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A Study on Mukbang User's Consuming Behavior

Hyo Geun Song

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A STUDY ON *MUKBANG* USER'S CONSUMING BEHAVIOR

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A dissertation submitted in partial fulfillment
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Doctor of Philosophy – Hospitality Administration

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ABSTRACT

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By

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The main focus of this study is to examine what factors influence the tendency towards the *Mukbang*, and to understand the effectiveness of *Mukbang*. The specific purpose of this research is to examine how the motivation of watching *Mukbang* affects the gratification obtained after watching *Mukbang* and what is the impact of the *Mukbang* on the utilitarian/ hedonic shopping values among *Mukbang* users and how the perceived utilitarian and hedonic shopping values influence the user's purchase intention. To find motivations of watching *Mukbang*, an interview was performed. Five factors were developed from an interview of the responses to the motivation for watching *Mukbang*. They include vicarious gratification, information-seeking, enjoyment, habitual time-spending, and attractiveness. Furthermore, for testing causal relationships, data were collected from 399 participants. By using SmartPLS, structural equation modeling was conducted. The results suggest that, for motivations, vicarious gratification, enjoyment, information-seeking, and habitual time-spending explain gratification obtained toward *Mukbang*. Furthermore, the results indicate that gratification obtained is a strong predictor for two types of shopping value (hedonic and utilitarian). Two types of shopping value were found to have a significant influence on the purchase intention. This research contributes to the literature in theoretical ways by connecting the use and gratification theory with shopping value. Even so, this research empirically verified how GO has an effect on the utilitarian and hedonic shopping value. The findings suggest

that the marketing managers and application developers of *Mukbang* related products should place their focus on vicarious gratification, enjoyment, information-seeking, and habitual time-spending to stimulate consumers in having a shopping value so to have a purchase intention.

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TABLE OF CONTENTS

ABSTRACT.....	iii
ACKNOWLEDGEMENTS.....	v
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
CHAPTER 1 INTRODUCTION.....	1
Purpose of the Study.....	3
Research Questions.....	4
Significance of the Study.....	5
Definition of Key Terms.....	7
Organization of the Study.....	8
CHAPTER 2 LITERATURE & HYPOTHESES DEVELOPMENT.....	9
User-Generated Content.....	9
TV Food Programs and <i>Mukbang</i> Content on UGC Platforms.....	11
Use and Gratification Theory.....	12
Hedonic and Utilitarian Shopping Value.....	16

Research Model and Hypotheses	21
Structural Model	22
The Relationship Between GS and GO	23
The Relationship Between GO and Utilitarian/Hedonic Shopping Value.....	25
The Relationship Between Utilitarian/Hedonic Shopping Value and Buying Behavior	26
CHAPTER 3 METHODOLOGY	28
Qualitative Method	28
Qualitative Research Results	30
Vicarious Gratification.....	32
Enjoyment.....	35
Attractiveness of Contents Providers.....	36
Habitual Time-Spending.....	37
Quantitative Method	39
Ethical Considerations	41
Measurement.....	41
CHAPTER 4 ANALYSIS AND RESULT	44
Sample Profile.....	44

Partial Least Squares Structural Equation Modeling (PLS-SEM).....	46
Pre-analysis Data Screening	47
Measurement Model	48
Common method variance	48
Construct Reliability, Validity, and Discriminant Validity	49
Structural model.....	52
 CHAPTER 5 DISCUSSION.....	 55
Discussion of Findings.....	55
Theoretical Implications	56
Practical Implications.....	58
Limitations and Future Research Directions.....	60
 APPENDIX A IRB APPROVAL	 62
 APPENDIX B INFORMED CONSENT FORM FOR ONLINE SURVEY	 64
 APPENDIX C SURVEY INSTRUMENT	 66
 APPENDIX D INTERVIEW GUIDE	 72
 APPENDIX E INFORMED CONSENT FORM FOR INTERVIEW.....	 74

REFERENCES 77

CURRICULUM VITAE..... 89

LIST OF TABLES

Table 1: Raw concepts and categories of qualitative research	31
Table 2 : Instrument items and literature	43
Table 3 : Quota sampling process in terms of gender.....	44
Table 4 : Sample description.....	45
Table 5 : Instrument items	50
Table 6 : Model Fit and Accepted Values	51
Table 7 : Correlations among constructs	52
Table 8 : Standardized Structural Estimates and Tests of the Hypotheses	54

LIST OF FIGURES

Figure 1 : Conceptual Framework	22
Figure 2 : Research Model	23
Figure 3 : SEM result.....	54

CHAPTER 1 INTRODUCTION

Due to the spread of COVID-19, telecommuting and quarantine periods are prolonged and YouTube usage time is increasing. The rapid adoption of the internet has facilitated the development of user-generated content (UGC) platforms such as YouTube that play a critical role in the production and consumption of information regarding Food and Beverage (F&B). Among this vast amount of information, many people want to see a review on F&B where *Mukbang* plays a central role and comes with major advantages for the audience. The most familiar and effective sensation for people is visual and, therefore, if the content provider shows the same content through video, the work becomes understandable, entertaining and interesting. In addition, to these characteristics, video can deliver more information faster than text, which give the media a stronger appeal to the audience.

Notably, a movement of non-professional reviewers with the tendency of storing and sharing product reviews has emerged in leading UGC platforms such as YouTube and Yelp. Users to reflect on their experiences and provide their feedback to others in their network who collect and use it in their decision-making or share it with more users. In major UGC platforms, such as YouTube that currently has a large number of users in general, information in F&B has been greatly shared through *Mukbang*. Ideally, *Mukbang* has a multi-cultural approach to the presentation of F&B-related information and, implicatively, many users are actively using it to share information by uploading a video clip about their favorite food.

The *Mukbang* keyword is not only being used by individual users but also companies seeking to promote and market their products. The increase in *Mukbang* viewing plays a vital role in obtaining and sharing F&B related information. The UGC platform provides a variety of

opportunities for users to explore and share information about food, as it plays a role in connecting, people in the United States to the rest of the world in real-time. Considering that *Mukbang* records millions of views on a UGC platform such as YouTube and is positioned as a trend, there will be more opportunities for F&B related companies to produce and provide information using this in the future, which calls for systematic research on *Mukbang* and the opportunities that lie within.

Despite the video-type UGC-based service and *Mukbang* forming a new paradigm, this phenomenon's discussion is still in its infancy. Nonetheless, there is also an emerging body of research regarding the use of *Mukbang* in the collection of F&B information. Even so, studies that empirically verified how video-type UGC-based services affect actual purchasing behavior are rare. The present body of research has also not captured the hedonic aspect of *Mukbang* considering that such video-type UGC-based go beyond utilitarianism to factor hedonic trends. In this regard, both the hedonic and utilitarian aspects will need to be discussed as well as their use in marketing.

Specifically, it is necessary to comprehend what motivates the user to watch *Mukbang* video clips on a UGC-based platform such as YouTube and examine their satisfaction after consuming the video content. Also, it is necessary to examine how the satisfaction of watching *Mukbang* affects the hedonic/utilitarian shopping values experienced by *Mukbang* viewers, and ultimately how it affects their purchasing behavior.

Consequently, more research on *Mukbang* is required, as available information is still insufficient in comparison to other F&B research areas. Jiang (2019), researched on the motives of *Mukbang* watching and effects from a “the use and gratification theory” perspective. However, F&B consumers research on *Mukbang*; for example, watching inspiration,

perspectives, and buying conduct of *Mukbang* clients is still not sufficient. Specifically, while information on circumstances under which potential buyers can make a genuine purchase as a result of *Mukbang*'s influence would be interesting, there is no such research already undertaken.

Therefore, this study focuses on the shopping value (hedonic or utilitarian) of *Mukbang* users and examines how shopping value affects actual purchase behavior. The young generation's consumption habits tend to be more hedonic and based on relaxation. *Mukbang* channel offers both enjoyment and experiences, which makes them uniquely suited to the millennials' shopping value. In general, shopping value has been suggested as one of the main concepts that can explain consumer behavior related to purchase as a concept of an individual's value in shopping (Babin et al., 1994). It is important to note that there are diverse motivations for watching *Mukbang*. For instance, a user could be searching for trending or popular food products or restaurants around the world. This study seeks to understand the motivation to watch *Mukbang* and the gratification sought, focusing on the use and gratification theory.

Purpose of the Study

With the high availability of video-based entertainment platforms, consumers select and use media that can satisfy them according to their motives and desires. In this regard, several studies have applied the use and gratification theory that offers an explanation for individual behaviors and tendencies in the selection of new media (Lin, Lee & Giang, 2016; Sundar & Limperos, 2013; Tanta, Mihovilović & Sablić, 2014). In this regard, the use and gratification theory is a suitable framework for reviewing and understanding the satisfaction of users, their motivations, needs, and experiences in the consumption of *Mukbang*.

Studies based on the use and gratification theory are being conducted in the background of various online platforms. Existing research suggests mood change, information sharing and

acquisition, escape of reality, social interaction, and habits as some of the factors influencing the satisfaction of users (Punyanunt-Carter et al., 2017; Hsu et al., 2015). Although studies on the use and gratification theory have been conducted steadily in relation to media selection, there are significant gaps in previous studies that have focused on video based UGC content such as *Mukbang* using this theoretical framework. Implicatively, this research adopted the use and gratification theory to understand the users' gratification sought (GS) in watching *Mukbang* and attempt to verify the relationship between the GS factors affecting gratification obtained (GO) following consumption of the media content.

On the other hand, in UGC platforms like YouTube, consumers experience both hedonic and utilitarian shopping values, which often affects their buying behavior. Generally, users consume media as a passive activity or enjoyment (hedonic) while others seek the utilitarian shopping values such as obtaining useful information from the media, which means that both should be considered in the assessment of new media such as *Mukbang*. In this study, the value perceived before the actual purchasing behavior was characterized as either hedonic or utilitarian. The influence of *Mukbang* on the user's buying behavior was considered based on the hedonic and utilitarian shopping values described by Babin et al., (1994). On the other hand, this study evaluated the GO suggested through the use and gratification theory and the effect on the perceived hedonic and utilitarian shopping values. Therefore, this study will examine *Mukbang* users' various motivations by using qualitative (interview) and analyze the relationship between these motivations, shopping value, and purchase behavior by using quantitative (survey). The revised research questions of this study are as follows. Specifically, the research will focus on answering the following questions:

Research Questions

- i. What factors influence the tendency towards the sustained consumption of *Mukbang* on streaming platform?
- ii. How do the attributes of the gratification sought (GS) affect the gratification obtained (GO) after watching *Mukbang*?
- iii. What is the impact of the GO on the utilitarian and hedonic shopping values among *Mukbang* consumers?
- iv. How do the perceived utilitarian and hedonic shopping values influence the user's buying behavior?

Significance of the Study

Based on the previous studies, this study is applied to various theories such as the use and gratification theory, and shopping value to research *Mukbang* consumer's information processing, information acceptance, and attitude, and consumer behavior under the YouTube environment. Based on the use and gratification theory, the perceived enjoyment of Technology Acceptance Model, and the other variables which can be selected by the interview process are expected to be the main independent variables. Using these variables, this research made a model investigate the dual processing of persuasive messages of F&B information, perceived enjoyment, hedonic and utilitarian shopping value, and purchase behavior for consumers using *Mukbang* contents in the YouTube environment.

This study has the following theoretical implication. This study adds works of literature about shopping value. The purpose of this study is to expand the scope of research on F&B consumer behavior through shopping value and to provide theoretical implications for future

research on F&B purchasing behavior. Shopping value is one of the main concepts that can explain consumer behaviors related to purchasing. Although researches related shopping value are being conducted in various fields to understand consumer's purchasing behavior, the frequency and achievement of research are not sufficient in the F&B field. Although many types of research on shopping value focused on e-commerce research in the area of Management Information System, there was no study on shopping value from *Mukbang*'s point of view.

This study is theoretically meaningful since this study is the use and gratification theory related research about *Mukbang*. In the field of business administration, various researches based on the use and gratification theory such as social media and marketing have been actively conducted, but the use and gratification theory related research on UGC and research on *Mukbang* is rare. Therefore, this study expands the research area on the use and gratification theory. Also, previous studies that applied the use and gratification theory or information acceptance theory conducted a lot of research on information acceptance and positive word of mouth as outcome variables. In this study, researchers examined how the attributes of *Mukbang* affect the actual purchasing behavior through the use and gratification theory. This study can be used as the initial research for the study of the use and gratification theory applied to F&B, showing that the variables through the use and gratification theory effectively explain the purchasing behavior of *Mukbang* users.

This study provides valuable insights into the body of knowledge in food management are, since *Mukbang* users are research subjects. Although research on F&B is becoming more diverse, the F&B research conducted regarding *Mukbang* users is rare. Given the need for specific research on *Mukbang*, this study researched purchasing intention for *Mukbang* users which research is still insufficient compared to the important influence in the F&B field. It is expected that the results

can be used as a basis for researching various food information acquisition channels like *Mukbang* in the future.

Moreover, this study is an early study of *Mukbang*, which expands the scope of the theoretical area by considering the purchase behavior of *Mukbang* consumers. Although *Mukbang* has become an important field of UGC, there is still a lack of research on the purchase behavior of *Mukbang* consumers. This study suggests the theoretical implications of expanding the research area of UGC by studying the purchase behavior of users in *Mukbang*

Definition of Key Terms

Key concepts and terms are defined in accordance with published research.

Mukbang- a word for 'eating livestream'. It is a term used to refer to a video showing the process of eating in conjunction with other activities such as talking and giving comments about the food (Babenskaite & Yang, 2019)

Gratification Sought (GS) - motivation and gratifications that users expect to experience from the use of particular media (Rubin, 1994)

Gratification Obtained - the gratification that users actually experience after using the media (Rubin, 1994)

Shopping Value - an individual's appraisal regarding the shopping activity, which represents the consumer's relative evaluation of a real shopping experience (Babin et al., 1994)

User Generate Contents (UGC) - content made publicly available over the Internet; content that reflects a certain amount of creative effort; content created outside of professional routines and practices.

Use and gratification theory - framework that focuses on the motivation of the audience to use media and the gratification that results from the audience-centered view (Katz et al.,

1973). The theory has been used in the assessment of passive users from the perspective of active users, and study their motivation and media usage patterns and the gratification obtained.

Organization of the Study

This study is organized into five chapters. Chapter 1 introduces the topic's significance under discussion and the reasons for its study. Chapter 2 covers a review of the study's overarching theoretical framework by covering discussing information related to *Mukbang*, such as TV Food Program and UGC. Theories related to online shopping, gratification theory, and shopping value are some of the theories the chapter covers under the theoretical framework. The chapter finalizes with model and methodology of the research. Chapter 3 has many processes in discussion; the processes deal with the methodology and design of the research. The topics covered are data collection and analysis methods, quantitative methods of research, qualitative methods of the research, measurement scales, and ethical consideration. Chapter 4 covers hypothesis testing and analysis of results obtained from chapter 3. Chapter 5 discusses findings from chapter 4. The practical and theoretical analysis of the research in the study occurs here. The chapter also addresses the limitations of the study and gives information about future research in the study.

CHAPTER 2 LITERATURE & HYPOTHESES DEVELOPMENT

User-Generated Content

User-generated content (UGC) can be interpreted as the content created by users, and it has been widely considered as a fundamental feature of self-creation. UGC refers to the content produced by ordinary people who do not necessarily belong to online organizations that publish content. With the spread of high-speed internet networks and the popularization of social networking services, the enjoyment and production of UGC have become daily activities for many internet users (Van Dijck, 2009). The format of information production has become diverse to include content from passive excursions, which makes the user a critical aspect of the content.

The study of UGC originated in the development of social media characterized by participation, interoperability, sociality, and convergence and has resulted in the creation and dispersion of a broad array of media contents created by network users. The concept of UGC was defined by the Organization for Economic Co-operation and Development (OECD) as having the following characteristics: (1) content made publicly available over the internet, (2) content that reflects a certain amount of creative effort, and (3) content created outside of professional routines and practices. The definition of the OECD's demand for openness was excluded from the UGC scope in the form of two-way interactions in a private format, such as e-mail and instant communication tools, as noted in the numerous studies on text-based UGC.

Nowadays, internet users voluntarily create content in the form of photos, pictures, and videos that is consumed as information. Unsurprisingly, the production, processing, and transformation of this UGC information has reached the expert level and is now recognized by not only the creators themselves but also the hosting platforms, and therefore, UGC is making

tremendous contributions to the development of the internet community. There are various platforms for promulgating UGC, and they can be classified as follows: (1) text resources such as blogs, Writely, and Yelp, (2) photography resources such as Facebook and Instagram, and (3) digital video resources such as YouTube, TikTok, and Twitch.

The impact of UGC has been studied by many researchers, as highlighted in this section. Narangajavana et al. (2019) attempted to verify the influences of sources of UGC on tourist expectations about core resources and supporting factors and analyzed tourist satisfaction. They showed that UGC sources are vital predictors of tourist satisfaction and affect the sustainable pervasive adoption of SNSs. On the contrary, Ma and Atkin (2017) conducted a UGC-related study in which they empirically assessed whether sources with high credibility compared to those with low credibility relate to the credibility of user-generated health information. The results of their study established that source credibility had no significant impact on perceived information credibility.

It is important to note that the authors of studies on UGC have adopted diverse methodological approaches, such as case studies (Zhan et al., 2017; Pintér, 2018), while focusing on different platforms like photo and video-sharing platforms (Vu et al., 2018). Here, in a study on a user-generated video-sharing content platform, Mohammad et al. (2020) investigated the effects of user UGC video viewing motivations on the functional and emotional value gained by viewers. The researchers found that content quality and technical quality had a positive effect on the functional and emotional values, which impact customer brand engagement.

Ray et al. (2019) investigated why people use a food delivery apps by applying use and gratification theory. First, the authors of the study set societal pressure, delivery experience, customer experience, ease of use, quality control, convenience, listing, and searching for

restaurants as the different motivations for which people use the food delivery app. Among them, customer experience, ease of use, listing, and searching for restaurants were found to impact people's intentions to use of the food delivery app.

As a result of referring to these previous studies, it was found that no studies have been conducted on the factors that impact the motivation to watch *Mukbang* content. Therefore, in this study, interviews will be conducted with *Mukbang* users to identify their motivations for viewing such content. The gratification sought (GS) factors will be established based on the results of interviews and previous studies. In addition, the gratification obtained (GO) factor is intended to verify the effect of GS on GO through the measurement of the degree of gratification that *Mukbang* users feel after watching *Mukbang* content, that is, how much they want after experience. In addition, I intended to empirically analyze and examine how the effects on utilitarian and hedonic shopping value after users acquire satisfaction from *Mukbang* content.

TV Food Programs and *Mukbang* Content on UGC Platforms

There is significant emotional loneliness in modern society, which has resulted in the adoption of compensation strategies, such as eating through the screen. On the contrary, Adema (2000), who studied viewers' motivations according to the content of TV food programs, noted that the viewers' motivations to watch such programs result in the need to produce and air the content, which means the audience would experience pleasure through surrogate satisfaction. This argument was also supported by Ray (2007) and Ketchum (2005), who suggested that the pleasure-seeking behavior has tremendously contributed to the spread of TV food programs.

Chou (2017) agreed that food programs are comparable to porn movies, referring to the fact that "gastroporn" is related to the fundamental needs of humans, because food programs are expressed as "unfulfillable desires." On the contrary, other researchers said that viewers are

attracted to food programs because of their comfort rather than pornographic characteristics. Viewers who experience this intimacy and comfort identify themselves as food program enthusiasts (Pollan, 2009; Bruni, 2010). The authors of these studies established that food programs are associated with comfort at home and around family and friends. Conversely, Gould (2007) studied food program content with a focus on emotional eating and emotional hunger and established that TV food programs can affect viewers' viewing motivations, viewing attitudes, and viewing effects, depending on the content.

From a different perspective, Pope et al. (2015) noted that some TV food programs tend to influence viewers' perceptions of food intake and the risk of obesity. This is because there are broad categories of TV food programs based on the type of content presented, as noted by Ketchum (2005), who divided food programs into four categories. The avant-garde category is one of the most popular and is a typical example of the surrogate fulfillment of the food genre characterized by provocative remarks and sharp camera angles. Ketchum (2005) also reported that different aesthetics, such as flirtatious eye contact, promote sexual consensus, intimacy, and voyeuristic feelings.

Use and Gratification Theory

The use and gratification theory led to an intensive study of topics related to TV watching, the critical topic being viewing motivation. There exists a research body, which focuses on the effects of mass media on the viewers. Media consumption in the past was passive and might have had an indirect effect on the consumers; this is why the research body started. The primary focus is on the consumers and choice of media. Researchers use the consumer's media experience, such as achievements and motivation behind watching television, to validate media consumers' habits.

The use and gratification theory explains media consumers' need for gratification as the motivation behind watching television (Katz et al., 1973).

Media consumers choose media preferences based on many reasons (Ruggerio, 2000; Katz et al., 1973; Rubin, 1981). Motivation and need are common factors that the use and gratification theory states for consumer media preference. The theory has been used in assessing both passive and active users; passive users are assessed against active users. Researchers observed patterns in consumption and consumption and categorized the need to use mass media at a personal level into four integrative. The first is social, the second cognitive, the third tensional release, and the fourth affective. Social needs arise because of the need to fit in socially with the latest trends and brands. Other social needs include the need to socialize with friends, family, and colleagues. Cognitive needs are needs to feed and grow the mind by acquiring knowledge through information, interpreting it to knowledge and making sense of it through understanding. Personal integrative needs involve stability and credibility, whereas affective needs involve the need to feel the emotion and experience the pleasures of life. Tensional release needs involve the need for a diversion to escape reality through consuming media content. The tensional release is used as a substitute for real-life behavioral limits or as a distraction from the realities of life.

Further understanding of the motivation for the consumption of media content has been offered in a study by Rubin (1981). According to the author, motivations include passing the time, companionship, arousal, content, relaxation, information, escape, entertainment, and social interaction. In Finn and Gorr's (1988) research, the following motivations were established: companionship, passing time, habit, escape, social and psychological compensation, relaxation, entertainment, arousal, information acquisition, and mood-management. Recent studies related to

the use of new media, such as the internet and mobile, have adopted use and gratification theory to understand the patterns in media use as well as users' needs (Lim & Kumar, 2019).

The authors of most of these studies identified a difference between the GS before media acceptance and GO after media consumption. For instance, Kaye and Johnson (2002) established that the GO is a good predictor of media use. Here, GS refers to the motivation and gratifications that users expect to experience from the use of particular media content while GO refers to the gratification that users actually experience after consuming the media (Rubin, 1994). Notably, much of the available research on GS and GO has been focused on media such as the internet from a general perspective (Bae, 2018; Tanta, Mihovilović & Sablić, 2014; Mehrad & Tajer, 2016; Karimi et al., 2014). However, there is little research in which use and gratification theory is used with a keen focus on UGC as a type of information media. This is in consideration of the tendency of users to obtain and share information using UGC in day-to-day aspects such as leisure, travel, and eating out. In addition, UGC platforms, such as YouTube, are fundamentally changing the way we collect information about eating out and food products. Accordingly, it is necessary to understand this emerging trend based on use and gratification theory, which can be optimized to measure the acceptance of and user experiences with new media.

Therefore, this study seeks to explore the factors of the GS and GO in the consumption of *Mukbang* by applying use and gratification theory. First, this research identified the factors that influence the motivation of users to watch *Mukbang* videos with a specific focus on the GS factors presented in research in which use and gratification theory was used (McLeod & Becker, 1981; Galloway, 1981; Finn & Gorr, 1988; Katz et al., 1973; Rubin, 1981). Further, this study measured which of these GS factors have the most significant impact on GO, the perception of value among *Mukbang* users, and the impact of this perceived value on purchasing behavior.

Use and gratification theory has been applied in research on media selection and use behavior, as highlighted in this section. First, a SNS-related study by Lin et al., (2016) empirically established that media richness, interpersonal utility, and social utility have a positive effect on SNS intimacy, which conversely affects SNS stickiness. Naviq (2020) attempted to ascertain that internalization, identification, compliance, and entertainment values have a positive effect on the intention to use SNS. The results indicated that the sustainable intention to use SNS affects the sustainable pervasive adoption. In addition, several studies have been conducted on Twitter (Chen, 2011; Hambrick et al., 2010) and others on the motivation and gratification associated with the use of the internet and mobile (Yang & Lin, 2019; Huang & Zhou, 2018, Kim et al., 2019).

In a study of UGC that involved use and gratification theory, Ray et al. (2019) applied use and gratification theory to investigate. First, the study identified societal pressure, delivery experience, ease of use, quality control, customer experience, convenience, listing, and searching for restaurants as the motivations to use the app. Among them, customer experience, ease of use, listing, and searching for restaurants were found to impact the intention to use the food delivery app.

This assessment shows that there have been no studies on the factors that affect people's motivation to view *Mukbang* videos. Therefore, this study can conduct interviews with *Mukbang* users to determine their motivations and the GS in consideration of the existing body of research. Also, the study determined the GO as well as the association between GS and GO by measuring the degree of gratification that *Mukbang* users perceive after the consumption of *Mukbang* videos. The result was also intended to enable the researcher to empirically analyze and examine

the utilitarian and hedonic shopping values that arise from viewer satisfaction with *Mukbang* videos.

Hedonic and Utilitarian Shopping Value

One of the primary objectives of this study is to assess the impact of utilitarian and hedonic shopping values perceived by *Mukbang* users on purchase behaviors. Even though researchers studied shopping value in different settings for solid results, there are contrasting views on measuring and conceptualizing it; these are the one-dimensional and multidimensional approaches. Each method proposed has its advantages and disadvantages (Kumar & Reinartz, 2016; Leroi-Werelds et al., 2014). The one-dimensional approach involves the computation of the benefits and costs of consumption as the original starting points (Dodds et al., 1991). On the other hand, multidimensional approaches consider several ways of inter-related dimensional approaches to value (Sánchez-Fernández et al., 2009). Researchers concluded that the multidimensional approach is the best approach of the two considering shopping value because it is a holistic approach that captures both costs and benefits (Sánchez-Fernández & Iniesta-Bonillo, 2007). A literature review on previous studies (Table 1) shows mixed views on shopping value, and it is primarily considered in contexts with a single channel. However, there is an exception where one researcher, Mathwick et al. (2001), used different channels in the framework.

Shopping value is a consumer's appraisal regarding the shopping activity. Babin et al. (1994) explain that shopping represents the customer's evaluation relative to a real shopping experience. Value is a multidimensional abstract concept representing benefit levels a consumer experience during an activity (Babin et al., 1994; Batra & Ahtola, 1990; Zeithaml, 1988). Research conducted on marketing and management fragments into shopping value and customer value. Marketing and management are concepts used to explain the attitude or behavior. Researchers

believe that shopping value is a critical concept in understanding customer behavioral differences in different settings of production-consumption (Babin et al., 1994).

Holbrook & Hirschman's (1982) view consumption as an experience. Contrasting this opinion, Babin et al. (1994) stated that shopping value has both a hedonic and utilitarian dimension. The utilitarian and hedonic shopping values that are considered to be pleasant and beneficial in a person's shopping context plays a critical role in evaluating the appropriateness and importance of the online platforms used before and after shopping. This implies that the stimuli arising from online platforms influence the decision-making process, resulting in favorable purchasing behaviors. In the *Mukbang* experience, for instance, buyers may experience hedonic shopping value by considering factors like food authenticity or utilitarian shopping values based on the information about the food that is described in the content. Utilitarian and hedonic shopping values are the primary dimensions of an individual's shopping value.

A significant fraction of early studies on shopping value were focused on the utilitarian shopping value of shopping, and the authors considered how value influences purchasing attitudes and behaviors. However, researchers have recently sought to include hedonic shopping value as an antecedent of consumer behavior considering that consumers are not interested in only buying products or services while shopping. They also experience hedonic shopping values associated with the tendency to experience pleasure from shopping activity, which has been found to influence mood. On the contrary, utilitarian shopping value is associated with the relative importance of a product and tends to have real and visible attributes of a product whose specifications are considered by the client when making the buying (Bloch & Richins, 1983). Thus, customers who pursue utilitarian shopping value have a clear purpose, and they engage in active, task-oriented, and rational decision-making when searching for information related to

shopping (Batra & Ahtola, 1990). Also, such customers make purchasing decisions according to the efficiency and utility of products or services and tend to feel satisfied when they discover or buy products that meet their goals (Babin et al., 1994).

Compared to utilitarian shopping value, hedonic shopping value represents the value of pursuing the symbolic and empirical benefits that arise in the shopping process, which means that hedonic shopping value is the enjoyment and pleasure gained from shopping. Hedonic shopping value is primarily influenced by the environment rather than the features of the product that influence utilitarian shopping value (Sherry, 1990). It can also be noted that, hedonic shopping value includes the subjective and intangible characteristics while utilitarian shopping value is based on practical value. Customers who are sensitive to hedonic shopping values mainly consider emotional benefits rather than the needs that a given product will satisfy, regardless of their planned purchasing behavior (Babin et al., 1994; Holbrook & Hirschman).

Hedonic and utilitarian shopping values are considered to be factors that influence consumer behavior or purchase decision-making in both online and offline buying environments. According to Chang and Tseng (2013), utilitarian and hedonic shopping value directly influence consumers' online purchase intentions. To et al. (2007) proposed utilitarian and hedonic shopping values as the motivation for internet shopping, which makes them principal determinants of purchasing decisions. Lee et al. (2009) explained that the utilitarian and hedonic shopping values perceived by consumers in online auctions positively affect their preferences. Similarly, Kim et al. (2012) explained that hedonic and utilitarian shopping values are leading factors that determine consumers' repurchase intention in internet shopping. Based on the findings and argument in their study, consumers' perceptions of utilitarian and hedonic shopping values increase their preferences for particular internet shopping websites. Consequently,

consumers who purchase products and services in online and offline environments often pursue both utilitarian and hedonic shopping values in the shopping process.

Perceived values are regarded as attitudes in previous studies (Kim & Kankanhalli, 2009). Based on Ajzen's (1991) Theory of Planned Behavior, attitudes have a significant influence on intention and behavior. Even though the relationship between perceived value and purchase intention and behavior is very not common, Kim et al. (2007) revealed that perceived value significantly affects purchase intention.

Considering the relationship between utilitarian shopping value and purchase intention and behavior among shopping values, the more functional and practical value a consumer perceives in an online experience like *Mukbang*, the greater the consumer's purchase intention will be (Ha & Jang, 2013). Utilitarian shopping values are linked to the use of online platforms like YouTube as a practical means of using exogenous incentives to solve consumer problems. According to Sherry (1990), buyers who are sensitive to practical shopping value make purchases that are reasonably and logically related to their purchasing tasks. Lee (2001) argued that efficacy and convenience are some of the primary reasons for which individuals seek shopping information online. Also, the greater the practical value is, the higher the intention to purchase on the online platform (Lee, 2001) and, as a result, *Mukbang* content users on platforms such as YouTube perceive the utilitarian shopping value through the information they get from those resources. The perceived utilitarian shopping value is expected to create a desire to purchase the item, which shows the impact of the perceive value on purchasing behavior. This means that customer shopping value has practical aspects for rational and deliberate use and includes hedonic purposes.

The hedonic shopping value is where customer perception while shopping affects customers' shopping experience. The perception generates higher value by eliminating external disturbances by helping the customer focus on shopping activities (Jones et al., 2006). Specific consumers enjoy the latest market trends in innovation, styling, and fashion; this motivates consumers to visit retail stores daily searching for the latest products (To et al., 2017). Bloch & Richins (1983) explain the hedonic aspect of marketing as a consumer's desire for involvement through freedom, escapism, and fantasy fulfilment. This need for involvement magnifies the hedonic aspect of shopping (Arnold & Reynolds, 2012; Scarpi et al., 2014; Anderson et al., 2014). For this reason, retailers invest vast amounts of money in setting up hypermarkets to fulfil the needs of a global brand. All investors consider a valuable and relaxed environment.

Specifically, hedonic tendencies are often found in hospitality industries, such as restaurants and tourism, where the user experience has precedence over the practical aspects of services. Park and Jin (2007) confirmed that tourists purchase products to pursue hedonic shopping value but not for practical reasons. As a result, Oh et al. (2010) suggested that consumer purchasing behavior can be influenced by not only rational aspects but also emotional motives, as evidenced in the hospitality industry. The online environment lacks hedonic shopping values, considering that there is limited emotional and experiential pleasure associated with online shopping activity (Burke, 2002). Nonetheless, consumers are likely to buy more products if *Mukbang* videos provide hedonic shopping value.

This study classifies shopping value into the hedonic and utilitarian categories. It assesses how *Mukbang* affects hedonic and utilitarian shopping value and how shopping value influences purchasing behavior. In an individual's shopping context, the perception of utilitarian or hedonic shopping value plays a vital role in evaluating how appropriate and necessary a shopping process

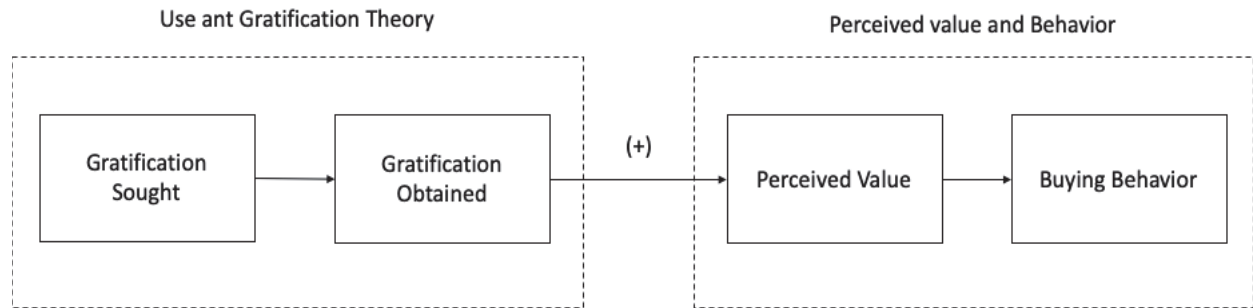
is. Therefore, this study examines the influence of utilitarian and hedonic shopping values on purchasing behavior and derives the factors that influence these utilitarian and hedonic shopping values.

Research Model and Hypotheses

As mentioned earlier, one of the most studied topics in TV watching research is viewing motivation, which has been extensively studied through use and gratification theory. This study intends to research users who collect food-related information, focusing on *Mukbang* UGC. First, based on use and gratification theory, which is critical to understanding new media, this research derived the GS by watching *Mukbang* videos. To derive the factors that impact this GS by *Mukbang* video viewers, this study adopted interviews as a data collection strategy. The consistencies in the interview results were observed. This study measured the degree of GO achieved by viewers after watching *Mukbang* videos and examined the relationship between GS and GO.

In addition, this study focused on the examination of whether the GO has a positive effect on perceived values, and as a result, determining the perceived values and behavioral results of *Mukbang* followers in the collection of information about food. The scope also included an examination of the perception of hedonic and utilitarian shopping values and a structural evaluation of the relationship between the effects of hedonic/utilitarian shopping value of *Mukbang* content on food buying behavior. Based on this theoretical foundation, the following conceptual model is proposed (Figure 1).

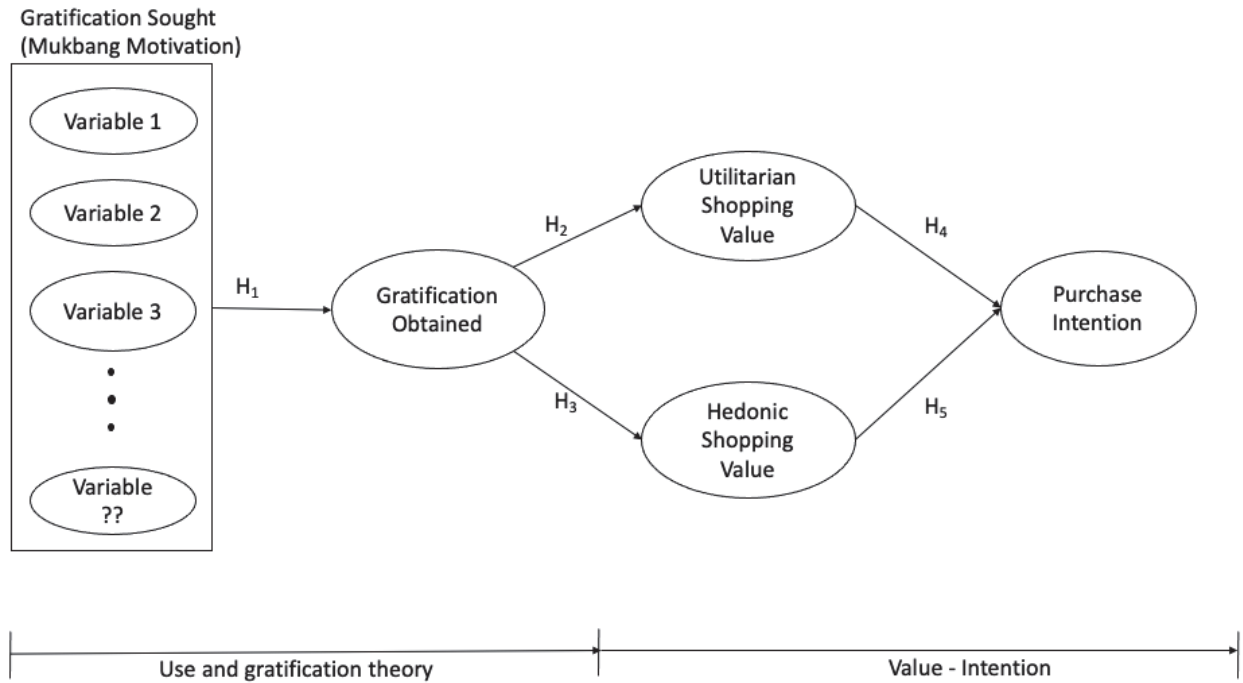
Figure 1 : Conceptual Framework



Structural Model

One of the specific objectives of this study is to identify the GS factors that have the biggest effect on *Mukbang*'s perceived value when it comes to the collection of information about food, as well as their implications on purchasing behavior. This research also intended to assess the nature of the relationship between hedonic and utilitarian shopping values and purchasing behavior. Therefore, the following research model was established (Figure 2).

Figure 2 : Research Model



The Relationship Between GS and GO

One of the main characteristics of use and gratification theory is the suggestion that GS and GO have a high causal relationship (Rubin, 1994). GS refers to the expectations, motivations, and desires of the media audience while GO refers to the degree of satisfaction that users receive from the media experience (Ruggiero, 2000). Media users continue to use the media when they believe that their needs will be met. After consuming specific media (in this case, *Mukbang* content), viewers obtain gratification, which is a viewer's positive response to the media (Stafford et al., 2004). The stronger the relationship between the GS and GO is, the stronger the user behavior intended to satisfy the user's motivation and desires is, thereby increasing the users use of media (Katz et al., 1973).

Several researchers have criticized use and gratification theory because of the similarity between GS and GO (Blumler, 1979). However, in response to this, Palmgreen and Rayburn (1985) proposed an expectancy-value model based on which GS and GO are different concepts, and GS is a predictor of GO. People's perceptions of specific media constitute GS, which is said to affect GO following the consumption of the media content. According to Mishra (2012), GS is a satisfaction an individual earns an individual yearns for when shopping for a product.

GS has been suggested to be a predictor of GO in studies that established a relationship between the two. For instance, Mehrad and Tajer (2016) conducted a study on knowledge and information dissemination and tried to verify how information GS was related to information GO. On the contrary, Huang and Liu (2020) examined how the GS and GO of narcissism and SNS affect each other and ascertained that the GS of SNS has a positive effect on GO. Palmgreen et al. (1980) proposed the relationship between GS and GO in the networking evening news program. The correlation between GS and GO was found to be considerably low, and it was suggested that GS in the news program influenced GO.

Concerning the sharing of user-based content, *Mukbang* content is a source of information about food that many people have recently preferred. Therefore, it is easy to filter and view information on food ingredients or food products and use it in the appraisal of information based on the reviews of users who have already experienced the content. Based on these characteristics, it is judged that the stronger one's desire to watch *Mukbang* videos is, the more the content will be able to satisfy the user's needs. Therefore, based on these previous studies, it can be hypothesized that the GS through *Mukbang* video watching positively influences the GO from doing so, as stated below.

H1: The GS by viewers of Mukbang videos has a significant and positive impact on the gratification they obtain.

The Relationship Between GO and Utilitarian/Hedonic Shopping Value

Perceived value theory has been widely applied in studies on purchasing behavior in particular. The theory has a close relationship with user satisfaction, perceptions, attitudes, and behavior, as well as the GO, which is the degree of satisfaction obtained after using media, such as *Mukbang* videos. People watch *Mukbang* videos to satisfy different needs. When they have met such needs, they tend to develop positive perceptions of *Mukbang* content. The individual has to make an intentional, rational, and satisfactory decision during a purchase; that is the relative importance of the product (Bloch & Richins, 1983). Utilitarian shopping value incorporates visible and fundamental values, which arise because clients collect information for distinct needs. Therefore, consumers who actuate utilitarian shopping have a different reason for shopping, and the consumers engage in active rational and task-oriented decision-making (Batra & Ahtola, 1990).

Hedonic shopping value represents the value of pursuing different empirical and symbolic benefits in the shopping process. Hedonic shopping value satisfies consumers when the consumers enjoy the shopping process. The difference between utilitarian and hedonic shopping is that the environment significantly affects hedonic shopping compared to other factors such as product features (Sherry, 1990). Hedonic shopping has intangible and subjective characteristics rather than practical values. Customers susceptible to hedonic shopping consider core values such as benefits to emotional health rather than accomplishment or purpose of the product.

According to studies on online purchasing behavior, the more users search for information on online media, such as *Mukbang* information, the more information about actual purchasing behavior is collected, thereby improving the user's pleasure factor (Pe-Than et al., 2014). Also, users of the media feel more pleasure value as they get the information they want online and. Besides acquiring information, media users experience enjoyment when their needs are met through online media, such as *Mukbang* videos.

When users of old media, such as TV, meet their desires after watching content, they form positive attitudes and feel that the content has value. As such, when a *Mukbang* user satisfies their desire by watching *Mukbang* videos, they will form positive attitudes and feel that *Mukbang* videos have value. Implicatively, if UGC users watch *Mukbang* content and have positive user experiences characterized by the satisfaction of their needs and motivations, then the experience could affect their utilitarian/hedonic shopping values, such as usefulness and enjoyment, and the information acquired from the experience.

H2: The gratification obtained from watching Mukbang positively affects utilitarian shopping value.

H3: The gratification obtained from watching Mukbang positively affects hedonic shopping value.

The Relationship Between Utilitarian/Hedonic Shopping Value and Buying Behavior

Attitudes affect shopping value and buyer behavior (Kim & Kankanhalli, 2009). Ajzen (1991) also formulated a theory, 'Theory of Planned Behavior', to explain how attitudes affect behavior and intention. According to Kim et al. (2007) shows, the study of perceived value affects purchase intention.

The relationship between utilitarian purchase intention and shopping value is more functional than practical value. Consumers consider online experiences like *Mukbang*. The greater the experience, the greater the consumer's intention to purchase (Jang & Ha, 2010). Utilitarian shopping values use online platforms such as YouTube application as a practical means to solve consumer problems through exogenous incentives. Sherry (1990) stated that buyers sensitive to practical shopping make logical and reasonable purchases; the purchases are related to consumer buying tasks.

In general, when a user perceives value in a specific technology or product, this perception also affects their purchase behavior, which involves individual buying tendencies. In this regard, previous studies have established that there is a relationship between perceived value and purchase intention (Yu et al., 2018; Ponte et al., 2015; Oh, 1999). Yu et al., (2018) examined the relationship between hedonic/utilitarian shopping value and purchase intention in relation to the purchasing of festival products and established that intention to purchase was influenced by hedonic/utilitarian shopping values. In the field of hospitality, there have been studies on the relationship between the two values and purchase intention. For instance, Ponte et al. (2015) studies the purchasing of online travel products and revealed that customers' perceived value and reliability are major factors in determining online purchase intention. Similarly, Oh (1999) showed that if customers perceive high value in hotel services, then the frequency of visits to hotels increases. It can be argued that when watching *Mukbang* videos on UGC platforms, users will purchase the product if they realize that it is useful, convenient, and enjoyable, which informs the following hypothesis.

H4: Utilitarian shopping value has a positive effect on purchase intention.

H5: Hedonic shopping value has a positive effect on purchase intention.

Klopping & McKinney (2004) stated that online shopping is a combination of product information using search activities to make an actual purchase. Simester (2016) stated that positive relationships exist between consumers' purchase behavior and purchase intentions. Planned behavior theory explains how behavioral intention is best for explaining individual consumer behavior. Unified Theory of Acceptance and Use of Technology (UTAUT) is a model that confirms planned behavior theory. The theory uses a model to show a positive relationship between consumer intention and behavior. Past research consistently shows that consumers use intention to final purchase a product. *Mukbang* video explains how consumers obtain complete product information to help in decision-making. Therefore, this study's purpose helps show how consumers analyze product information before decision-making. The research uses an evident approach of consumer intention to predict a consumer's actual purchase. This is the hypothesis the research derives.

H6: Purchase intention has a positive effect on the actual purchase.

CHAPTER 3 METHODOLOGY

This research adopted a mixed-method approach with a quantitative survey after a qualitative interview and analysis to expand on the initial findings (Creswell et al., 2007). The qualitative study made us seek an in-depth understanding of *Mukbang* users. This exploratory stage of the research gave rise to a conceptual model to be tested later in the quantitative stage.

Qualitative Method

A phenomenology approach that will involve the interpretative phenomenological analysis (IPA) will be utilized to complete research study 1. According to Alase (2017), this approach focuses on understanding the participants' experience as product of their interaction

with their environment. In this case, the researcher seeks to explore personal insights and perspectives among individuals who have watched *Mukbang* through the interview approach. The goal of this research is to explore an in-depth understanding of the *Mukbang* follower and, as a result, qualitative research was adopted to provide an un-quantified insight that focuses on participants' own experiences.

The interviews with individuals were conducted utilizing a semi-structured interview technique whereby the researcher asked a specific number of predetermined questions and had the freedom to probe the respondent further through follow-up questions. The target population was YouTube users who have watched *Mukbang* content within the past 12 months. There were three steps involved in collecting the data. First, 15 participants were recruited for the interviews. For the interviews, data was collected from undergraduate and graduate students in targeted classes. PI asked the faculty members and instructors at a hospitality college to visit their classes and ask the students to participate in the study. The researcher briefly introduced the study (including information about when the chat room would open) to the students, answered any questions, and provided them with a link to the online chat room (Google Meet). If a student wished to volunteer, then they were asked to take part in the online chat room at a designated time without a camera. The interviewees were asked to answer the questions by typing in the online chat room. With this process, there was no need to obtain e-mail addresses from the participating students. At the beginning of the interview, the consent form was delivered to participants via the online chat room. The students who completed the online informed consent form were asked to participate the semi-structured interview. When needed, the interviewer probed deeper by asking incremental questions, all beginning the lines with, "Can you tell me more about." Before the interview, students were notified of the fact that the researcher would not ask

for names or any other identifying information from students throughout the whole process. The students were assured that the instructor did not know who did or did not participate in which interview, and that their participation in the interview would have no impact on their grade or relationship with the instructor. The interview lasted between 15 and 40 minutes. With the respondents' consent, all the interviews were automatically digitally recorded.

Through interviews, this study identified the participant's motivations for watching *Mukbang* videos. It is difficult to determine viewing motivations because eating and drinking is a new trend, and there are few related studies on it. For this reason, conducting an in-depth analysis through interviews (qualitative) is necessary. After the interviews, I determined the variables that impact the participants' motivations for viewing *Mukbang* videos based on the interview results. The results of many existing studies related to TV watching motivations align with my interview results. This is because *Mukbang* is also about watching and consuming media. Many variables related to TV watching motivations have been identified since the 1950s, and their reliability and validity have been proven.

Qualitative Research Results

The results of the qualitative research into the first research question related to the motivation for watching *Mukbang* videos were summarized by integrating various contents of the interview. One of the deriving concepts is open coding, which uses data to form categories of concepts. The categorization concept is derived from 'means phenomena' and data (Strauss & Corbin, 1996). Naming categories and codes are a clear description of the content under the description, it is described clearly, and the material the data obtained from it recalled (Flick, 2018).

Open coding discussed in this research used a line-by-line analysis, which examines sentences, expressions, and words line-by-line. The process includes conceptualization only if the

analysis conveyed similar content without considering the phrases, words, clauses of data collected, repetition, and focus on the words. The result was that the included content appeared in several contexts and responses of the research participants. However, the conceptualization was different. The result was a derivation of 27 concepts. Each was divided into 5 categories because the categorization method was for similar concepts (Table 1).

This research had variables with the same meaning under the five categories aforementioned tallying with previous research studies. The result was developing five factors in response to watching *Mukbang*, using a comprehensive analysis. They include (i) vicarious gratification, (ii) information-seeking, (iii) enjoyment, (iv) habitual time-spending, and (v) attractiveness. Additionally, it was noticed that a complex motivation factor and no single factor simultaneously formed in one interviewee. The motivations derived in the current study have same meanings as the ones developed in previous studies and can be described as motivation factors in a way administered to the *Mukbang*.

Table 1: Raw concepts and categories of qualitative research

No.	Raw Concepts	Categories (temporary, based on researchers)	Categories (based on prior literature)
1	not in my life, second-hand satisfaction, indirect experience, relieve the hungers, make users crave	second-hand experience,	Vicarious gratification
2	just watching, background, time- consuming, habit	habit	Habitual time-consuming

3	fun, amazing, entertaining, interesting, make me happy, enjoyment	entertaining	Enjoyment
4	shared information, comment about food, new trend, something new way, review	information-sharing	Information-seeking
5	cleanliness, good manner, attractive, cute, charming, eating deliciously, good reaction	attractive	Attractiveness

Vicarious Gratification

In the interviews about the motivations for watching and meanings of *Mukbang* content, a majority of participants said that vicarious gratification was the main reason for which their viewing of *Mukbang* content will be perpetual.

“I watch videos when I am extremely hungry, but I don’t want to eat because it is really late at night. I feel like seeing the YouTubers eat all the food makes me hungry but full at the same time.” (P10)

“I love spicy food and noodles, so I am always satisfied when watching his *Mukbang* videos. I enjoy watching *Mukbang* videos because it helps satisfy my cravings when its late at night.” (P3)

“I want to eat the particular food, but I cannot eat since I am in the US, so I watch *Mukbang* to see other people eat it. Sometimes, it is interesting how much one person can eat at one time. I think people like watching *Mukbang* mainly as a second-hand experience.” (P4)

“It also makes people want to eat the food that the *Mukbang* YouTubers are eating because the way *Mukbangers* eat the food makes the viewers also crave the food in the video.”

(P15)

“So, I had very few opportunities to encounter Korean food, my hometown food in America, because there were not many Korean restaurants in the area where I lived in high school. I missed Korean food so much, so I looked up *Mukbang* of Korean food on YouTube. That was the beginning of my *Mukbang* experience.” (P6).

“I think a lot of people like watching *Mukbang* videos because they give them satisfaction when someone is eating the food that they cannot eat at the moment.” (P8)

The participants acknowledged being in situation in which they could not eat or cook but were contented with watching YouTubers cooking or eats delicious dishes. Particularly, the interviewees indicated that they feel satisfied when they watch YouTubers eat the food that they were planning to eat. For instance, in circumstances in which the participant is not able to have dinner due to a diet or the unavailability of a certain food where they live. Therefore, the appetite is quenched by proxy through viewing delicious dishes, their taste, and the sight of the food being eaten.

Into a study on media, of Kwon (2019) found that “surrogate satisfaction is the primary motivation for watching media.” Moreover, a study by Jiang (2019) on the real-life effects of and motivations for watching *Mukbang* content based on use and gratification revealed that “vicarious gluttony,” which is also known as vicarious gratification, was a major reason for *Mukbang* video viewing.

Information-seeking

The acquisition of information about food comprised the investigation of the second motivation factor. Respondents stated that when they remembered some delicious foods, they watched *Mukbang* videos to find information concerning those foods or restaurants.

Interestingly, interviewees acquire information about new restaurants and foods along with knowledge on how to mix foods or ideas about new food culture.

“Through *Mukbang*, I can get to know the foods I have not eaten. I can preview the taste or image of a brand’s food through *Mukbang*.” (P6)

“I watch *Mukbang* to experience the other food cultures. I like watching *Mukbang* because they can sometimes see food that they have never experienced before.” (P7)

“I also watch *Mukbang* videos if there is food that I want to know what it tastes like or if it is really worth to try or not. *Mukbang* YouTubers usually give their own opinions on food they are eating so it is helpful when I am deciding what to eat.” (P8)

“Watching *Mukbangs* allows me to try new kinds of foods in different ways that I would have never known if I hadn’t watched the *Mukbangs*.” (P2)

“I want to know the taste of new trending food before I actually try.” (P4)

“Furthermore, people like watching *Mukbang* to see new combinations of food. New menus became popular in Korea due to *Mukbang*.” (P14)

The finding of the study is that interviewees were obtaining information from *Mukbang*, as per their circumstances. They mentioned that *Mukbang* YouTubers issued information on new products as well as their points of view on food and their preferences. The respondents also said that *Mukbang* made them aware of new foods that were trending, along with new forms of food. They also observed new eating methods, such as different ways of mixing and eating food. The new ideas show the importance of *Mukbang* videos in providing information about food.

According to Kim and Kim (2016), the attitudes of the viewers of cooking programs on TV are mainly influenced by their desire to obtain information. Additionally, Kim et al. (2017) carried out a study to determine effects that watching cooking programs on TV on both emotional and cognitive attitudes. They concluded that seeking information was the primary reason for watching such programs on TV.

Enjoyment

Utilitarian motivation, which involves getting ideas about food in the *Mukbang*, was stated by most respondents. However, it was concluded that people watched *Mukbang* content simply because of the fun involved in doing so. This indicates that the hedonic motivations for which people watch *Mukbang* videos are similar to their reasons for viewing existing TV programs.

“The reason is similar to why I watch some other types of entertaining YouTube videos. I watch it because it’s interesting. The way the guy talks in the video is funny to watch. The contents are relaxing. It is not the type of scientific videos that I need to concentrate while watching.” (P1)

“Maybe because they are free and want some types of entertainment.” (P12)

“It could be the way they talk is interesting or something else. Just like TV dramas or sports games, *Mokbang* videos might be a favorable source of entertainment.” (P13)

“I feel like watching people eat different kinds of food is also entertaining and it makes you want to try different types of food.” (P3)

“Sometimes, it is interesting how much one person can eat at one time.” (P4)

“Also, usually many *Mukbang* creators can eat much more than what usual people can eat. As watching creators eat a lot, viewers are amazed like they watch a circus.” (P14)

“Because it is fun for YouTubers to express the taste of food. When people watch the *Mukbang* YouTubers who eat a lot, they are interesting and amazing.” (P6)

The results showed that one major reason for which the participants watched *Mukbang* videos was because of their interesting content. *Mukbang* video content provides much fun, especially the parts that show someone eating a big chunk of food. In fact, the producers of this content draw people’s attention by surprising their viewers by eating a lot of food. The viewers were seen to enjoy the surprise because they even shared the videos with others, thus secondary fun occurred. Additionally, viewer fun was linked to the watching of *Mukbang* videos on new and exotic foods (P10).

Shin (2019) studied the motivations for watching TV food programs, such as social-physician interactions, the propensity to collect goods, behavioral intentions, and viewing satisfaction and concluded that entertainment was a crucial motivation for viewing TV food programs. Jang and Kim (2016) empirically found entertainment to be an essential motivation for viewing TV.

Attractiveness of Contents Providers

Some study participants said that they watch *Mukbang* because of the YouTuber’s glamour. They regularly use their favorite YouTube content because they are drawn to providers of food service content.

“He might try to make some popular food following a certain public instruction and share his experience. He could comment on the taste of the food or the tool that he used to prepare the food.” (P1)

“I am not a huge fan of *Mukbang* personally and I prefer watching TV than YouTube and prefer watching cooking YouTube rather than *Mukbang*. When I saw Yoon Hwa on the TV show, she was cute, and I love watching her and her husband’s show.” (P4)

“I have also watched a lot of *Mukbang* videos and have been influenced by their food choices and items. Some *Mukbang* YouTubers who is very familiar with me make me want to eat the dish that I do not even like.” (P5), “I also think a lot of people watch them to get honest reviews on food they want to try. (P8)”

YouTubers seemed to play major role in making viewers addicted to watching *Mukbang* content. The respondents developed para-social relationships with the presenter and, thus, frequently watched *Mukbang* intimately and credibly (P4). In addition, they also felt stability and intimacy with *Mukbang* content producers as well as their physical features (P5), expertise (convincing dialog, trustworthy tone, and professional knowledge) and successful position (experienced F&B field expert or renowned chef). *Mukbang* YouTubers were, thus, viewed as successful and reliable professional models by their viewers, who seemed to believe that only honest reviews are given by *Mukbang* YouTubers. The foods that appeared in *Mukbang* videos were shared on social media as “trendy” foods while those seen on review sites like Yelp are now described by content producers as “must-eat” or “most popular” foods, and in this trend, these producers are acknowledged as leaders by viewers.

Studies related to UGC showed that admiring content provider glamour is a very substantial motivation for watching suck content. For instance, Pereira et al., (2019) researched the effects of watching TV programs about food on attitudes. They reported that presenter beauty had a positive effect on attitudes toward the TV program.

Habitual Time-Spending

Some interviewees confirmed that they had a motivation to habitually watch *Mukbang* videos. They explained that they continually watched the *Mukbang* videos recommended by YouTube. This motivation can, therefore, be referred to as external motivation factor, which is of less importance than core motivations, even though past *Mukbang* and TV researchers called it substantial. For instance, Jiang (2019) studied the impact of motivation and the real-life watching of *Mukbang* content considering the use and gratification theory. He concluded that period of watching was significantly by habitual practice. In another study by Kwon (2019), those who watched *Mukbang* were found to do so out of habitual practice.

“I like playing the video when I am on a quick meal and have nothing else to do. Even if I do not watch the video carefully, I don’t have a feeling of missing anything. Having some background noise makes me feel better when I am eating something alone.” (P1)

“I really enjoy watching his videos habitually. I love spicy food and noodles so I am always satisfied when watching his *Mukbang* videos.” (P3)

“The real sound that they put into the video while eating comes off to me as very satisfying. I even turn it on while I fall asleep.” (P15)

“I think I watch *Mukbang* habitually while I am eating. People like watching *Mukbang* because they feel lonely and bored.” (P8)

“Also, I do not have to concentrate on watching it since there is no content that I have to read or carefully listen.” (P9)

A majority of the respondents experienced *Mukbang* as a ‘background sound.’ They stated that they continually play media like TV in the background, including *Mukbang* videos (P1 and P15). Although most of the time, *Mukbang* content was always turned on when taking a break or during eating due to the comfort afforded by the passive way of accepting mass media

or a one-way delivery mode and because they acknowledged that *Mukbang* as a media that provided a sense of stability as well as being a familiar media. The respondents viewed the viewing of *Mukbang* as a “parallel” event that can be shared during eating time. *Mukbang* videos are normally played in cool places like at home during one’s free time, while eating, or during break time. The respondents tended to play mukbank videos simultaneously with other daily events. Also, some respondents played *Mukbang* videos as background sound. It is also good to play *Mukbang* videos while no one is actively listening because one can selectively focus when watching it compared to when watching other types of programs. Moreover, it is not a bad choice to play *Mukbang* videos without concentrating on them. This is because when viewers watch *Mukbang* videos, they can focus more selectively compared to when watching programs of other genres.

The outcome of the qualitative approach shows that the motivators spotlighted in previous media-related research include vicarious gratification, habitual time-spending, enjoyment, information-seeking, and attractiveness. This research adapted our qualitative findings into the measurement items of the prior study to conduct the quantitative surveys and analyze the research model, as shown in Fig. 2.

Quantitative Method

To empirically test the research model, as shown in Fig. 2, this research conducted an online survey measuring *Mukbang* user’s motivations (vicarious gratification, habitual time-spending, enjoyment, information-seeking, and attractiveness), shopping value, and purchase intention.

A pilot test of the survey questions was conducted. For the pilot test, data was collected from 39 undergraduate and graduate students in targeted classes at the University of Nevada, Las

Vegas. The researcher asked the faculty members and instructors at the hospitality college to visit their classes and ask the students to participate in the pilot survey. The pilot survey was anonymous and completely voluntary survey. There was no need to obtain email addresses from the students. The researcher briefly introduced the study to the students, answered questions, and provided them with a link to the online survey. The online survey link led to a third party, Google Forms, which distributed the survey to students and collect the completed surveys. Upon clicking the provided link, the students who willingly decided to participate in the study were shown a written consent statement and a simple research description. The students who completed the online informed consent were directed to the survey questionnaires. The researcher was able to access the completed surveys. This assured that the instructor did not know who did or did not participate in which survey.

For the main survey, the sample consisted of individuals who had watched *Mukbang* videos in the past 12 months and focused on exploring their views about how they are affected by their experiences. The respondents were asked to recall their last *Mukbang* video viewing experience on a UGC platform. The survey was performed by Qualtrics, a professional internet market research firm. Qualtrics recruited the participants and administered the questionnaire from October 7th to October 10th, 2020 among internet users in the United States following a consultation with designers from the company.

This survey had a screening question, “*Please check the boxes on the type(s) of the media content you have experienced during the past year,*” where *Mukbang* was one of the choices. If respondents did not check the box for *Mukbang*, then they were automatically excluded from the study. This system prevented the inclusion of unqualified respondents and, as a result, improved the credibility of the results. The survey included the consent form, along with a description of

the purpose of the study, its procedures, potential risks and benefits, possible compensation, and contact information, and only respondents who agreed to the consent form participated in the survey. The credibility of the responses was boosted by barring participants who provide seemingly invalid responses, such as the same numbered responses for multiple. In addition, when a respondent failed to answer a question, the survey engine would not proceed to the next question. As mentioned above, forced-response options were used when the dataset had missing values.

Ethical Considerations

The Institutional Review Board (IRB) at University of Nevada, Las Vegas approved this study (see Appendix). The IRB approval clear to respondents in the interview and survey that they voluntarily took a part in the research, all personal profile will be held confidential, and the data only will be used for purposes of this research. This research paid attention to ethical issues related to conducting surveys and interviews. This research avoided the inclusion of private information, such as names and job titles, because most respondents would have been reluctant to take part in the research otherwise. The survey also provided maximum comfort and anonymity by making it impossible to identify who participated in the survey. In the context of research, ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subjects of your work or are affected by it. The issue of participants remaining anonymous was repeated in qualitative and quantitative studies, and this study's importance and significance made the participants seriously take part in the research.

Measurement

The measurement methods used in this study were taken and slightly modified from prior studies, ensuring reliability and validity. Based on Kim and Kim's (2020) research, vicarious gratification is defined as "the perceived feeling which experienced by watching about other people eating in *Mukbang*, rather than by eating food yourself." Habitual time-spending is defined as "the extent of to which *Mukbang* watchers perceive that they watch *Mukbang* without special purpose." Enjoyment is defined as "a perception of the fun and enjoy activity derived from watching *Mukbang*" (Kim et al., 2007). Information-seeking is defined as "the extent to which *Mukbang* contents shared in UGC can provide users with relevant and timely information" (Lee & Ma, 2012). Attractiveness is defined as "the extent to which *Mukbang* users consider *Mukbang* contents providers" (Lee & Watkins, 2016). GO is defined as "the gratification that *Mukbang* users actually experience after watching *Mukbang*" (Kim, 2012). Hedonic shopping value is defined as "The extent to which *Mukbang* users perceive that they can have joyful experience in the shopping experience itself in *Mukbang* item shopping," and utilitarian shopping value is defined as "The extent to which *Mukbang* users perceive that *Mukbang* item shopping provides them with frictionless shopping opportunity" (Rintamäki et al., 2006). Purchase intention is the "possibility that *Mukbang* users will purchase the product in *Mukbang* contents" (Dodds et al., 1991). All measurement items were measured on a seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree). As a result, a total number of 32 measurement items were yielded, and they are presented in Table 2: vicarious gratification (four items), enjoyment (four items), information-seeking (three items), habitual time-spending (four items), attractiveness (three items), GO (four items), hedonic shopping value (three items), utilitarian shopping value (three items) and purchase intention (four items).

Table 2 : Instrument items and literature

Construct	Item	Literature
Vicarious gratification	While watching <i>Mukbang</i> , I feel assimilated with the characters.	Kim & Kim (2020)
	While watching <i>Mukbang</i> , I can forget my daily life.	
	While watching <i>Mukbang</i> , I feel like those who eat the food.	
	While watching <i>Mukbang</i> , I feel like I am eating.	
Enjoyment	I have fun with <i>Mukbang</i> .	Kim <i>et al.</i> , (2007)
	Watching <i>Mukbang</i> provides me with a lot of enjoyment	
	I enjoy watching <i>Mukbang</i> .	
Information-seeking	Watching <i>Mukbang</i> excites me.	Lee & Ma (2012)
	<i>Mukbang</i> helps me to store useful information.	
	<i>Mukbang</i> is easy to retrieve information when I need.	
	To keep up to date on the latest news and events.	
Habitual time spending	<i>Mukbang</i> is good for spending time alone.	Kim & Kim (2020)
	<i>Mukbang</i> is good to watch without thinking.	
	I watch <i>Mukbang</i> habitually without a special purpose.	
	There are no other programs to watch at the time this program is broadcast.	
Attractiveness	I find that the <i>Mukbang</i> YouTuber is attractive	Lee & Watkins (2016)
	I think the <i>Mukbang</i> YouTuber is quite enticing	
	The <i>Mukbang</i> YouTuber is charming	
	My experience with watching <i>Mukbang</i> was better than what I had expected	
Gratification Obtained	The service provided by <i>Mukbang</i> was better than what I had expected	Kim (2012)
	Overall, most of my expectations from using <i>Mukbang</i> were confirmed	
	The expectations that I have regarding <i>Mukbang</i> were correct	
	I accomplished just what I wanted to during <i>Mukbang</i> item shopping.	
Utilitarian Shopping Value	While <i>Mukbang</i> item shopping in online environment, I found just the item(s) I was looking for.	Rintamäki <i>et al.</i> (2006)
	I feel the <i>Mukbang</i> item shopping was utility and effortless.	
	The <i>Mukbang</i> item shopping was truly a joy to me.	
Hedonic Shopping Value	I enjoyed this <i>Mukbang</i> item shopping for its own sake, not because of that I need to purchase something.	Rintamäki <i>et al.</i> (2006)
	While <i>Mukbang</i> item shopping, I was able to forget my unpleasant problems.	
	If I were to buy a F&B product, I would consider buying what I watch at <i>Mukbang</i> video.	
	The likelihood of my purchasing a F&B product what I watch at <i>Mukbang</i> video is high.	
Purchase Intention	My willingness to buy a F&B product what I watch at <i>Mukbang</i> video is high.	Dodds <i>et al.</i> , (1991)
	The probability that I would consider buying a F&B product what I watch at <i>Mukbang</i> video is high.	

CHAPTER 4 ANALYSIS AND RESULT

Sample Profile

Chin (2011) suggested that a researcher needs 10 samples per indicator. Because this study has 32 indicators (questionnaire items), this study tried to gather more than 320 samples. This study collected 404 samples. However, 399 observations were used for the analysis because five of them were considered to be outliers. The sample has variety of backgrounds. Conducting online survey enabled the author of this study to use a quota sampling method by gender categories. The gender groups were automatically distributed to match the gender proportions of YouTube users based on authorized census data from Statshot (2020) (see Table 3).

Table 3 : Quota sampling process in terms of gender

Gender	Population(%)	Sampling (n=399)
		Sample(%)
Male	56	56.1
Female	44	43.9
Total	100	100

Approximately 56.1% of the respondents were male, while 43.9% of all respondents were female. In total, 42.1% of the respondents was aged between 20 and 29 years. A second group included those aged between 30 and 39 years (27.8 per-cent), followed by a group of those aged between 40 and 49 years (16.5 per-cent) and aged 50 years and above (10.0 per-cent). In terms of

annual household income levels, 22.1% of the sample earned \$50,000 or less, 47.6.1% between \$50,001 and \$150,000, and 30.3% more than \$150,000.

Table 4 : Sample description

Characteristic	Frequency (total=399)	Percent (%)
Gender		
Male	224	56.1
Female	175	43.9
Ages		
10~19	14	3.5
20-29	168	42.1
30-39	111	27.8
40-49	66	16.5
over 50	40	10.0
Household Income		
Less than \$10,000	25	6.3
\$10,000 - \$19,999	23	5.8
\$20,000 - \$29,999	13	3.3
\$30,000 - \$39,999	13	3.3
\$40,000 - \$49,999	14	3.5
\$50,000 - \$59,999	24	6.0
\$60,000 - \$69,999	11	2.8
\$70,000 - \$79,999	31	7.8
\$80,000 - \$89,999	12	3.0
\$90,000 - \$99,999	18	4.5
\$100,000 - \$149,999	94	23.6
More than \$150,000	121	30.3

Partial Least Squares Structural Equation Modeling (PLS-SEM)

The proposed research model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), PLS-SEM is useful tool for assessing complex framework like multiple relationships among the variables at one (Hair *et al.*, 2013). As this research has complicated research model, PLS was chosen as a right technique for quantitative research of this study. In addition, this research focuses on the evaluating causal relationships (Sarstedt et al., 2017). The appropriate tool for causal analysis is Partial Least Structural (PLS). Sekran (2003) wrote, “there exist three objectives in analysis of the data: testing data hypothesis, getting a feel of the data collected, and testing data validity (p.306)”. Descriptive statistics measure the mode, median, mean, and standard deviation of data collected. The use of the model, Partial Least Square Structural Equation Modeling (PLS-SEM), for data analysis is ideal for this research because the model uses independent variables to make predictions on dependent variables. The model weighs independent variables against independent variables. Byrne (2001) states the reason for choosing the model for the study. Byrne (2001) states a statistical method of value, especially in analyzing causal relationships. Hair et al. (2011) suggested comparing the PLS-SEM model against the Covariance-based Structural Equation Modeling (CB-SEM). The conclusion was that the PLS-SEM model was the best for conducting the research work because the model handles analysis better, the model has more flexibility and prediction-oriented goals to address either reflective or formative constructs. The CB-SEM model is best when the study's goal involves alternative theory comparison, theory testing and theory confirmation (Hair et al., 2011). In the study, data visualization methods were not constrained to scree plots, graphs, and scatter plots but leveraged to show irregular structures and variance, respectively (Mertler & Reinhart, 2016).

IBM has an SPSS tool used in the study for descriptive statistics. Researchers used the tool to analyze normality, outliers and collect symmetrical data distribution: the mode, mean, median, and standard deviation. In this study, data analysis using the PLS-SEM model used the Smart PLS 3.0 tool. Additional suggestions made by Hair, Ringle, and Sarstedt (2011) after comparing the two models, PLS-SEM and CB-SEM, stated that PLS-SEM is better for work that entails prediction oriented goals than CB-SEM because of the flexibility with data and sample sizes that the model offers. The models address issues, whether reflective or formative

Pre-analysis Data Screening

Data screening preceded by pre-analysis to validate the data is very important. A researcher, Levy (2008), stated that "a pre-analysis data screening deals with the process of detecting irregularities or problems with the collected data" (p.150). Mertler and Reinhart (2016) also pointed out that data pre-analysis is vital to ensure the data is very accurate. The medium for collecting data in this study was a web survey. Web survey helps to eliminate inaccuracy of data. Levy (2008) agrees that pre-data-analysis and screening help detect and eliminate incorrect responses. The study adopted another suggestion by Ferdousi and Levy (2010) to help address data screening. The method involves conducting visual inspection while collecting data to eliminate any complete resemblance responses because the responses might be biased. However, the downside of the method is in losing partially collected data needed for the study because the data is essential for data screening. However, losing partial data is essential for increasing data validity and is a process that has to occur. Hair et al. (2013) also notes that using data without pre-analysis can lead to false results. Data pre-analysis and screening helps to identify multivariate outliers and eliminate them. Levy (2008) stated, "The Mahalanobis Distance evaluates the distance of each

case from the centroid of the remaining cases, where the centroid is created by the means of all the variables in that analysis” (p. 152).

The use of Mahalanobis Distance was to identify multivariate outliers and eliminate them using SPSS analysis. The five outliers identified were 332, 245, 157, 56, and 14. The critical chi-square value $p < .001$ was used to calculate the distance with a degree of freedom equaling 38, freedom (df) = 38. The total result read from the chi-square distribution table was 59.703.

Only 399 out of the 404 responses were used for analysis because 5 of the 404 were outliers, and all outliers were eliminated using the Mahalanobis d-squared test; there was no analysis of the non-respondents.

Dependent and independent variables are two variable groups in the study. The aggregation of the variables enables researchers to conduct a test of normality. Curran et al. (1996) stated that the guideline for accepting normal distribution is if its skewness range thresholds of -2 to +2 and a kurtosis range of 7 to +7. The kurtosis and skewness values for variables in the study were within acceptable ranges of -1.225 to 1.7555 and -1.872 to 3.824, respectively. However, there was a lack of evidence to violate the normality assumptions of both multivariate and univariate variables observed.

Measurement Model

Common method variance

An evaluation of Harman's single-factor test involves using common method variance (Podsakoff & Organ, 1986). In summary, nine of the factors yielded values greater than 1. There was a lack of evidence for common method variance because the most significant number covered thirty-five percent of the results.

Construct Reliability, Validity, and Discriminant Validity

Validation of constructs involved assessing composite reliability, Cronbach's alpha, and average variance extracted (AVE). Assessing whether AVE was more significant than 0.5, composite reliability greater than 0.7, and Cronbach's alpha greater than 0.7. The values exceeded the threshold and established a convergent/divergent validity and composite reliability of each construct (Chin, 1998). An SEM was conducted afterwards by assessing hypothesized relationships.

Researchers eliminated a single measurement item of habitual time-spending (HTS2). The method eliminated hindered validity and reliability, leaving behind only three methods, AVE, composite reliability, and Cronbach's alpha.

Hair et al. (2013) agreed that the most negligible value obtained should be 0.7 because it is the lower limit for the internal consistency of Cronbach's alpha reliability in confirmatory research. All other variables surpassed the 0.5 limits after deleting the single item in habitual time spending, with a value of 0.259, hence meeting an acceptable standard. Deletion of the item followed a rerun of the PLS algorithm again.

Another researcher stated that an AVE value of 0.5 is acceptable (Hair et al., 2013). The measurements of all the three items used in the study, composite reliability, AVE, and Cronbach's alpha, show validity in convergence (Table 5).

Table 5 : Instrument items

Construct	Item	Loadings	α	rho_A	Composite Reliability	AVE
Vicarious gratification	VG 1	0.878	0.899	0.911	0.93	0.768
	VG 2	0.795				
	VG 3	0.919				
	VG 4	0.909				
Enjoyment	ENJT 1	0.819	0.883	0.884	0.919	0.740
	ENJT 2	0.889				
	ENJT 3	0.881				
	ENJT 4	0.85				
Information-seeking	IS 1	0.946	0.926	0.928	0.953	0.871
	IS 2	0.937				
	IS 3	0.917				
Habitual time spending	HTS 1	0.871	0.801	0.818	0.882	0.715
	HTS 2	-				
	HTS 3	0.872				
	HTS 4	0.792				
Attractiveness	ATR 1	0.915	0.880	0.880	0.926	0.806
	ATR 2	0.881				
	ATR 3	0.897				
Gratification Obtained	GO 1	0.919	0.922	0.924	0.945	0.811
	GO 2	0.916				
	GO 3	0.891				
	GO 4	0.875				
Utilitarian Shopping Value	UV 1	0.911	0.910	0.910	0.943	0.847
	UV 2	0.931				
	UV 3	0.918				
Hedonic Shopping Value	HV 1	0.895	0.858	0.865	0.913	0.778
	HV 2	0.887				
	HV 3	0.864				
Purchase Intention	PINT 1	0.918	0.942	0.943	0.959	0.853
	PINT 2	0.925				
	PINT 3	0.934				
	PINT 4	0.917				

After running the PLS algorithm, the model fit was evaluated, and according to Hu and Bentler (1998), a value less than 0.08 shows a good fit when applied to SRMR and CB-SEM. Despite the relevance of the model explained in the study, (Hair et al., 2012) states that distinct statistical concepts of PLS-SEM and CB-SEM make the components complementary because the weakness of one act as the strength of the other and vice versa. The SRMR for this study's model fit was 0.052 which is less than the 0.080 value, therefore indicating a good fit (Hair et al., 2013) (see Table 5). Hair et al., (2013) defined the model fit's SRMR as a "standardized root means square residual".

Table 6 : Model Fit and Accepted Values

Model Fit Measures	Saturated Model	Estimated Model
SRMR	0.052	0.092
d ULS	0.864	2.778
d G	0.635	0.707
Chi-Square	960.970	1047.590
NFI	0.859	0.846

Henseler et al., (2015) stated that "discriminant validity ensures that a construct measure is empirically unique and represents phenomena of interest that other measures in a structural equation model do not capture" (p. 116). This research assessed the item cross-loadings of the indicators, to examine whether all items of this study have cross-loadings on their corresponding constructs (Hair et al, 2011). The results show that all items have high loadings and corresponding constructs (Hair, Ringle, & Sarstedt, 2013). Furthermore, discriminant validity was evaluated with

whether the square root of the AVE of the constructs are greater than the correlations between that construct and other constructs. As Table 7 shows, all factors achieved this condition (Fornell & Larcker, 1981). Overall, all these tests showed that measurement items were valid and reliable.

Table 7 : Correlations among constructs

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1) Attractiveness	0.898								
(2) Enjoyment	0.697	0.860							
(3) Gratification Obtained	0.666	0.794	0.901						
(4) Hedonic value	0.711	0.697	0.736	0.882					
(5) Habitual time spending	0.651	0.726	0.739	0.766	0.846				
(6) Information-seeking	0.706	0.743	0.730	0.712	0.757	0.933			
(7) Purchase Intention	0.789	0.731	0.693	0.799	0.696	0.715	0.923		
(8) Utilitarian Shopping Value	0.753	0.719	0.705	0.753	0.750	0.775	0.833	0.920	
(9) Vicarious gratification	0.683	0.781	0.775	0.744	0.788	0.717	0.73	0.749	0.876

Structural model

To test the hypotheses proposed above, the Smart PLS 3.0 tool was used. To test the significance of the research model's paths, Bootstrapping with a 1000 re-sampling was performed. The bootstrapping performed produced a t-statistics (t-values) that shows the significance in the structural path (see Figure 3). The independent constructs exhibited variance towards the dependent construct with Gratification Obtained showing 71.5 percent explained by vicarious gratification, enjoyment, information-seeking, habitual time spending, and attractiveness.

Utilitarian shopping value showed 49.6 percent explained by Gratification Obtained; Hedonic shopping value showed 54.1 percent explained by Gratification Obtained (see Figure 3). Furthermore, shopping values exhibited variance towards the dependent construct with Purchase intention showing 72.1 percent explained by Utilitarian and Hedonic shopping value.

Table 8 and Figure 3 show the result of the analysis. 8 paths were supported at $\alpha = 0.05$. Enjoyment ($b = 0.351, t = 5.547, p < .001$) was found to have direct effects on GO, and vicarious gratification ($b = 0.245, t = 4.159, p < .001$) significantly explained GO toward *Mukbang*. Both habitual time spending ($b = 0.145, t = 2.148, p < .05$) and information seeking ($b = 0.141, t = 2.324, p < .05$) explained GO toward *Mukbang*. However, attractiveness of contents provider ($b = 0.060, t = 1.201$) had not impact on GO.

Hair et al., (2011) pointed out that “the individual path coefficients of the PLS structural model can be interpreted as standardized beta coefficients of ordinary least squares regressions” (p. 147). Vicarious gratification ($b = -0.245, p < 0.001$) showed a positive effect on Gratification Obtained. Thus, H1-1 of the hypotheses was supported. Also, enjoyment ($b = 0.351, p < 0.05$), habitual time spending ($b = 0.145, p < .05$) and habitual time spending ($b = 0.145, p < .05$) showed to have a significant effect on Gratification Obtained. Nevertheless, another construct in this study, which is attractiveness ($b = 0.060, t = 1.201$) had no significant effect on Gratification Obtained. Hence, H1-1, H1-2, H1-3 and H1-4 were established, but H1-5 was not.

GO was found to have positive effects on utilitarian value ($b = 0.605, t = 10.771, p < .001$) and hedonic value ($b = 0.636, t = 5.547, p < .001$). Both utilitarian value ($b = 0.557, t = 6.947, p < .001$) and hedonic value ($b = 0.324, t = 4.170, p < .001$) significantly explained purchase intention. Hence, H2, H3, H4 and H5 were established.

Figure 3 : SEM result

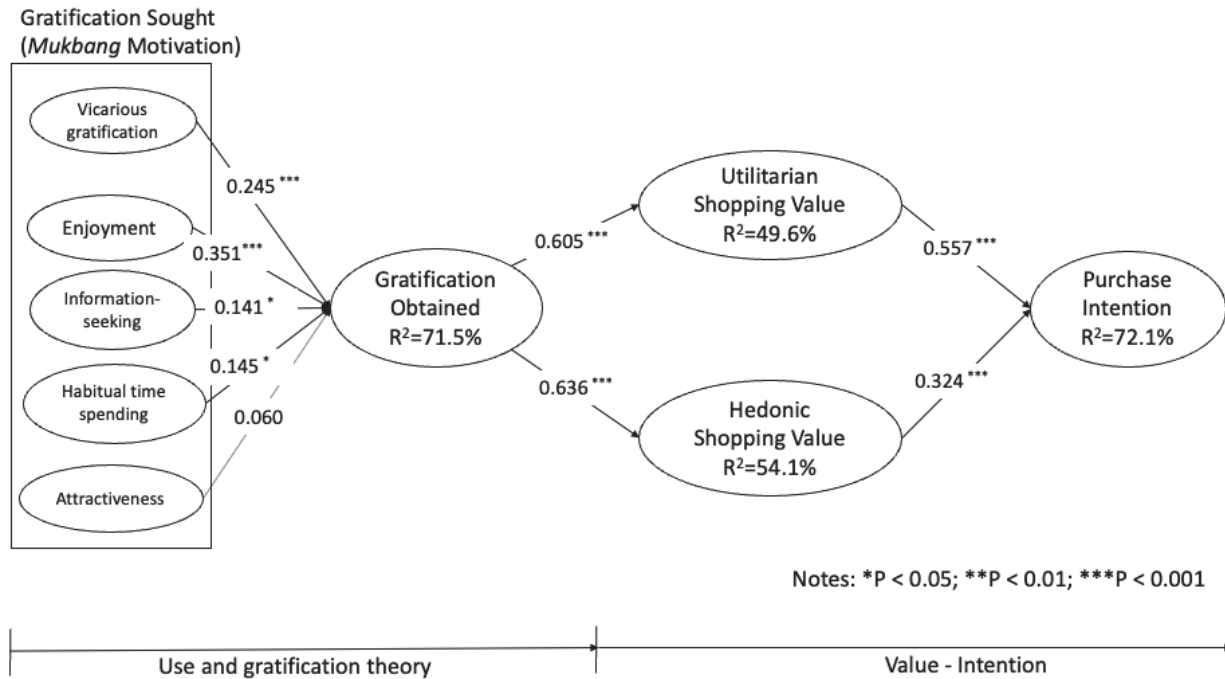


Table 8 : Standardized Structural Estimates and Tests of the Hypotheses

H	Path	t-value	Estimates	Results
H ₁₋₁	Vicarious gratification → Gratification obtained	4.159	0.245	Supported
H ₁₋₂	Enjoyment → Gratification obtained	5.547	0.351	Supported
H ₁₋₃	Information-seeking → Gratification obtained	2.324	0.141	Supported
H ₁₋₄	Habitual time spending → Gratification obtained	2.148	0.145	Supported
H ₁₋₅	Attractiveness → Gratification obtained	1.201	0.060	Rejected
H ₂	Gratification obtained → Utilitarian shopping value	20.771	0.605	Supported
H ₃	Gratification obtained → Hedonic shopping value	21.445	0.636	Supported
H ₄	Utilitarian shopping value → Purchase intention	6.947	0.557	Supported
H ₅	Hedonic shopping value → Purchase intention	4.170	0.324	Supported

CHAPTER 5 DISCUSSION

Discussion of Findings

This research adopted the use and gratification theory to understand the GS and GO by viewers when watching *Mukbang* videos and attempted establish a research model with which to verify the relationship between GS and GO. The analysis results revealed several interesting facts. First, enjoyment was found to be the strongest predictor (H₁₋₂ were supported). This result supports the findings of prior studies (Fitriani et al., 2020) and shows that interesting content plays a vital role in stimulating gratification among *Mukbang* video consumers. According to flow theory, perceived enjoyment plays important roles, and leads to user addiction in many fields. Recent literature has speculated that some individuals spend plenty of time watching *Mukbang* content (Kircaburun et al., 2020). Even though several studies have concluded that *Mukbang* content watching might have negative consequences for viewers, including obesity and eating disorders, watching *Mukbang* content is fun and enjoyable. According to Choe (2019), some individuals simply seek entertainment in *Mukbang* content.

Vicarious gratification was also found to have a heavy impact on *Mukbang* gratification (H₁₋₁ was supported). This result is similar to the results of previous TV-related studies (Kim & Kim, 2020). The fulfillment viewers get from *Mukbang* contents is very emotional. A recent study claimed that individuals fulfill their need to eat with company by feeling emotionally connected to *Mukbang* content providers and other viewers (Choe 2019). There is an argument that watching *Mukbang* videos has helped individuals overcome loneliness and alienation by providing a sense of community (Kircaburun et al., 2020).

Furthermore, both habitual time-spending and information-seeking play important roles, as previous TV-related research suggested (Kim and Kim, 2020; Lee and Ma, 2012). Woo (2018) agrees that some viewers derive pleasure from listening to cooking and eating sounds. This causes a sense of relief and happiness to the viewers. In a qualitative study, Bruno & Chung (2017) interviewed three *Mukbang* content providers. Reports from the study showed that most consumers used *Mukbang* to escape from unpleasant reality, incredibly stressed out, or bored individuals.

However, attractiveness does not directly affect gratification. Surprisingly, this is an unexpected result. When a simple regression was performed by setting attractiveness as an independent variable and GO as a dependent variable, the path was significant. This is probably because attractiveness had a relatively smaller impact than the other variables and was, thereby, an insignificant result.

GO affects both utilitarian and hedonic value. GO was found to have an effect on purchase intention through utilitarian value and hedonic value. This result has something in common with the results of previous related research (Joun & Koo, 2017).

Theoretical Implications

Firstly, this study administered gratification and use theory, which is well known as the most relevant theory for comprehending acceptance behavior for new media, which is useful in coming up with factors that influence people's motivations to watch *Mukbang* videos. Hedonic and utilitarian values were used to verify the effect on intention to purchase. Particularly, while the study of *Mukbang* is still in its early stages in most fields, previous studies on use and gratification theory are constantly improving in the media context, like SNS, smartphones, and the internet. Studies have recently been done on UGC in various fields, including the hospitality field,

promoting the need to extensively investigate the experiences and factors surrounding UGC viewing, such as the viewing of *Mukbang* content. This study, therefore, was helpful in determining the correlation between intention, value, satisfaction, and motivation from the viewer's perspective using use and gratification theory. Moreover, using this study, viewers' desires and motives for watching *Mukbang* were stated, along with the effect that pursuit satisfaction had on purchase intention using value right after watching *Mukbang* content. Thus, it was verified that *Mukbang* plays a crucial role in the buying of food and beverage products.

Furthermore, this study extended use and gratification theory by adopting shopping value concepts. Many researchers who use "the use and gratification theory" mainly focus on the relationship between GS and GO (Rubin, 1994; Merharad & Tajer, 2016). Even though some researchers focused on how GO impacts beliefs and satisfaction (Luo, 2002; Gogan et al., 2018), studies that show connections between "the use and gratification theory" and shopping value are rare. This study tried to connect use and gratification theory to shopping value. This research empirically verified that GO affects utilitarian and hedonic shopping value.

Notably, this study also extended the range of hedonic and utilitarian shopping value research. Most previous research on hedonic and utilitarian shopping value are focused on the impact of hedonic and utilitarian shopping value, on attitude, behavior, preference, and intention (Yu et al., 2018; Chung, 2015; Carpenter, & Fairhurst. 2005). Furthermore, it is difficult to find research on shopping value that involves the use of "the use and gratification theory". However, this research tried to test relationship between the pre-part of shopping value (GO) and shopping value itself by making connections between shopping values and "the use and gratification theory".

Additionally, because the research subjects are *Mukbang* video watchers, this study contains vital insights into food management. Although studies on F&B are diversifying, those on

Mukbang content viewers are rare. Considering the need for a specific investigation of *Mukbang*, the current study's objective was users of *Mukbang*. However, it is still not enough compared to those in the F&B field. The results are expected to be used as basis for obtaining information about food from channels. This is an early study of *Mukbang* that widens the theoretical scope by looking into the purchasing behavior of *Mukbang* video consumers. *Mukbang* has developed into a substantial area of UGC. However, studies on the purchasing behavior of *Mukbang* consumers is still not available. The study also proposes the theoretical consequences of widening the UGC area of study by including the purchasing behavior of *Mukbang* consumers.

Fifthly, this study considers both utilitarian and hedonic factors. Previous studies have indicated that UGC assists in the acquisition of various utilitarian information. UGC is used to provide hospitality-related information and acts as source of information in several fields. However, they only issue content that consumers enjoy. Hedonic aspects remain to be examined in searches related to *Mukbang* as well as in different UGC-related fields. This is, however, not the case in existing studies. Thus, the major outcomes about the effects of hedonic and utilitarian factors were confirmed together.

Lastly, studies about food-related media are majorly limited to technology acceptance or planned behavioral theory (Lee et al., 2019; Won et al., 2017). The current study has vital implication for granting a theoretical scope of study on food-related media. Additionally, empirically verified intergraded framework. Habitual time-spending, information-seeking, enjoyment, and vicarious gratification were identified to be predictors in this study. Moreover, influencers of purchase intention that are more essential in *Mukbang* have also been demonstrated by shopping value and GO.

Practical Implications

Content providers are granted various practical implications through the use of this study. They include offline food and beverage store marketers, food companies, and online shopping mall marketers. Firstly, if *Mukbang* content is utilized to market and promote specific foods, then the selection of the subjects of its content should be done in a way in which maximum vicarious gratification is achieved. The interview results show that *Mukbang* content users viewed vicarious gratification when presenters ate foods that are not easily available or brand-new foods. They also regard vicarious gratification when the presenters eat appetizing foods. Thus, *Mukbang* content can be created about vicarious gratification-stimulating foods.

Secondly, the content should be interesting and funny enough to enable perpetual consumption instead of one-off videos because interesting content is frequently consumed by viewers, who in turn, share and/or recommend the content to others. Additionally, impacts of the content can be increased by pressing the “like” or “share your opinion in the comments” buttons. The study also indicated that funny ideas in videos tremendously contribute to content satisfaction and, thus, have positive results on behavioral intentions and viewer satisfaction.

Thirdly, the study also encourages *Mukbang* content creators to look into the quality of information they provide to viewers. Users of *Mukbang* can identify new trends and obtain brand-new food items. They also seek the opinions of *Mukbang* presenters on new foods, which influences users purchasing decisions and encourages them to agree with the presenters’ food combinations. This shows that information quality is an important factor that affects consumer purchasing activity.

Fourthly, this study also indicates how *Mukbang* consumers usually play *Mukbang* content just like a normal TV show, such as before sleeping or during meals. It was found that *Mukbang* content viewing is similar to usual TV viewing because food shows can be watched with no

concentration (Kwon, 2019). Most *Mukbang* videos are labeled and regarded as ‘ASMR’ (autonomous sensory meridian response) which is a sought-after tingling feeling on the head after watching or experiencing some audio-visual triggers like the flipping of the pages of a book, gentle whispering, and delicate chewing (Poerio et al., 2018).

Lastly, this research indicates the probability of watching *Mukbang* content leading to real purchasing behavior, especially when a company is advertising a specific product. Food companies, sellers like offline F&B stores, and online shopping mall marketers can, thus, collaborate with *Mukbang* content creators of to produce marketing content.

Limitations and Future Research Directions

This study was conducted on only consumers of *Mukbang* content, yet there are users who are also content providers. Hence, it is possible to get related information. It is, therefore, recommended that a study from the content creator’s point of view be carried out. Although, users who share *Mukbang* content can search for general content, users do not necessarily share content. It is also necessary to conduct research on the *Mukbang* content behavior from the point of view of providers sharing *Mukbang* content because users of UGC platforms normally watch *Mukbang* content mainly for the purpose of obtaining contents.

Researchers can probe into whether the platform is primarily used for granting respondents content, viewing content, or both. This will then enable researchers to classify users. Furthermore, future researchers will be able to confirm the needs of content providers through use and gratification theory, as well as determine the relationship between the intention to share content and the GO from doing so. Moreover, it is essential to recognize factors that influence consumers’

intentions to share content (e.g., social interaction, desire for self-expression), besides for daily recording purposes or constantly uploading posts on UGC platforms.

Secondly, this study has limitations because it only focused on *Mukbang* content without describing the characteristics of the different types of *Mukbang* content. The study did not explore the appearance of each type of *Mukbang* content to determine the general phenomenon of the entire contents of *Mukbang*. A recent examination of *Mukbang* content provided different methods, like *Mukbang* content that contains introduction to new products, those that only communicate without introducing food during meals, and those accompanied by the cooking process first. Depending on these features, every model of the study may produce different patterns. Therefore, it is necessary to examine each type of *Mukbang* content in the future. This may result in the identification of much stronger implications. Another limitation of the study is there was no investigation into whether viewers purchased the food they saw in a *Mukbang* presentation. Additional information about the marketing value of *Mukbang* content will be known after the completion of research into consumer purchasing behavior concerning food.

APPENDIX A IRB APPROVAL

ULV Social/Behavioral IRB - Exempt Review

Exempt Notice

DATE: September 9, 2020

TO: Yen-Soon Kim, Ph.D.

FROM: Office of Research Integrity - Human Subjects

PROTOCOL TITLE: [1652304-2] A Study on *Mukbang* User's Consuming Behavior

ACTION: DETERMINATION OF EXEMPT STATUS

EXEMPT DATE: September 9, 2020

REVIEW CATEGORY: Exemption category #2(i)

NEXT REPORT DUE: March 7, 2023

Thank you for your submission of Revision materials for this protocol. This memorandum is notification that the protocol referenced above has been reviewed as indicated in Federal regulatory statutes 45CFR46.101(b) and deemed exempt.

We will retain a copy of this correspondence with our records.

PLEASE NOTE:

Upon final determination of exempt status, the research team is responsible for conducting the research as stated in the exempt application reviewed by the ORI - HS and/or the IRB which shall include using the most recently submitted Informed Consent/Assent Forms (Information

Sheet) and recruitment materials.

Please note it was not required to submit the exempt application for the study to be deemed exempt. However, in future submissions, please provide more details on the human subject research procedures including how participants are selected, recruitment details, and how study conduct will occur.

If your project involves paying research participants, it is recommended to contact Carisa Shaffer, ORI Program Coordinator at (702) 895-2794 to ensure compliance with the Policy for Incentives for Human Research Subjects.

Any changes to the application may cause this protocol to require a different level of IRB review. Should any changes need to be made, please submit a Modification Form. When the above-referenced protocol has been completed, please submit a Continuing Review/Progress Completion report to notify ORI - HS of its closure.

If you have questions, please contact the Office of Research Integrity - Human Subjects at IRB@unlv.edu or call 702-895-2794. Please include your protocol title and IRBNet ID in all correspondence.

APPENDIX B INFORMED CONSENT FORM FOR ONLINE SURVEY



EXEMPT RESEARCH STUDY

INFORMATION SHEET

Department of Hospitality Administration

TITLE OF STUDY: A Study on *Mukbang* User's Consuming Behavior

INVESTIGATOR(S) AND CONTACT PHONE NUMBER:

YEN-SOON KIM, 702-895-5443

Hyo Geun Song, 702-764-5060

The purpose of this study is to reveal the *Mukbang* users' various motivations and analyze the relationship between these motivations, shopping value, and purchase behavior. You are being asked to participate in the study because you meet the following criteria: YouTube users who have watched *Mukbang* within 12 months.

If you volunteer to participate in this study, you will be asked to do the following: Please honestly respond to a series of questions. The questionnaire will consist of three parts. The first part is a motivational statement that covers the purpose of the study, ensured confidentiality, and relevant concept explanation. The second part will collect the respondents' basic demographic information (e.g., gender, age, average income, participation experience in *Mukbang*). The third part will contain the items that measure participants' *Mukbang* experience.

This study includes only minimal risks. The study will take 10 *minutes* of your time. Consumer panel members who are recruited by Qualtrix *will* be compensated for your time.

For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted you may contact **the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 888-581-2794, or via email at IRB@unlv.edu.**

Your participation in this study is voluntary. You may withdraw at any time. You are encouraged to ask questions about this study at the beginning or any time during the research study.

Participant Consent:

I have read the above information and agree to participate in this study. I am at least 18 years of age. A copy of this form has been given to me.

APPENDIX C SURVEY INSTRUMENT

Greeting,

This is a questionnaire that asks about your *Mukbang* experience. This survey is never used for any other purpose than academic purposes, and security is guaranteed. Even if this is a bit cumbersome, we ask for a sincere and honest answer. (The survey takes about 10 minutes.)

If you have any questions, please contact us at the contact information below.

Researcher: University of Nevada, Las Vegas Yen-soon, Kim

Researcher: University of Nevada, Las Vegas Hyo Geun, Song

e-mail: yen-soon.kim@unlv.edu, songh1@unlv.nevada.edu

1. Have you watched YouTube in the last year?

- 1) YES (Continues survey) 2) No (Ends Survey)

2. You responded that you have watched YouTube in the last year. What kind of YouTube video have you watched? Please respond in multiple.

- ① Game playing ② Music ③ NEWS ④ Movie & Show ⑤ *Mukbang* (Continues survey)

You have responded that you have seen Mukban on YouTube in the last year. Please answer the following questions while thinking of your las *Mukbang* experiences.

3. You have responded that you have seen Mukban on YouTube in the last year. What food is the *Mukbang* you most recently watched about? (Please answer one food)

()

4. What is your gender?

- ① male ② female

5. What is your age in years?

(.....)

6. Age Range

- ① Under 20 ② 20-29 ③ 30-39 ④ 40-49 ⑤ Over 50

7. Your Household Income (Yearly)?

- ① Under \$10,000 ② \$10,000 - \$19,999 ③ \$20,000 - \$29,999

- ④ \$30,000 - \$39,999 ⑤ \$40,000 - \$49,999 ⑥ \$50,000 - \$59,999 ⑦ \$60,000 - \$69,999

- ⑧ \$70,000 - \$79,999 ⑨ \$80,000 - \$89,999 ⑩ \$90,000 - \$99,999

8. How do you often watch *Mukbang*? (Visiting Frequency)

I watch *Mukbang* video _____ time monthly (Average)

※ Please answer the following questions, recalling your most recent *Mukbang* viewing experience recorded earlier.

Vicarious gratification							
While watching <i>Mukbang</i> , I feel assimilated with the characters.	①	②	③	④	⑤	⑥	⑦
While watching <i>Mukbang</i> , I can forget my daily life.	①	②	③	④	⑤	⑥	⑦
While watching <i>Mukbang</i> , I feel like a those who eat the food.	①	②	③	④	⑤	⑥	⑦
While watching <i>Mukbang</i> , I feel like I am eating							
Perceived enjoyment							
I have fun with <i>Mukbang</i> .	①	②	③	④	⑤	⑥	⑦
Watching <i>Mukbang</i> provides me with a lot of enjoyment	①	②	③	④	⑤	⑥	⑦
I enjoy watching <i>Mukbang</i> .	①	②	③	④	⑤	⑥	⑦
Watching <i>Mukbang</i> excites me.							
Information-seeking							
<i>Mukbang</i> helps me to store useful information.	①	②	③	④	⑤	⑥	⑦
<i>Mukbang</i> is easy to retrieve information when I need.	①	②	③	④	⑤	⑥	⑦
To keep up to date on the latest news and events.	①	②	③	④	⑤	⑥	⑦

Habitual time-spending							
<i>Mukbang</i> is good for spending time alone.	①	②	③	④	⑤	⑥	⑦
<i>Mukbang</i> is good to watch without thinking.	①	②	③	④	⑤	⑥	⑦
I watch <i>Mukbang</i> habitually without a special purpose.	①	②	③	④	⑤	⑥	⑦
There are no other programs to watch at the time this program is broadcast.	①	②	③	④	⑤	⑥	⑦
Gratification Obtained by <i>Mukbang</i>							
My experience with watching <i>Mukbang</i> was better than what I had expected	①	②	③	④	⑤	⑥	⑦
The service provided by <i>Mukbang</i> was better than what I had expected	①	②	③	④	⑤	⑥	⑦
Overall, most of my expectations from using <i>Mukbang</i> were confirmed							
The expectations that I have regarding <i>Mukbang</i> were correct	①	②	③	④	⑤	⑥	⑦
Utilitarian Shopping Value of <i>Mukbang</i>							
I accomplished just what I wanted to during <i>Mukbang</i> item shopping.	①	②	③	④	⑤	⑥	⑦

While <i>Mukbang</i> item shopping in online environment, I found just the item(s) I was looking for.	①	②	③	④	⑤	⑥	⑦
I feel the <i>Mukbang</i> item shopping was utility and effortless.	①	②	③	④	⑤	⑥	⑦
Hedonic Shopping Value of <i>Mukbang</i>							
The <i>Mukbang</i> item shopping was truly a joy to me.	①	②	③	④	⑤	⑥	⑦
I enjoyed this <i>Mukbang</i> item shopping for its own sake, not because of that I need to purchase something.	①	②	③	④	⑤	⑥	⑦
While <i>Mukbang</i> item shopping, I was able to forget my unpleasant problems.	①	②	③	④	⑤	⑥	⑦
Purchase intention							
If I were to buy a F&B product, I would consider buying what I watch at <i>Mukbang</i> video.	①	②	③	④	⑤	⑥	⑦
The likelihood of my purchasing a F&B product what I watch at <i>Mukbang</i> video is high.	①	②	③	④	⑤	⑥	⑦
My willingness to buy a F&B product what I watch at <i>Mukbang</i> video is high.	①	②	③	④	⑤	⑥	⑦
The probability that I would consider buying a F&B product what I watch at <i>Mukbang</i> video is high.	①	②	③	④	⑤	⑥	⑦

Attractiveness							
I find that the <i>Mukbang</i> YouTuber is attractive	①	②	③	④	⑤	⑥	⑦
I think the <i>Mukbang</i> YouTuber is quite enticing	①	②	③	④	⑤	⑥	⑦
The <i>Mukbang</i> YouTuber is charming	①	②	③	④	⑤	⑥	⑦
My experience with watching <i>Mukbang</i> was better than what I had expected	①	②	③	④	⑤	⑥	⑦

APPENDIX D INTERVIEW GUIDE

Study Title: A Study on *Mukbang* User's Consuming Behavior

Moderator's Guide

Format: The format of this study's interview process is semi-structured. The questions were strategically designed to be open ended to allow for each participant to fully speak to their experiences. This document is purely an interviewer's guide and the interviewer may ask incremental questions to expand on the interviewees experiences as needed.

Goal: This study is interested in discovering the what factors influence the tendency towards the sustained consumption of *Mukbang* on streaming platform, and how that applies to decision making for a purchasing F&B items

- A complete description of *Mukbang* on streaming platform.
- A complete description of the participants experiences during their *Mukbang* experience on streaming platform
- A complete description of events immediately following the decision making for a purchasing F&B items

Notes:

- If needed, the interviewer will probe deeper by asking incremental questions beginning all the lines with, "Can you tell me more about"

- The interviewer will periodically reiterate the participant's response to ensure clarity of interviewee's comments
- The interviewer will not ask the participant to compare their experience to that of others as the study's focus is on their personal experience.

Lastly, all participants will be treated with the utmost respect, providing fair and equal treatment on all considerations.

Introductory Statement

Thank you for agreeing to partake in this interview today as your experiences will greatly assist the academic community in learning more about what factors influence the tendency towards the sustained consumption of *Mukbang* on streaming platform, and how that applies to decision making for a purchasing F&B items.

Before we get started, I'd like to provide you with an informed which simply details your consent to participate in the study and assures you of my own responsibilities. Please review and let me know if you have any questions before signing.

At this time, do you have any questions or concerns before we begin?

APPENDIX E INFORMED CONSENT FORM FOR INTERVIEW



EXEMPT RESEARCH STUDY

INFORMATION SHEET

Department of Hospitality Administration

TITLE OF STUDY: A Study on *Mukbang* User's Consuming Behavior

INVESTIGATOR(S) AND CONTACT PHONE NUMBER:

Hyo Geun Song, 702-764-5060

The purpose of this study is to reveal the *Mukbang* users' various motivations and analyze the relationship between these motivations, shopping value, and purchase behavior. You are being asked to participate in the study because you meet the following criteria: YouTube users who have watched *Mukbang* within 12 months.

If you volunteer to participate in this study, you will be asked to do the following:

Participants must take part in the online chat room in designated time without camera. The participant's identity must remain anonymous for ethical reasons. The participants must not

provide any identifying information. The participants must use nicknames to identify participants. With this process, there is no need to obtain email addresses from the participants. At the beginning of the interview, the consent form will be delivered to participants via online chat room. Researcher cannot ask names or other identifying information for participants throughout the whole process. It is would assure that the instructor doesn't know who did or did not participate in which interview. This interview has no impact on their grade or relationship with the instructor. The interviewee can answer the questions only by typing text in the online chat room. A copy of all text records will be stored in the secured place for 1 years. After then, the data will be disposed completely by using data destruction software program.

The study's aim is to acquire insight about the perceptions of individuals with high exposure to *Mukbang* about the impact the content has on their behavior and experiences. The interviews with individuals will be conducted where the interviewer typically asks a specific number of predetermined questions, but also has the freedom to probe the responses further through follow-up questions. The predetermined questions will focus on questioning the participants' experiences with *Mukbang* available on YouTube.

This study includes only minimal risks. The study will take *20 minutes* of your time. You *will not* be compensated for your time.

For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted you may contact **the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 888-581-2794, or via email at IRB@unlv.edu.**

Your participation in this study is voluntary. You may withdraw at any time. You are encouraged to ask questions about this study at the beginning or any time during the research study.

Participant Consent:

I have read the above information and agree to participate in this study. I am at least 18 years of age. A copy of this form has been given to me.

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CURRICULUM VITAE

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Research Interest

Marketing, Food & Beverage, Information Technology, Smart Tourism, Online Shopping, Accounting

Education

- | | |
|--|----------------------------|
| University of Nevada, Las Vegas
Doctor of Philosophy - Hospitality Administration | August 2017 – May 2021 |
| Kyung Hee University, Seoul, Republic of Korea
Master of Food Management | March 2014 – February 2016 |
| Kyung Hee University, Seoul, Republic of Korea
Bachelor of Hotel Management/ Food Service Management | March 2007 – February 2014 |

Work Experience

The Hotel at Auburn University & Dixon Conference Center, Alabama, United States
Banquet Server, Banquet Department

- Prepare food and beverages as stated in Banquet Event Order
- Monitor and maintain sanitation and organization of assigned station and service areas
- Communicate additional meal requirements, allergies, dietary needs, and special requests to the kitchen
- Respond to and try to fulfill any special banquet event arrangements

Kyung Hee University, Seoul, Republic of Korea August 2014 – August 2015

Staff, Department of Cultural Tourism Industry, Kyung Hee University, Seoul, Republic of Korea

- Manage the academic curriculum and academic affairs of department
- Apply and manage the national subsidy programs
- Plan and operate official web site of department (<http://culto.khu.ac.kr>) and SNS services. (<https://www.facebook.com/KHUculto>)
-

Research Experience

Smart Tourism Research Center March 2014 – February 2016
Assistant Researcher

- The project is supported by the National Research Foundation of Korea Grant funded by the Korean Government (NRF-2013S1A3A2043345)

Teaching Experience

University of Nevada, Las Vegas January 2018– May 2018
Instructor – Industry Computer Applications for Hospitality

University of Nevada, Las Vegas August 2019 – December 2019
Instructor – Hospitality Accounting

University of Nevada, Las Vegas January 2019 – May 2019
Instructor –Hospitality Services Management January 2020 – May 2020

Publications

Chung, N. H, **Song, H. G.**, & Lee, H. A. (2017). Consumers' Impulsive Buying Behavior of Restaurant Products in Social Commerce, *International Journal of Contemporary Hospitality Management*, 29(2), 709-731.

Tom-Dieck, M. C., Rauschnabel. P., Jung. T., Kim, Y., **Song, H. G. (submission)**. Virtual Reality in Theme Parks: How does it affect visitor experience with rollercoasters? *Journal of Business Research*

Song, H. G. (2020). A Study on Meal Replacement Consumers' Purchasing Behavior. *Culinary Science & Hospitality Research*, 26(9), 21-31.

Song, H. G. (2021). The Influence of Content Attributes of Mukbang and Provider on Satisfaction and Behavioral Intention, *Culinary Science & Hospitality Research*, 27(1), 29-41.

Chung, N. H. & **Song, H. G.** (2014). The Effect of Restaurant Products Purchase's Emotion for Impulse Buying in Social Commerce, *Journal of Tourism Sciences (Korean journal)*, 38(8), 101-127.

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Chung, N. H. & **Song, H. G.** (2014). Role of Social Capital and Organization Citizenship Behavior on Continuous Intention to Use of Social Networking Service. *The e-Business Studies (Korean journal)*, 15(3), 485-506.

Awards, Scholarships and Honors

Prize for Excellent Paper

August 2015

2015 Spring Academic Conference, Korea Society of Management Information System

Conference Presentation

- Song, H. G.,** Dieck, C., Rauschnabel, P., Jung, T. & Kim, Y. (2019, June). *Virtual Reality in Theme Parks: How does it affect visitor experience with rollercoasters?* Paper presented at the 5th INTERNATIONAL AR & VR CONFERENCE 2019, Munich, Germany`
- Song, H. G. &** Kim, Y. (2019, January). *Tourist's Citizenship behavior on SNS.* Paper presented at the The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston University
- Song, H. G. &** Chen, C. C. (2018, June). *Hedonic Browsing and OTA Sites.* Paper presented at the 2018 ANNUAL ICHRIE CONFERENCE, Palm Springs, California
- Song, H. G. &** Chung, N. H. (2018, January). *A Study on Processed Food Consumers' Switching Behavior from Traditional to Online Shopping Channels: A Push-Pull-Mooring Perspective.* Paper presented at the The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Texas Tech University & Iowa State University
- Song, H. G.** Chung, N. H. & Koo, C. (2015, July). *Impulsive Buying Behavior of Restaurant Products in Social Commerce: A Role of Serendipity and Scarcity Message.* Paper presented at the PACIS2015. Sands Expo and Convention Center, Marina Bay Sands, Singapore
- Chung, N., **Song, H. G.,** & Koo, C. (2015, August). *Effects of Shopping Value and Social Commerce Satisfaction on Purchase Intention: The Moderating Role of Impulsiveness and Innovativeness.* Paper presented at Korea Society of Management Information System 2015, The Korea Science and Technology Center, Korea
- Chung, N. H. & **Song, H. G.** (2014, December). *The Effect of Restaurant Customer's Technology Readiness on Purchase Intention in Social Commerce: Mediating Role of Shopping Value.* Paper presented at The 48th Semi—Annual KOHTA Conference at Chung-Ang University, Korea
- Chung, N., **Song, H. G.,** & Koo, C. (2014, June) *The Effect of Social Capital for Continuous Intention to Use on Social Networking Service: Mediating role of Organization Citizenship Behavior.* Paper presented at 2014 Social Knowledge Management Conference, Korea Advanced Institute of Science and Technology

Voluntary/Extracurricular Activities

Adjutant general office, Headquarter, 28th division, Republic of Korea Army

Serve military duty

July 2008 – May 2010