

Exploring the impact of TV advertising and social media influencers in culinary marketing

Chelsy Angelia Timothy^{1*}, Shinta Shinta², Fransiska Fransiska³, Fifi Angelita⁴

University of Catholic Musi Charitas, Indonesia^{1,2,3,4}

Corresponding e-mail: johchelfs10@gmail.com*

ABSTRACT

Purpose — *This quantitative research aims to analyze and determine the impact of TV advertising and social media influencer endorsements on buying interest in the culinary field.*

Method — *This research is quantitative in nature, focusing on individuals in Indonesia who utilize and watch digital TV. The research population includes those who meet the specified criteria. A total of 113 respondents participated, and primary data was collected through online questionnaires. The data analysis employed regression techniques.*

Result — *As a result of this study, both social media influencers and TV advertising have been found to positively and significantly influence buying interest.*

Novelty — *This research is pioneering in examination of digital TV advertising within the culinary field, and it extends its scope by investigating the widely used advertising medium of social media influencers.*

Keywords: *social media influencer, tv advertising, buying interest*

INTRODUCTION

Due to the rapid and extensive development of globalization worldwide, culinary food has gained popularity, emerging as a focal point for advertisements on social media and TV influencers. Culinary experiences have evolved into a nation's identity (Herdiana, 2021). With the advancements in communication technology, social media has become a multifaceted platform for people of various ages to connect, consume content, conduct work, engage in endorsements, make online purchases, and serve as an advertising medium for marketers. According to data from Muhtar (2023), it is projected that in January 2023, the number of social media users in Indonesia will reach 167 million people, constituting 78% of the total internet users in the country. Research conducted by Fontefrancesco et al. (2023) suggests that to enhance the quantity and intensity of culinary visitors, particularly among national and international tourists, advertising communication should be developed through both digital and traditional channels.

The proliferation of social media, especially through mobile applications, is closely tied to the presence of social media influencers—individuals with significant influence and substantial audiences who follow, like, and even idolize them. The rise of numerous social media influencers presents an opportunity for marketers to promote their products, often through the practice of "endorsement." Social media endorsement is a collaborative effort between brands and social media influencers, yielding mutual benefits for both parties (Hardilawati, 2019).

Brands recognize that product exposure is more effective when endorsed by influencers with a large audience. However, an excess of endorsers and advertising information can lead to a perception of diminished competence and effectiveness, contributing to information overload and audience boredom. Research findings by Calvo-Porrall et al. (2021) indicate that consumers' behavior towards food is significantly influenced by the alignment between the endorsement, the recommended product, and the credibility of the endorser. GlobalWebIndex reported by Beer (2018) reveals that 54% of social media users use these platforms to research products, and Ewing (2019) notes that 71% of individuals who receive referrals from social media are more



likely to make a purchase. Given this phenomenon, this research seeks to offer a comprehensive understanding of whether social media influencer endorsements significantly influence the culinary buying interest of consumers in developing countries such as Indonesia.

Individuals classified as social media influencers are essentially brand marketers with a substantial following on social media, exerting significant social influence (Liu et al., 2023). The term "social media influencer" is associated with individuals recognized by many for their expertise in various industries, including music, health, fashion, and others, targeting social media users (Ao et al., 2023). Consumers hold high expectations when endorsers promote products and exhibit a high level of trust in celebrity endorsers (Catharina Clara, 2023). Celebrities or influencers are perceived to possess a distinct and superior personality, creating a desire among consumers to associate themselves with that image (Pradhan et al., 2016). According to Cahya (2022), the more impactful the advertisement disclosure by endorsers, the greater the buying interest it generates.

In addition to social media, traditional mass media, specifically television (TV), remains a prevalent platform today. As of April 2023, according to siarandigital.kominfo.go.id, the government has transitioned TV from analog to digital to enhance the viewing experience (Doni, 2023). TV, since its inception, has served as a prominent advertising space for various products traded in society. Numerous products have gained exceptional brand status within their categories due to TV advertisements. Commercial TV advertising stands out as one of the most influential mass media, capable of reaching a large audience, primarily used for advertising campaigns such as increasing sales, sales promotion, and building brand image (Kitchenko, 2021).

Research by Winata & Nurcahya (2020) indicates that advertising messages, jingles, story illustrations, and advertising stars have a positive and significant effect on consumer buying interest. Advertisements across various media, including television and radio, are persuasive when they are attractive and convey easily interpretable product information (Wahyudi, 2022). Persuasive TV commercials employing strategies such as advertising repetition, product demonstration, popularity appeal, celebrity endorsement, and awards have the ability to convince diverse audiences (Rodrigues et al., 2023; Silva et al., 2021).

While TV was traditionally categorized as an advertising medium before the era of digitalization, contemporary technologies have evolved, and consumers now have increased knowledge and choices regarding marketing and advertising (Kumar & Raju, 2013). Social media, which gained prominence with the advent of the internet, facilitates global interactions, allowing people to connect, understand different cultures, and explore diverse cuisines. Recognizing this trend, culinary entrepreneurs leverage social media as a promotional platform. This study seeks to explore the influence of advertising through social media endorsements by influencers and digital TV advertising on culinary buying interest.

In the evolving landscape of the digital era and technology, digital advertising media is gaining increasing prominence (Yang, 2023). Marketing communications in Indonesia have undergone significant integration, primarily driven by technological advancements and the internet, leading to a shift towards digital advertising (Wandoko & Panggati, 2020). While numerous studies have explored the effects of digital advertising on various consumer purchasing behaviors across different domains, there remains a gap in understanding changes in consumer behavior towards TV advertising post the transition to digital (Budhirianto, 2014; Zaein, 2022).

This research takes a distinctive approach by delving into the dynamics of buying interest in the culinary world through an examination of social media influencers and TV advertising media in Indonesia. In contrast to previous studies that predominantly focus on contemporary advertising mediums, particularly influencers, this research revisits the theme of TV advertising with its digital transformation, comparing it with current popular advertising media such as social media influencers. Additionally, earlier studies often concentrated on the effectiveness of advertising media for specific brands or in particular cities. In contrast, this study explores advertising media's overall impact on buying interest in the culinary field.

This quantitative research is designed to comprehensively understand, analyze, and determine the influence of TV advertising and social media influencer endorsements on buying interest in the culinary field. The objective is to furnish information and insights to the audience, shedding light on how the realm of digital advertising shapes consumer buying interest in the culinary sector.

METHOD

This research investigates the growing prevalence of information technology, particularly social media, and the digitalization of TV media. It adopts a quantitative approach with the objective of providing an overview of the relevance and effectiveness of advertisements related to culinary food on both TV and social media platforms. Quantitative data, as defined by Sugiyono (2019), pertains to numerical or graded qualitative information.

Data were collected through a survey instrument, wherein respondents answered various questions related to the variables under consideration. The study population comprised individuals in Indonesia, aged between 15 and 65, who use and watch social media and TV. Purposive sampling was employed, and 113 respondents participated in the online questionnaire. The inclusion criteria were as follows: 1) active use of social media platforms (e.g., TikTok, Instagram, Facebook, etc.) and 2) regular viewership of TV content (digital or mobile apps based).

The study focuses on two independent variables and one dependent variable, specifically examining the impact of advertising and promotion on culinary buying interest. The selected advertising variables are TV advertising and endorsements by social media influencers. Consequently, the first independent variable is TV advertising, the second is social media influencers, and the dependent variable is buying interest. The research questionnaire comprises Likert scale questions, with weighted values assigned as follows: strongly agree = 5, agree = 4, moderately agree = 3, disagree = 2, strongly disagree = 1.

Hypothesis testing will involve an Independent T-test and the coefficient of determination (R^2) at a significance level of 0.05 (5% error level). Additionally, validity and reliability tests will be conducted to assess the accuracy and consistency of the data. Multiple linear regression analysis will be employed to analyze the garnered data.

This study utilized primary data derived from a survey conducted through an online questionnaire. The questionnaire was designed and distributed by the researcher through Google Forms, a questionnaire service provided by Google. The Likert scale served as the measurement tool. The independent variables identified in this study are TV advertising and social media influencer, while the dependent variable is buying interest. The variables and their corresponding indicators are outlined below:

Table 1. Questionnaire items

No	Variable	Statement items (X = Independent variable; S = Statement)
1	TV Advertising (X1)	X1S1 : Persuasive advertising messages make you interested in buying advertised culinary food on TV
		X1S2 : Interesting story illustrations make you interested in buying the culinary food advertised on TV
		X1S3 : Certain advertising stars make you interested in the
		X1S4 : advertised food products on TV
		Beautiful advertising jingles make you interested in buying culinary food advertised on TV
2	Social Media Influencer (X2)	X2S1 : Endorser expertise makes you want to buy food products on social media

		X2S2 : Your trustworthiness to the endorser makes you want to buy food products on social media
		X2S3 : The similarity of your tastes with endorsers makes you want to buy food products on social media
		X2S4 : The familiarity with endorsers makes you want to buy food products on social media
		X2S5 : Liking the endorsers is the reason you are interested in wanting to buy food products on social media
3	Buying Interest (Y)	X3S1 : I am interested in transacting for food advertised on TV and social media
		X3S2 : I would recommend food advertised on TV and social media to people I know
		X3S3 : Buying food from TV and social media advertisements would be my first option
		X3S4 : I am interested in finding more information from food advertisements on TV and social media endorsements

Source: Developed by the authors (2023)

Hypotheses development

TV advertising and buying interest

Television is a visual and auditory broadcast medium that captures audio-visual content. Video broadcasting is achieved through transmission or broadcasting methods (Zoebazary, 2010). TV advertising refers to promotional content broadcast on television, typically featuring a combination of images and sound, often emphasizing music, movement, and persuasive language. Various indicators contribute to the effectiveness of TV advertising, including advertising messages, story illustrations, advertising stars, and advertising jingles (Winata & Nurcahya, 2020). TV advertising is recognized as an effective tool for promoting products to audiences and consumers. Its potency lies in its ability to convey messages to the target audience through a blend of visual and auditory communication (Sonkusare, 2013). This, in turn, raises awareness of the showcased products, generating interest and prompting potential buyers after exposure to TV advertising. Television commercials play a crucial role in product introduction, showcasing the diverse advantages associated with a brand. This not only enhances familiarity with the product but also persuades consumers to consider purchasing the advertised product (Kannapiran & Megala, 2021).

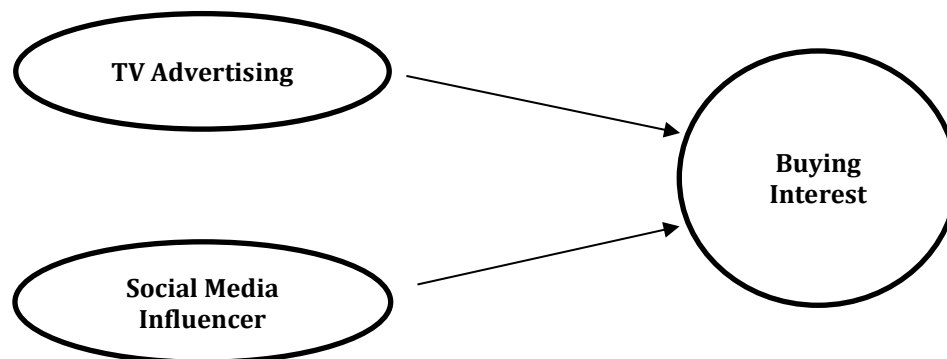
H1: TV advertising has a positive influence on culinary buying interest

Social media influencers and buying interest

Social media influencers are recognized for their significant impact on their followers, often leading to followers making purchases based on the influencer's recommendations. The loyalty of followers to influencers frequently translates into their willingness to buy products or services endorsed by the influencer. Businesses leverage influencers to access a broader social demographic, with influencers wielding the power to sway the purchasing decisions of their followers owing to their authority, expertise, position, or relationship with their audience (Arini, 2022). The endorsement process encompasses five dimensions: trustworthiness, expertise, familiarity, liking, and similarity, as outlined by Kelman in Shimp & Andrews (2013). In the era of digitalization, advertising has expanded its reach to social media platforms. Unlike the past, where advertising was predominantly physical, such as banners and billboards, many brands now venture into social media through influencers or social media artists who provide endorsements. This shift reflects the evolving landscape of advertising strategies in response to the changing media environment.

H2: Social media influencer has a positive influence on culinary buying interest

Figure 1. Research model



Source: Developed by the authors (2023)

RESULT AND DISCUSSION

Descriptive analysis

There were 113 respondents who filled out the questionnaire. Each answer's data has been checked for validity and reliability. The results of the research from the questionnaire that has been carried out can be seen in the following table, where the average number of results is presented:

Table 2. Mean, validity, and reliability test

Statement Code	Mean (answer)	Reliability (Cronbach's Alpha)	Validity (Corrected Item-Total Correlation); r-table (0.05) = 0.1832	Conclusion of the correlation
X1S1	4.398	0.92	0.60	VALID
X1S2	4.274		0.52	VALID
X1S3	4.062		0.53	VALID
X1S4	4.230		0.53	VALID
Grand Mean	4.241			
X2S1	4.071	0.91	0.49	VALID
X2S2	4.195		0.60	VALID
X2S3	4.239		0.51	VALID
X2S4	4.018		0.63	VALID
X2S5	4.159		0.59	VALID
Grand Mean	4.136			
X3S1	4.168	0.89	0.64	VALID
X3S2	4.168		0.46	VALID
X3S3	4.159		0.52	VALID
X3S4	4.212		0.62	VALID
Grand Mean	4.177			

Source: Processed data (2023)

After calculating the average response for each statement, the grand mean of X1 (TV Advertising) is found to be 4.241, X2 (Social Media Influencer) is 4.136, and Y (buying interest) is 4.177. A

score of 4 is categorized as good, indicating an average agreement with each statement in that variable. The data has undergone validity and reliability tests using corrected item-total correlation for validity and Cronbach's alpha for reliability.

The validity requirement is met, as the corrected item-total correlation (r-count) exceeds the table value (r-table) of 0.1832. Therefore, all data are considered valid. Regarding reliability, the requirement is a Cronbach's Alpha greater than 0.7 (Ghozali, 2018). Tests on variables X1, X2, and Y indicate that all data are reliable, with reliability levels of 0.92 (92%) for X1, 0.91 (91%) for X2, and 0.89 (89%) for Y.

Furthermore, this study tests the hypothesis using a parametric Independent T-test, which aims to determine whether there is a significant difference in the average between two independent groups. The goal is to ascertain whether the two groups of data originate from the same subject. A prerequisite for the Independent T-test is that the data must be normally distributed (Statistics Center Diponegoro University, 2021).

Classical assumption test

Before conducting the independent t-test, a normality test was performed using the One Sample Kolmogorov-Smirnov analytical tool. The condition for normality is met when the significance is > 0.05 , indicating that the residual data follows a normal distribution. A significance level of 0.297 was obtained, which is > 0.05 , confirming that the residual data is normally distributed. Furthermore, in the heteroscedasticity test, significant values > 0.05 were obtained for Y (0.958), X1 (0.144), and X2 (0.099). These results indicate that the data does not exhibit heteroscedasticity problems, ensuring the accuracy of the regression model. Additionally, the multicollinearity test revealed VIF values ≤ 10 , indicating the absence of multicollinearity. Both X1 and X2 obtained VIF values of 3.08, well below the threshold of 10, demonstrating that there is no strong correlation between the independent variables.

Table 3. Normality, heteroscedasticity, and multicollinearity test

	Normality test (RES1 > 0.05)	Heteroscedasticity (Sig. > 0.05)		Multicollinearity (VIF ≤ 10)	Conclusion of classical assumption test
Intercept	0.297	0.958		-	Data is normally distributed, avoiding heteroscedasticity problem, and multicollinearity does not occur
TV Advertising		0.144		3.08	
Social Media Influencer		0.099		3.08	

Source: Processed data (2023)

Hypotheses test

Based on the group statistics output, the TV advertising variable has a mean of 16.96 based on 4 questionnaire statements, resulting in a grand mean of 4.24 for each statement. Similarly, the Social Media Influencer variable has a mean of 20.68 with 5 questionnaire statements, leading to a grand mean of 4.136 for each statement. This indicates a slight difference between TV advertising and Social Media Influencer. To validate the hypothesis, the two-tailed p-value (Sig. 2-tailed) was examined assuming equal variances. If the p-value is < 0.05 , both H1 and H2 are accepted. In this case, the obtained p-value is 0.000, confirming the acceptance of H1 and H2.

Table 4. Independent t-test

Description	Mean	Std. Deviation		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Group Statistics								
TV Advertising	16,96	2.18		-	-	-	-	-
Social Media Influencer	20.68	2.78		-	-	-	-	-
Independent sample t-test								
Equal variances assumed	-	-		-11.19	224.00	0.000	-3.72	0.33
Equal variances not assumed	-	-		-11.19	212.24	0.000	-3.72	0.33

Source: Processed data (2023)

Multiple linear regression analysis

The regression equation derived from the table is $Y = 0.0812 + 0.3661X_1 + 0.5036X_2$. Both coefficients for X_1 and X_2 are positive, indicating a positive influence from TV Advertising (X_1) and Social Media Influencer (X_2). The adjusted R-square, calculated as 0.792994, suggests that 79.2994% of the variation in the Buying Interest (Y) variable can be explained by the TV Advertising (X_1) and Social Media Influencer (X_2) variables. The remaining 20.7006% is attributed to factors outside these variables. Additionally, the t-statistics reveal that the values are greater than the critical t-table values, indicating that both X_1 and X_2 variables significantly influence the intercept or dependent variable (Y), specifically buying interest.

Table 5. Regression

	Coefficients	Std. Error	t-stat (t-table: 1,662)	P-value	Conclusion of t-statistics
Intercept	0.0812	0.8169	0.0993	0.9210	-
TV Advertising	0.3661	0.0806	4.5442	0.0014×10^{-2}	Affect the dependent variable
Social Media Influencer	0.5036	0.0634	7.9448	$0,0018 \times 10^{-9}$	Affect the dependent variable

Source: Processed data (2023)

Discussion

TV advertising and culinary buying interest

The findings indicate that TV advertising remains pertinent and significantly impactful on culinary buying interest, confirming the validity of H1. This implies that a well-executed television commercial, characterized by compelling story illustration, jingle, stars, and message, correlates with heightened audience interest in the promoted culinary products. These results align with previous research (Wahyudi, 2022; Winata & Nurcahya, 2020) affirming the positive and substantial influence of TV advertising on consumer buying interest.

The outcome of TV advertising's impact on culinary buying interest underscores audience perceptions, emphasizing the relevance of traditional advertising media seamlessly transitioning into the digital realm. The successful fusion of TV advertising with digital platforms reflects the adaptability and effectiveness of this medium. In the context of Indonesia's integrated marketing communication landscape, the digitalization of TV has solidified TV advertising as a viable and influential choice among various digital advertising options.

Social media influencer and culinary buying interest

The outcomes reveal that social media influencers, through endorsements, yield positive and statistically significant impacts on culinary buying interest, confirming the validity of H2. This suggests that the more trustworthy, expert, familiar, similar, and liked a social media influencer is, the higher the buying interest generated for the advertised culinary products. These findings align with prior research (Cahya, 2022; Calvo-Porrall et al., 2021) indicating that social media influencers exert a significant and positive influence on consumer buying interest within the realm of social media.

The results pertaining to the social media influencer variable in culinary buying interest underscore the popularity and effectiveness of this medium in culinary advertising. This resonance is particularly relevant in the contemporary digital landscape, marked by pervasive technological advancements and internet developments, where marketing has undergone a comprehensive shift towards digital platforms. The prominence of social media influencers, influenced by factors such as trustworthiness, expertise, liking, familiarity, and similarity, significantly shapes the audience's buying interest in culinary products.

CONCLUSION

This research delves into the dynamics of culinary marketing, specifically exploring culinary buying interest through the examination of two prominent advertising media: social media influencers and digitized television (TV). The study takes a comprehensive approach, investigating the general impact of advertising media on culinary buying interest without confining the scope to specific brands or particular city areas.

In a broad perspective, both TV advertising and social media influencers exhibit a positive and robust influence on culinary buying interest. The evolution of television into a digital format has solidified its relevance as an effective culinary advertising medium. Simultaneously, social media influencers, with their full digitalization and inherent popularity tied to their values, significantly shape the audience's buying interest in the advertised culinary products.

For practical business implications, culinary enterprises can leverage the study's findings as a foundation for formulating digital marketing strategies by incorporating both TV advertising and social media influencers. Given that audiences familiar with digital media perceive it as part of their daily experience, the popularity of digital advertising media, such as social media influencers, coupled with substantial changes like TV digitization, brings creative dimensions to culinary advertising.

As a suggestion for future research, scholars may explore mediator or moderator variables to provide a more nuanced understanding of the connections between the two advertising media variables, enhancing their applicability to culinary businesses. Additionally, future research endeavors could incorporate a broader array of digital advertising media, considering the vast landscape that remains largely unexplored in the current study.

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