: Processed primary data (2021)

Based on Table 2 and 3, it shows that the loading factor in this study is in accordance with Hair et al. (2010), where the loading factor criteria are > 0.60 . And the Cronbach's Alpha and Composite Reliability values produced by all constructs are very good, namely above > 0.70 so it can be concluded that all reflexive indicators are reliable or have met the reliability test. Likewise, the AVE value generated by all reflexive constructs is above > 0.50 so that it can be said that all constructs meet the requirements of convergent validity and reliability.

Results and Discussions

Evaluation of Structural Model (Inner Model)

The results of the inner model evaluation of the construct can also be shown in Table 4.

Table 4. Evaluation of Inner Model

	R Square	R Square Adjusted
Hygiene (Y1)	0,436	0,430
Purchase Intention (Y2)	0,392	0,360

Source: Processed primary data (2021)

Hygiene (Y1) has an R Square value of 0.436. This means that the hygiene variable contributes to the influence as a mediating variable between content marketing and Purchase Intention, while Purchase Intention (Y2) has an R Square value of 0.392. This means that the purchase intention variable (Y2) gives contribution that is directly influenced by content marketing variable. And that influence is in the moderate category. To assess the significance of the predictive model, it can be seen from the t-statistic value between the independent variables to the dependent variable as shown in table 5 and illustrated by Figure 2.

Table 5. Result of Path Coefficients

Hypothesis	t-stat	Weight Significance	P Values	Sig 5%	Note
H1 (Content Marketing – Hygiene)	4,637	$>1,96$	0,000	$< 0,05$	Sig.
H2 (Content Marketing – Purchase Intention)	10,127	$>1,96$	0,000	$< 0,05$	Sig.
H3 (Hygiene – Purchase Intention)	2,205	$>1,96$	0,028	$< 0,05$	Sig.
H4 (Hygiene*Perceived Health Risk – Purchase Intention)	1,603	$<1,96$	0,110	$> 0,05$	Not Sig.
H5 (Content Marketing*Perceived Health Risk – Purchase Intention)	1,143	$<1,96$	0,254	$> 0,05$	Not Sig.
Perceived Health Risk – Purchase Intention	5,133	$<1,96$	0,000	$< 0,05$	Sig.

Source: Processed primary data (2021)

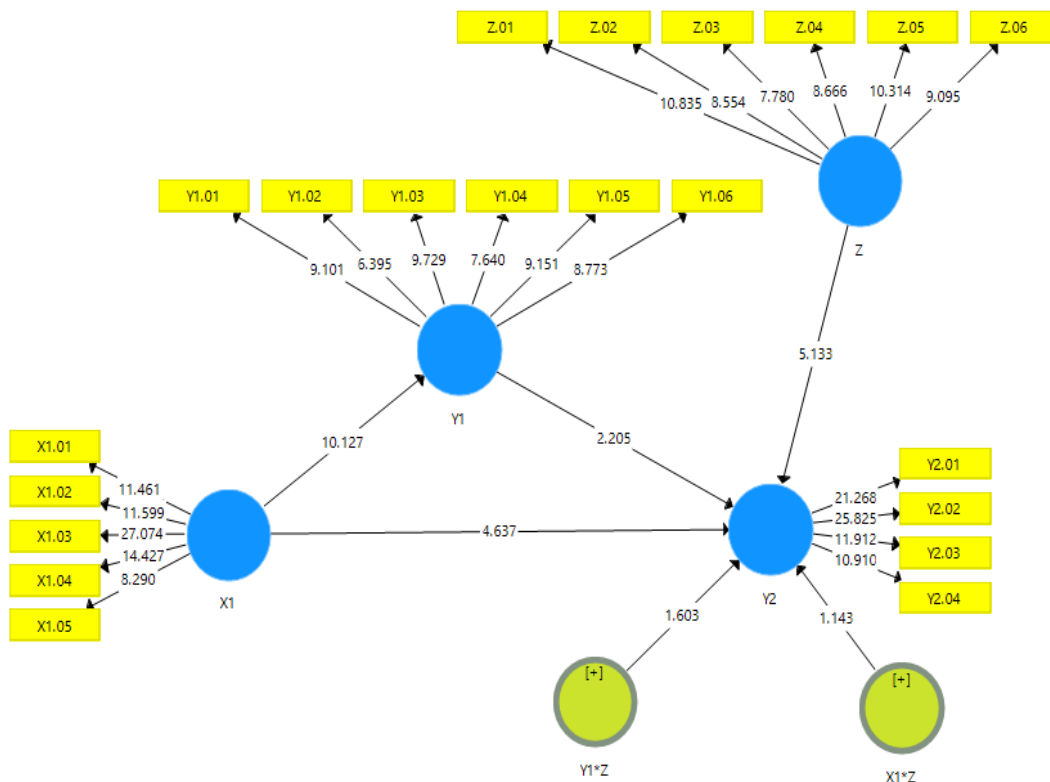


Figure 2. Estimation of t-statistic value

Discussion

The Effect of Content Marketing on Purchase Intention (H1)

Based on the results of the research description on the variables of content marketing and purchase intention, the categories are very good and high. The more attractive the content that provides fast food in this pandemic era, the higher purchase intention will be because of the attractiveness of the content. Most of the respondents in this study showed high purchase intention, such as wanting to buy, after feeling satisfied with the product, they wanted to recommend it to others (relatives/friends) as well as an increased tendency to look for food information of interest on food content available on various e-commerce platforms. The results of this study are supported by a research by Muzakki & Hidayat (2021) which shows that content marketing has a significant influence on purchase intention during the Covid-19 pandemic.

The Effect of Content Marketing on Hygiene (H2)

Content marketing can affect consumer perceptions of hygiene factors, the better the way in which fast food products are presented in online content in providing health benefits, the better consumer perceptions of hygiene that are presented in fast food content. The results of the study show that the hygiene factor that is highly considered by consumers (students) is the cleanliness of places to eat such as places to wash hands and places to dispose of garbage, food must be placed in safe and closed packaging in order to protect raw materials from the dangers of chemicals or growth of pathogenic microorganisms, and the formation of toxins during the transportation, and also storage of raw materials ensures hygiene and safety for the health of consumers. In addition, consumers think that employees who work in fast food restaurants must use masks or face shields in providing services. This shows that hygiene variable is

perceived to be very high, meaning that the hygiene factor greatly influences the perception of consumers (students) in this pandemic era.

The results of this study are supported by research results (Fakih et al., 2016; McCall & Lynn, 2008); (Magnini & Kim, 2016); (Wansink et al., 2001) and (Hou et al., 2017), Informative value of content, For example, (Khan & Saima, 2020); (Lou & Yuan, 2019); (Choi et al. 2019); (Byun & Kim, 2020); which stated that the effect of menu content design can affect consumer perceptions (in terms of hygiene in the era of the covid 19 pandemic).

The Effect of Hygiene on Purchase Intention (H3)

The results showed that hygiene had a significant effect on purchase intention for fast food products in the Covid-19 pandemic era among students of Mataram University. Hygiene in this study can have an influence on purchase intention among students. In the results of descriptive research, it can be seen that decision-making process by students as consumers in buying fast food in the era of the covid 19 pandemic is to first looking for information about fast food that can provide health benefits. The main factor that they make sure of is product hygiene, this is what shapes the tendency of purchase intention for fast food products at various fast food restaurants.

The results of this study are supported by the research of Sugiarto & Subagio (2014) which shows that the hygiene of the product itself has a positive effect on purchase intention. In addition, this research also supports researches by Meyani (2017); Sugiarto & Subagio (2014); Aditi (2017); Hendrawati and Darsiah (2019); and Soon, Vanany, Wahabi, Hamdan & Jamaludin (2021) which stated that hygiene has a significant effect on buying interest.

Health Risk Perception in Strengthening or Weakening The Influence of Hygiene on Purchase Intention (H4)

The results of this study indicate that health risk perception variable cannot be a moderating variable between the influence of hygiene on purchase intention for fast food products in the era of Covid-19 pandemic among students of Mataram University because there is no significant moderating effect given by the health risk perception variable. Therefore, the risk perception variable is only a predictor variable of influence on purchase intention. The results of descriptive research indicate that respondent's perception on variables of hygiene and purchase intention are very good and high. This means that the impact of health risks does not have an influence on the effect of hygiene on purchase intention, because most consumers have formed a hygiene perception (public awareness of the importance of cleanliness in the pandemic era) which has shown good behavior towards the food product of interest so that the perception of health risk is unable to influence purchase intentions of consumers (students). It is said by (Mustikawati et.al., 2021) that the level of health awareness has a direct effect on interest in buying organic food. The results of the study by Vijayasathy & Jones (2000) found that the level of perception of product risk directly affects purchase intention.

Health Risk Perception Strengthens The Influence of Content Marketing on Purchase Intention (H5)

The results showed that health risk perception was not a moderating variable between the influence of content marketing on purchase intention for fast food products in the Covid-19 Pandemic era among students of Mataram University because there was no significant moderating effect given by the health risk perception variable. Therefore, the risk perception variable is only a predictor variable of influence on buying interest. Based on the descriptive results, the purchase intention rated by the respondents was in a very high category in terms of "I need to find information about fast food products that I am interested in". This indicator scores higher than other indicators in purchase intention variable.

This means that consumers are no longer worried about the perception of health risks in this pandemic era, with clearer information on various social media, consumers are more selective in understanding the development of health information, one of which is about healthy food.

On the other hand, health risk perception is a variable that has a direct influence on intention in purchasing fast food products in the Covid-19 pandemic era. This also means that health risk perception variable does not have a significant effect on the influence of content marketing in increasing purchase intention. This is clarified by the research results of Mustikawati et.al., (2021) which stated that the perception of value (risk) affects the interest in buying organic food.

Conclusions

Content Marketing has a positive and significant effect on intention to buy fast food online, meaning that the better the perceived online content marketing, the higher the purchase intention for fast food products. Content Marketing has a positive and significant effect on hygiene. This means that the better perceived content marketing online, the higher the consumer's perception of hygiene in fast food products. Hygiene is perceived to be very high, meaning that the hygiene factor greatly affects the perception of consumers (students) in this pandemic era. Hygiene has a positive and significant effect on purchase intention. This means that the higher the cleanliness/hygiene perceived by consumers in fast food products, the higher the consumer's purchase intention for fast food products. Health Risk Perception is not a moderating variable between the influence of hygiene on purchase intention because it does not have a significant effect. Health risk perception is not a moderating variable between the influence of content marketing on purchase intention because it does not have a significant effect.

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