The impact of mukbang live streaming commerce on consumers' overconsumption behaviour

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Abstract

   Food live streaming shopping, which features a host eating and promoting the products to viewers, has become a new form of food marketing. This paper examines the impact of content, influencer, and channel factors of mukbang live streaming on consumers' perceived value and subsequent impulse purchase and food consumption behaviour. Three studies were conducted. Study 1 was an experiment with 216 participants, revealing that a non-ASMR regular food video in which the mukbanger talks to viewers while eating is more influential in enhancing the video's perceived value and increasing impulsive purchase and consumption. Study 2 introduced the influencer factors into the experiment conducted with 624 participants. It showed that a credible and parasocial influencer significantly affected consumers' perceived value, regardless of the food featured, resulting in impulse purchase and consumption. Study 3, excluding the content factors fully mediated by influencer factors, examined the impact of live streaming influencer and shopping platform on perceived value and food well-being. A cross-sectional survey of 630 respondents found that channel factors (food product offerings and convenience) and influencer factors (credibility and parasocial relationship) significantly enhanced consumers' perceived value, leading to impulse purchase and overconsumption. Theoretical and practical implications were provided to enrich future research and responsible business practices in online food marketing.

Keywords

live streaming shopping; mukbang; eating broadcast; influencer; live stream hosts; food well-being; overconsumption; online food marketing; e-commerce platforms

Introduction

   Mukbang is a Korean term literally meaning "eating broadcast;" it refers to a video in which the host eats large amounts of food while interacting with viewers on social media (Donnar, 2017). Mukbang became a phenomenon in Korea in 2010 and has increasingly gained global popularity in the past few years (Kim, 2018; Kircaburun et al., 2021). Mukbang influencer marketing has become a novel type of brand marketing, consumer engagement, and sales promotion strategy for food and beverage products (Lewis & Yu, 2022; Wongkitrungrueng et al., 2020). Many food and beverage brands pay or sponsor products to mukbang influencers to increase brand exposure and engagement. The enormous potential of food marketing using mukbang influencers is reflected in the enthusiasm of followers (Hoffower, 2019). The most-viewed mukbang videos on YouTube have over 100 million views, signalling a significant opportunity for food brands to reach a wider international audience (Jackson, 2021). For example, Bethany Gaskin, a top US mukbang influencer, has 2.6 million subscribers on YouTube; Hongyu, a top Korean mukbang influencer, has 8.3 million YouTube subscribers; Mi Zijun, a top China mukbang influencer, has 19.1 million followers on Weibo. The combination of mukbang influencer marketing and live streaming commerce has changed food-and-beverages marketing and consumers' shopping habits (Qutteina et al., 2019; Zhang et al., 2020). Lewis and Yu (2022) posit that Mukbang has become "*a new genre in the online food influencer economy*". By combining live streaming commerce with mukbang, viewers may instantly purchase food and beverage products consumed by mukbang influencers on Taobao Live, Facebook Live, YouTube Live,

or Amazon Live. While doing this, viewers also interact with the mukbang influencers or other viewers in the live streaming (Cai et al., 2018). In mukbang live streaming commerce, live streaming hosts act as mukbang influencers, eating and sharing reviews of the food products in live streaming sales sessions. Under COVID-19 lockdowns, global e-commerce recorded a 27.6% growth and reached revenues of $4.28 trillion in 2020, fuelled by the exponential growth of live streaming commerce (eMarketer, 2021).

Research showed that food marketing strongly influence consumers to over-purchase, overeat, and waste unconsumed food (Aschemann-Witzel et al., 2016; Folkvord, 2019b; Parker et al., 2019). This may have moral implications on food wastage as well as the psychological well-being of the audiences (Qu, 2021). Through mukbang live streaming shopping, viewers can learn about food products endorsed by famous YouTubers or influencers, access promotional pricing, and conveniently purchase items online, with home delivery during lockdowns. We may hypothesise that this emerging form of online food marketing can also lead to over-purchasing, overconsumption, and food waste behaviour among consumers. In a study of the eating broadcast viewing experience, Kim et al. (2021) found that mukbang video watching is associated with excessive drinking, influencing obesity-related eating behaviours. Stein and Yeo (2021) also found evidence that higher caloric intake and obesity prevalence are associated with mukbang watching while eating. However, other research on mukbang has indicated that it may not necessarily lead viewers to overconsume (Kircaburun et al., 2021). On the contrary, mukbang viewing has been found to help consumers reduce excessive food consumption. It is because it decreases their feelings of loneliness, usually accompanied by the consumption of unhealthy comfort food (e.g. potato chips), reduces their urge to eat between meals, and restrains disordered eating (Strand & Gustafsson, 2020). Similarly, Zhong (2020) suggested in a review that mukbang viewing has various forms of utility, including helping audiences to relax, facilitating virtual interaction between audiences and the influencer, and enhancing perceived self-efficacy. Mukbang influencer marketing and live streaming commerce have thus increased food and beverage brands' sales; however, the majority of prior studies have only focused on why people watch mukbang (Anjani et al., 2020; Kang et al., 2020; Kircaburun et al., 2021; Pereira et al., 2019). The impact of this new form of marketing strategy on consumers' food purchasing and consumption behaviours remains unclear, and studies have arrived at mixed results (Kircaburun et al., 2021; Kircaburun et al., 2020a; Kircaburun et al., 2020b). The mukbang phenomenon differs from other kinds of live streaming commerce in two significant ways. First, eating can allow people to interact with others (Delormier et al., 2009; Watkins et al., 2019). Watching mukbang videos may serve as an alternative way for audiences to gain social interaction through a virtual social community or virtual companionship (Kircaburun et al., 2021). Second, Autonomous Sensory Meridian Response (ASMR) is often used in mukbang videos, such as sounds of chewing, crunching, and biting. ASMR often enhances the sensory appeal of food products (Adams, 2022). Although other sectors attempted to use ASMR, this marketing approach is more often used in food-related products (Chae et al., 2021). It is probably because the ASMR effects are more naturally presented while the influencers eat. However, little is known about how different types of mukbang videos influence consumption behaviours in a live streaming context.

This study aims to fill the research gaps in mukbang live streaming e-commerce in three aspects. First, this study examines the impact of mukbang video content (ASMR and social interaction) on customers' perceived values. Second, drawing upon the S-O-R model, this study investigates and compares the impact of message, source, and channel factors in the mukbang context. The results are expected to provide insights to businesses and marketers for designing effective mukbang marketing strategies. Third, this study extends the literature by studying the impact of mukbang influencer marketing on customers' impulsive and overconsumption intentions. The insights will also enable food marketers, influencers, and live streaming retailers to formulate online marketing strategies that protect consumer well-being.

The following sections will summarise the theoretical background and the proposed research model. A section on research design and data collection will describe the methodology adopted in this study. This paper will then describe the research design, measures, and findings of each of the three studies included, and the results will also be discussed. A holistic discussion of the theoretical and managerial implications of the paper will be presented. Finally, the research limitations and conclusions are provided.

Theoretical background
The stimulus-organism-response (S-O-R) framework

The stimulus-organism-response (S-O-R) theory was first developed in environmental psychology. It proposes there is a relationship between three factors: an environment that contains stimuli (S) will affect organisms (individual; O) and produce an approach or avoidance response (R) (Mehrabian & Russell, 1974). It has become a popular theory in consumer behaviour studies due to its assessment of the relationship between environmental "stimuli" and emotional "organisms," which then subsequently impacts consumers' behavioural "responses," such as purchases (Chang et al., 2011; Jacoby, 2002). The theory has been widely applied to different consumer behaviours context, such as retailing (Chang et al., 2011), e-marketing (Kamboj et al., 2018), hospitality marketing (Emir et al., 2016), and tourism marketing (Rajaguru, 2014). In the recent decade, the S-O-R model has been widely used in influencer marketing studies to measure the impact of online influencers as stimuli of affective organisms and subsequent behavioural responses (Aw et al., 2022; Gamage & Ashill, 2022; Ingrassia et al., 2022; Lee & Chen, 2021; Lin et al., 2022; Seçilmiş et al., 2022; Zhou et al., 2021). Table 1 summarises some recent studies using the S-O-R model in online influencer marketing settings, highlighting with recent focus the appropriateness of this paper to use the S-O-R theory to study influencers' impact on impulsive behaviour in live streaming e-commerce. Furthermore, it allows a high level of flexibility when choosing constructs to measure the S-O-R factors that align with the characteristics of the research context (Jacoby, 2002). In the current study, we posited Mukbang influencer marketing as stimulus (S), customers' perceived value as organism (O) and customer consumption behaviours as response (R). It offers insights by incorporating the role of both cognitive and affective states of factors influencing customer purchase and consumption behaviours in the context of live streaming research.

< insert Table 1 here >

According to communication studies, the communication variables affecting consumers' emotional attitudes include source, content, and channel factors (Lou & Yuan, 2019). These three factors are commonly considered stimuli in an online marketing context (Xu et al., 2020). For stimuli in the context of live streaming e-commerce, Xu et al. (2020) identified content, influencer attractiveness, parasocial interactions, and information quality as possible stimuli. The organism, instead, is the customers' cognitive and emotional value perception (Hashim et al., 2018; Wu & Li, 2018), and responses refer to consumption and purchase behaviours (Vieira, 2013). The impact of content stimuli on consumer perception was often studied in prior food marketing research, including the impact of brand mascots (Kraak & Story, 2015) and message appears (Dube & Cantin, 2000) on food consumption and food labelling on purchase behaviour (Araya et al., 2022). However, the influence of food type and genre featured in the eating video is not examined in prior food live streaming e-commerce studies. The impact of influencers as stimuli is also well-researched in marketing studies, including the impact of online influencers' credibility, attractiveness, and parasocial relationship on the purchase of beauty and fashion products (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020b; Trivedi, 2018; Yuan et al., 2016). Prior food marketing studies have also revealed a significant impact of online influencers on the food well-being of children and teens (Boyland et al., 2013; Bragg et al., 2021; Coates et al., 2019a; Coates et al., 2019b; De Jans et al., 2021). However, although online

influencers have been found to impact food overconsumption among adult consumers, the impact on food purchase in live streaming leading to overconsumption has received little research attention. Additionally, the purchase channel has consistently been identified as another critical stimulus influencing food purchase. For example, convenience, product assortment, monetary saving, and provision of food information are drivers for perceived values and subsequent behaviours in online food shopping (Aitken et al., 2020; Duarte et al., 2018; Pham et al., 2018; Žeželj et al., 2012). In live streaming shopping, the shopping platform facilitates many factors influencing perceived values and purchase behaviour. For example, many platforms nowadays provide one-click purchases, past reviews, and convenient product searches to enhance the ease of purchase shopping (Alkenani, 2019; Mohd Satar et al., 2019; Mou et al., 2019). Thus, using the S-O-R model to examine the combined effects of content, influencer, and channel stimuli on subsequent food purchase and overconsumption in the live streaming context seems appropriate.

The organism is often considered the customer perception and evaluation of the stimuli in a particular market environment (Jacoby, 2002). The customers' perceived value of the shopping experience can be categorised as utilitarian and hedonic (Babin et al., 1994). Utilitarian value is a task-related and rational evaluation where products or services are judged based on their functionality and practicality; hedonic value is an evaluation based on emotional fulfilment, such as arousal, playfulness, and enjoyment (Bridges & Florsheim, 2008). Consumers seek these values in online and offline shopping contexts (Wolfinbarger & Gilly, 2001). Sweeney and Soutar (2001) developed a measurement scale of perceived value in which social value could be realised from a consumer offering in addition to utilitarian and hedonic value. Social value is the status, and self-esteem consumers obtain from their purchase (Rintamäki et al., 2006); it can also be obtained by establishing and interacting with others in an online environment (Wu et al., 2018). Based on the S-O-R model, the responses in food marketing and online shopping often include impulsive food consumption, impulse purchase intention, and overconsumption behaviour (Garza et al., 2016; Jeffrey & Hodge, 2007; Kemp et al., 2013; Kjellberg, 2008; Liu et al., 2013; Qutteina et al., 2019). Consumer impulsivity is defined as a customer's unplanned behaviours driven by immediate gratification without careful deliberation (Sengupta & Zhou, 2007). Overconsumption occurs when individual purchases and consumes that exceeds their needs (Frick et al., 2021). Impulsive purchase and overconsumption may negatively influence individual well-being and environmental sustainability (Ah Fook & McNeill, 2020; Ardley & May, 2020). Mattson (2019) suggested that food overconsumption does not only cause problems to physiological health (e.g. obesity-related problems) but also people's cognitive health. Emotional eating driven by anxiety, depression, loneliness, etc., is associated with mental health problems and weight gain (Armitage, 2015; Kemp et al., 2013). Overconsumption can become a barrier for teens' to assume their future roles and responsibility as well as their health and well-being (Onur et al., 2022; Snoek et al., 2007). In addition to individual well-being, overeating can also lead to adverse environmental consequences because of excess resource utilisation (Blair & Sobal, 2006; Brinzan et al., 2012). Food well-being is vital to consumers' physical, psychological and social health (Ares et al., 2014). Therefore, policymakers and businesses should gain a sound understanding of consumers' food consumption behaviours that help achieve healthier and more sustainable consumption practices (Batat et al., 2019).

Content factors of mukbang live streaming shopping
Type of Genre. Mukbang videos are mainly categorised using two dimensions: the genre and the food featured. Physical and sensory experiences of mukbang watching are elicited using two significant genres: (1) parasocial interaction and (2) autonomous sensory meridian response (ASMR). First, parasocial interaction is defined as customers interacting with a media performer (the persona) in a media exposure situation (Horton & Strauss, 1957). This interaction is often regarded as one-way and non-reciprocal from the media persona to the audience (Lou & Kim, 2019). It occurs when the persona adapts the conversational style of informal face-to-face gatherings and uses body and verbal

communication to address their audiences (Dibble et al., 2016). In other words, this is one of the influencer's interactional and conversational styles. When following mukbang influencers or subscribing to their online channels, social media users create a parasocial relationship with them. Parasocial interaction gives "an illusion of intimacy as for the 'real' interpersonal relationships," making viewers positively respond to what mukbang influencers recommend (Sokolova & Kefi, 2020a), which is considered an interactional style used by the influencers. Second, in the genre of ASMR mukbang videos, influencers use eating and drinking sounds (such as the sounds of munching or of ripping food packaging open) to provide a sensory experience among viewers, arousing eating and online shopping intentions (Anjani et al., 2020; Erayan, 2020; Poerio et al., 2018).

Type of food.   The types of food featured in mukbang may also influence viewers' food purchasing and consumption. Mukbang food types are categorised into the eating of (i) unconventional food (e.g., giant live octopus), (ii) daily meals that viewers cook or eat regularly, and (iii) junk food (e.g., French fries or cup noodles). Research has shown that viewers mainly watch mukbang influencers eat unconventional food for entertainment. Watching these influencers eat regular and junk food may be more strongly associated with disordered eating (Kircaburun et al., 2020b). Therefore, the effect of featuring junk compared with regular food will be tested in the current study. While the impact of message content has been widely studied in other marketing contexts, prior studies on mukbang have not investigated the impact of different content on consumer perceptions (Bruce et al., 2017; Gifford & Bernard, 2004; Namin et al., 2020). Since different types of mukbang videos may elicit different stimulation responses and emotions among viewers, we establish the following null hypotheses to be examined in this study:

Hypothesis H1:   The mukbang genre (ASMR vs non-ASMR) will have no significant effect on the perceived value of mukbang watching / mukbang live streaming shopping

Hypothesis H2:   The type of food (junk food vs regular food) featured will have no significant effect on the perceived value of mukbang watching / mukbang live streaming shopping

Hypothesis H3:   Mukbang genre and food type interaction will have no significant effect on perceived value

Source factors of mukbang live streaming shopping

Physical and social attractiveness.   Prior studies have found that consumers' purchasing intentions and attitudes towards the advertised message are affected by an influencer's characteristics, including perceived physical attractiveness, social attractiveness, and credibility (Lou & Yuan, 2019; Sokolova & Kefi, 2020a). Physical attractiveness refers to the influencer's alluring and appealing physical beauty, while social attractiveness refers to the influencer's likability and consumer familiarity with them (Wiedmann & von Mettenheim, 2020).

Credibility.   Influencer credibility is an important factor in determining the persuasiveness of a marketing campaign (Djafarova & Rushworth, 2017), and it refers to the influencer's expertise and trustworthiness (Lou & Yuan, 2019). Consumers are particularly concerned with whether influencers' reviews are genuine or deceptive (Filieri et al., 2015; Ong, 2012). There has been an increase in paid influencer reviews and even reviews written by influencers who have not tried the product, and these have negatively influenced the influencer's credibility (Hu et al., 2012; O'Connor, 2008). Since physical attractiveness, social attractiveness, and credibility have been shown to strongly and positively predict a consumer's attitude towards the advertised product (Kim & Kim, 2021; Sokolova & Kefi, 2020a), we hypothesise that

Hypothesis H4:   The influencer's physical attractiveness positively affects the perceived value of mukbang watching / mukbang live streaming shopping

Hypothesis H5:   The influencer's social attractiveness positively affects the perceived value of mukbang watching / mukbang live streaming shopping

Hypothesis H6:   Influencer credibility positively affects the perceived value of mukbang watching / mukbang live streaming shopping

Parasocial relationship.   Parasocial relationship is created between mukbang influencers and viewers when they interact in live streaming sessions. In such a relationship, influencers generate content broadcasted either live stream or video posting and interact with their followers regularly, and followers develop a socio-emotional attachment to the influences (Kurtin et al., 2018). Thus, an "illusion of intimacy" may develop between mukbang influencers and the viewers. Prior studies have shown that customers are more engaged and possess a stronger brand attachment when they perceive a strong parasocial relationship with the influencer (Yuan et al., 2016; Yuan et al., 2019). Purchase intention and e-WOM can also be influenced by the strength of the parasocial relationship (Hwang & Zhang, 2018). Yuan et al. (2016) proved in their study that source credibility can improve the level of parasocial relationships; on the contrary, it was suggested by Reinikainen et al. (2020) that source credibility is influenced by parasocial relationship. In this study, we argued that parasocial relationship is one of the source factors for which different influencers have their advertising and interactional approaches to establish the relationship (Yuan & Lou, 2020). The perceived parasocial relationship with mukbang influencers is hypothesised to affect viewers' attitude towards the mukbang videos. Thus, we hypothesise that,

Hypothesis H7:   A strong parasocial relationship between the influencer and viewers positively affects the perceived value of mukbang live streaming shopping

Channel factors of mukbang live streaming shopping

In mukbang live streaming shopping, the e-commerce platform plays a vital role in engaging, satisfying, and motivating viewers to purchase the food products promoted by the influencers, live streamers, or live streaming hosts (Busalim et al., 2019; Wu & Li, 2018). Live streaming shopping not only offers viewers real-time interactions, but it also provides them with more significant instant purchase discounts, entertaining shopping experiences, convenient transactions and payments, and time and effort savings when compared to offline shopping or traditional one-way online shopping (Chiu et al., 2014; Todd & Melancon, 2018; Xu et al., 2020). Thus, the benefits of live streaming shopping strongly influence viewers' intention and impulse purchase behaviours (Cai et al., 2018; Yin, 2020; Zahari et al., 2021). Customers' perceived values can be enhanced by various attributes such as product variety, pricing, product information, and convenience (Ali & Bhasin, 2019; Jiang et al., 2016; Peng et al., 2019). Therefore, the perceived value of shopping would likely be enhanced by a wide range of offerings, reliable product information, attractive cost savings and shopping convenience. We thus hypothesise that incorporating live streaming shopping channels in mukbang will more strongly stimulate viewers and enhance their overall perceived value of the watching experience:

Hypothesis H8:   More product offerings in live streaming shopping are positively associated with the perceived value of mukbang live streaming shopping

Hypothesis H9:   Food information in live streaming shopping is positively associated with the perceived value of mukbang live streaming shopping

Hypothesis H10:   Monetary saving of live streaming shopping is positively associated with the perceived value of mukbang live streaming shopping

Hypothesis H11:   The convenience of live streaming shopping is positively associated with the perceived value of mukbang live streaming shopping

Impact of perceived value on impulsive food purchase and consumption
Impulse purchase.   In studies on traditional food marketing, marketing efforts are found to strongly influence food consumption (Boyland et al., 2013; Kovic et al., 2018). Furthermore, the perceived value of an offering plays an important role in predicting customer behaviours (Ashton et al., 2010;

Wang, 2010). In online food marketing, prior studies showed a strong association between perceived value and impulse purchase (Djafarova & Rushworth, 2017; Lee & Chen, 2021; Lin et al., 2022; Trivedi et al., 2022; Yang et al., 2021). While viewers perceived the online content delivered by the influencers to be useful (utilitarian value), socially satisfying (social value), or entertaining (hedonic value), prior studies have repeatedly observed impulse purchase of products showcased by the influencers. Thus, the perceived value is hypothesised to affect the viewer's intention to purchase products consumed or endorsed in mukbang videos.

Hypothesis H12: Perceived value of mukbang watching / mukbang live streaming shopping is positively associated with impulse food consumption.

Impulsive food consumption. Influencer marketing on social media, such as Instagram, strongly affects food consumption (Ingrassia et al., 2022). Kang et al. (2020) revealed that online food marketing increases food consumption among consumers. Moreover, perceived value communicated through food marketing and influencers is strongly associated with unhealthy eating (Coates et al., 2019b; De Jans et al., 2021; Folkvord, 2019a; Folkvord et al., 2020). However, (Kircaburun et al., 2021) posited that viewers predominantly watch mukbang to alleviate stress and loneliness, and therefore it does not lead to overconsumption. However, previous studies have shown that consuming junk food and impulse eating are usually associated with boredom and loneliness (Donnar, 2017; Mason, 2020; Rotenberg & Flood, 1999). This discrepancy may occur because the type of food marketing messages and their perceived value has not been thoroughly investigated in prior research. Thus, we propose to test the following hypotheses:

Hypothesis H13: Perceived value of mukbang watching / mukbang live streaming shopping is positively associated with impulse food purchase intention.

Consumers' overconsumption behaviour

Researchers have argued that overconsumption is directly fuelled by marketing, which creates a consumeristic society (Goodwin et al., 2013; Varey, 2002). Overconsumption is defined as the excessive use of goods and services, and it often arises from a belief that material possessions and consumption contribute to happiness, social status, and success (Brown & Cameron, 2000). There has also been a growing concern about the negative impact of overconsumption on the environment, society, and consumer well-being (Clapp, 2002; De Graaf et al., 2014; Kjellberg, 2008). Impulse consumption, an unplanned behaviour associated with joy and happiness, may lead to a negative post-purchasing experience and emotions because of the unnecessary purchase (Silvera et al., 2008; Spiteri Cornish, 2020; Verplanken & Sato, 2011). Studies have argued that impulse buying may trigger other impulse buying in the future, regardless of whether the experience is positive or negative (Xiao & Nicholson, 2011, 2013). Thus, we hypothesise the following:

Hypothesis H14: Impulsive food consumption caused by watching mukbang / mukbang live streaming shopping is positively associated with consumers' overconsumption behaviour.
Hypothesis H15: Impulse intention to purchase food consumed or endorsed by the mukbang influencers positively affects the consumers' overconsumption behaviour.

Methodology and Analysis
Overview of research design

Two experimental studies and one cross-sectional survey were conducted to test the hypotheses. Two online experiments were undertaken to explore the effect of mukbang on consumers' impulsive eating intentions and overconsumption behaviours, with Study 1 pertaining to the effect of the type of mukbang content and Study 2 pertaining to the effect of the influencer and mukbang content. Study 3 is a cross-sectional online survey that empirically tests the combined effect of mukbang influencer, the

content of eating video, and live streaming shopping on consumers' overconsumption behaviours. Figure 1 illustrates the overall conceptual model of the three studies. The experimental design and procedure details are illustrated in the following sub-sections.

< insert Figure 1 here >

Data collection

Data was collected from a nationwide panel of Chinese consumers recruited using a professional marketing research firm for the three studies. We chose to examine Chinese consumers in this research because live streaming commerce in China has the highest percentage of total retail sales (over one-third) and the highest total sales revenue (over three times more than the second-largest country, the USA) globally (Greenwald, 2020). Furthermore, even though it has such a high market share, China is one of the countries with the fastest growth rates in live streaming commerce.

To be eligible for the experimental studies, people had to have watched mukbang videos on social media platforms in the past three months (Study 1 and 2). To be eligible for Study 3, people had to have watched and shopped during mukbang live streaming sales sessions in the last three months. All respondents were above 18 years old and were randomly invited to participate in only one of the three studies. The sample composition of each study is provided in Table 2. The minimum sample size required for each study was estimated using G*Power 3.1 software (Faul et al., 2009). For studies 1 and 2 having four experimental groups, using a two-tailed test of significance at the 5% level, under a power of 95% and an estimated medium effect size of 0.3, at least 196 participants should be recruited on each experimental condition. For Study 3, on the 5% significance level of the hypothesis test, a small to medium effect size of 0.05, and 13 predictors in the model, a minimum of 543 samples should be collected.

< insert Table 2 here >

Common method variance

Since data for each study's variables were collected based on the same-respondent replies using a single instrument, procedural and statistical remedies were used to minimise common method variance (CMV) that might alter true correlations among observed variables (Podsakoff et al., 2003). First, this study used procedural remedies to design and administer the questionnaire, including using different scale types and mixing the question order. Second, it used the marker-variable technique, one of the most commonly used statistical remedies for CMV in advertising research (Lindell & Whitney, 2001; Malhotra et al., 2017). A theoretically unrelated marker variable was incorporated into all three study's questionnaires and was introduced on all endogenous constructs when we evaluated the hypothesised model using SmartPLS (Ringle et al., 2015). The R^2 value of all endogenous constructs was observed before and after adding the marker variable. As no significant difference in the R^2 value of any endogenous constructs was found after partially out the effect of the marker variable, we can conclude that there is no substantial common method bias.

Study 1
Design, participants, and procedures

The primary purpose of Study 1 is to examine the reliability and validity of the hypothesised model developed using the S-O-R theory. It assesses how the perceived value of mukbang watching mediates the relationship between stimuli and impulse food purchase and consumption intentions. This study also examines the effect of content on the perceived value of mukbang watching and subsequent impulsive food consumption and purchase intention.

An online experiment which employed a 2x2 factorial design was used. The two major mukbang video categories were used to design the 2x2 between-subjects research experiment: genre (ASMR vs

non-ASMR) and food featured (junk vs regular food). In this controlled experiment, all four experimental conditions featured the same mukbang influencer, who has 20 million subscribers on YouTube. The four experimental conditions were: (i) ASMR junk food – the mukbanger eats fried chicken and drinks soft drink with ASMR sound; (ii) ASMR regular food – the mukbanger eats a regular meal (chicken with rice) and drinks soup with ASMR sound; (iii) non-ASMR junk food – the mukbanger eats fried chicken and drinks soft drink while sharing the eating experience with viewers; and (iv) non-ASMR regular food – the mukbanger eats a regular meal (chicken with rice) and drinks soup while sharing the eating experience with viewers. To avoid attention fatigue and allow adequate time to trigger emotional and cognitive responses, previous studies that required participants to complete a 15 minutes post-experiment questionnaire have limited the video instruments to less than 2 minutes (Yaoyuneyong et al., 2016). With reference to prior research in food influencer marketing (Coates et al., 2019b), a mukbang video of one minute in duration was shown to eligible participants, depending on the assigned experimental condition. Participants were randomly assigned to one of the four experimental conditions and were required to complete the two direct, single-item manipulation check questions after watching the video (Jeon et al., 2019; Oppenheimer et al., 2009). For junk vs regular food type manipulation, participants were asked to identify the type of food the mukbanger ate in the video. For the ASMR vs non-ASMR genre manipulation, participants were asked to answer whether they heard eating and drinking sound or the mukbanger chatting with them during the experimental session. We excluded 18 participants who failed to answer the manipulation questions correctly, and the final sample size was 216. Then, participants were asked to report their perceived value (utilitarian, hedonic, and social value) of the mukbang video and their post-experiment intention to purchase and consume food by completing a questionnaire. Table 2 shows the participants' demographics, including their gender, age, and education, and presents how often they watch mukbang.

Measures

The experimental condition was introduced as the independent variable in Study 1. Consumers' impulsive food consumption and impulse purchase intention were measured as outcome variables with established scales (Hausman, 2000; Yun et al., 2020). All items were measured using 7-point Likert scale (1 = strongly disagree; 7 = strongly agree). Moreover, perceived value – which is hypothesised to mediate the impact of content (Study 1), influencer and content (Study 2), and influencer and live streaming shopping platform (Study 3) on consumers' food well-being – was also measured in all three studies. The perceived value of watching mukbang or mukbang live streaming shopping, including utilitarian value, hedonic value, and social value, was also measured using the established scales. Items of utilitarian and hedonic value were measured using 7-point semantic differential scales (Voss et al., 2003). Items of social value were measured using 7-point Likert scale (1 = strongly disagree; 7 = strongly agree). Table 3 lists the items used to measure the mediator and outcome variables and their scale reliabilities.

< insert Table 3 here >

Results

An analysis of variance (ANOVA) revealed that consumers exposed to non-ASMR reported significantly higher perceived value of eating video, rejecting Hypothesis H1. Specifically, consumers exposed to eating video in which the mukbang influencers talk to audiences instead of making stimulating eating sound significantly induced stronger social value but not utilitarian and hedonic value (utilitarian value: $M_{non-ASMR} = 4.94$, $M_{ASMR} = 4.79$, $F(1, 212) = 2.280$, $p = .132$; hedonic value: $M_{non-ASMR} = 5.07$, $M_{ASMR} = 4.96$, $F(1, 212) = 1.281$, $p = .258$; social value: $M_{non-ASMR} = 4.98$, $M_{ASMR} = 4.64$, $F(1, 212) = 12.187$, $p < .001$). However, the type of food featured in the eating video reported no significant effect on the perceived value, supporting Hypothesis H2 (utilitarian value: $M_{regular\_food} = 4.81$, $M_{junk\_food} = 4.93$, $F(1, 212) = 1.413$, $p = .235$; hedonic value: $M_{regular\_food} = 4.94$, $M_{junk\_food} = 5.08$,

$F(1, 212) = 1.869$, $p = .172$; social value: $M_{regular\_food} = 4.77$, $M_{junk\_food} = 4.84$, $F(1, 212) = 0.493$, $p = .508$).

The two-way ANOVA with genre type and food type as independent variables and perceived value as the dependent variable revealed that the interaction effect was significant. Specifically, there was a significant effect of food type in regular food condition, such that consumers exposed to non-ASMR eating video reported higher perceived value for all utilitarian, hedonic, and social value than those exposed to ASMR mukbang (utilitarian value: $M_{non\ ASMR-regular\ food} = 5.02$, $M_{ASMR-regular\ food} = 4.59$, $F(1, 212) = 7.779$, $p < .05$, $\eta^2 = 0.012$; hedonic value: $M_{non\ ASMR-regular\ food} = 5.16$, $M_{ASMR-regular\ food} = 4.73$, $F(1, 212) = 9.980$, $p < .05$, $\eta^2 = 0.016$; social value: $M_{non\ ASMR-regular\ food} = 5.06$, $M_{ASMR-regular\ food} = 4.49$, $F(1, 212) = 4.842$, $p < .05$, $\eta^2 = 0.008$;). Thus, Hypothesis H3 was rejected. Figure 2 presents a graphical representation of these results.

< insert Figure 2 here >

Perceived value explained 39.7% of the variance (R^2) in impulsive food consumption and 49.5% in impulse purchase intention. Perceived value of mukbang watching significantly affected impulsive food consumption (($F(3, 212) = 46.475$, $p < .001$) and impulse purchase intention (($F(3, 212) = 69.344$, $p < .001$), supporting hypotheses H13 and H14. All three perceived value variables (utilitarian, hedonic, and social value) added statistically significantly to the prediction, $p < .05$.

Discussion
Study 1 demonstrated the utility of using the S-O-R model in this study to examine the affective and behavioural effects of watching mukbang videos. Viewers do not gain utilitarian, hedonic, or social value from ASMR mukbang videos, which thus have no impact on the impulsive food consumption or purchase intentions of consumers watching these videos. However, viewers gain significant social value from non-ASMR mukbang videos, in which mukbang influencers share their eating experiences or review foods. This demonstrates that consumers feel companionship when they watch mukbang influencers eat and talk to them. The fulfilment of a social need increases the consumers' impulsiveness when purchasing or consuming food while they watch non-ASMR eating videos. Moreover, the perceived value of non-ASMR videos will be significantly enhanced if the eating videos feature regular food but not junk food. The experiment also demonstrates that the food type featured in mukbang videos does not affect the perceived value of mukbang watching. Results of Study 1 also demonstrated that the perceived utilitarian, hedonic, and social value of mukbang watching has potent effects on impulse purchase and food consumption intentions among viewers.

Study 2
Design, participants, and procedures
Using the research model validated in Study 1, Study 2 aims to examine the effect of influencers and mukbang content on the perceived value of mukbang videos and subsequent impulse food purchase and consumption behaviours. Similar to the small-scale experiment conducted in Study 1, Study 2 used a 2x2 between-subjects online experiment design (ASMR vs non-ASMR; junk food vs regular food). To validate the results in Study 1, the four videos used in Study 2 stared another famous mukbang influencer not featured in Study 1. Participants aged 18 and above who have watched mukbang videos on any social media platform in the past three months were recruited to join the online experiment. The study collected 624 useful samples; Table 2 shows the participants' demographics. Similar procedures to those in Study 1 were implemented. Participants who gave consent to participate were randomly assigned to one of the four experimental conditions and watched a one-minute mukbang video according to the assigned experimental condition. Participants who successfully completed the manipulation check questions after watching the video were asked to complete a post-

experiment questionnaire on how they perceived the mukbang video and their intention to purchase and consume food.

Measures

A new group of predictor variables measuring the impact of influencers on the perceived value of mukbang watching were introduced to the research model. Validated scales from prior research on food advertising, food videos on social media, and e-commerce were added to the post-experiment questionnaire of Study 2 to measure the influencer's physical attractiveness (Ohanian, 1990), social attractiveness (Reysen, 2005), the parasocial relationship (Perse & Rubin, 1988; Rubin et al., 1985), and credibility (Ohanian, 1990; Teng et al., 2014). All items were measured using 7-point Likert scale (1 = strongly disagree; 7 = strongly agree). Table 4 shows the items of the four constructs related to the influencer's impact and their scale reliabilities.

< insert Table 4 here >

Results

To examine the interaction effect of mukbang content and mukbangers (i.e., influencers hosting the eating broadcast), multiple regression analysis was conducted to evaluate the impact of categorial variables (food type and genre) and continuous variables (influencer's physical attractiveness, social attractiveness, Influencer credibility, and parasocial relationship) on perceived value (utilitarian, hedonic, and social value) of the mukbang video.

Utilitarian value, among all hypothesized predictors, was only significantly affected ($F(14, 609) = 52.695$, $p < .001$) by influencer credibility ($p < .001$) and parasocial relationship ($p < .001$). Content factors (food type, $p = .093$ and genre, $p = .146$), influencer's physical attractiveness ($p = .799$) and social attractiveness ($p = .190$) showed no impact on utilitarian value. Moreover, there was no interaction effect between content and influencer factors on utilitarian value ($p_{physcial\ attractiveness\ x\ genre} = .257$, $p_{social\ attractiveness\ x\ genre} = .116$, $p_{credibility\ x\ genre} = .624$, $p_{parasocial\ relationship\ x\ genre} = .104$; $p_{physcial\ attractiveness\ x\ food} = .987$, $p_{social\ attractiveness\ x\ food} = .053$, $p_{credibility\ x\ food} = .080$, $p_{parasocial\ relationship\ x\ food} = .636$). Influencer credibility and parasocial relationship explained 54.1% variance in perceived utilitarian value.

Hedonic value was significantly affected ($F(14, 609) = 46.724$, $p < .001$) by all influencer factors including physical attractiveness ($p < .001$), social attractiveness ($p < .05$), credibility ($p < .001$), and parasocial relationship ($p < .001$). These predictors explained 50.8% of the variance in perceived hedonic value. However, similar to the above results for utilitarian value, content factors (food type, $p = .073$ and genre, $p = .296$) and interaction between content and influencer factors ($p_{physcial\ attractiveness\ x\ genre} = .257$, $p_{social\ attractiveness\ x\ genre} = .116$, $p_{credibility\ x\ genre} = .624$, $p_{parasocial\ relationship\ x\ genre} = .104$; $p_{physcial\ attractiveness\ x\ food} = .987$, $p_{social\ attractiveness\ x\ food} = .053$, $p_{credibility\ x\ food} = .080$, $p_{parasocial\ relationship\ x\ food} = .636$) have no impact on hedonic value.

Social value was found to be significantly influenced ($F(14, 609) = 52.805$, $p < .001$) by mukbang influencer's social attractiveness ($p < .05$), credibility ($p < .001$), and parasocial relationship ($p < .001$) and these factors explained 54.3% of variance in social value. Content factors (food type, $p = .093$ and genre, $p = .146$) and influencer's physical attractiveness ($p = .799$) showed no impact on social value. Moreover, there was no interaction effect between content and influencer factors on social value ($p_{physcial\ attractiveness\ x\ genre} = .260$, $p_{social\ attractiveness\ x\ genre} = .415$, $p_{credibility\ x\ genre} = .429$, $p_{parasocial\ relationship\ x\ genre} = .339$; $p_{physcial\ attractiveness\ x\ food} = .170$, $p_{social\ attractiveness\ x\ food} = .907$, $p_{credibility\ x\ food} = .346$, $p_{parasocial\ relationship\ x\ food} = .082$).

Since physical attractiveness was found to affect hedonic value, Hypothesis H4 was supported. Social attractiveness of influencer is significantly associated with hedonic and social value of mukbang watching, supporting Hypothesis H5. Both influencer credibility and parasocial relationship significantly affected all components of perceived value (utilitarian, hedonic, and social value), supporting Hypotheses H6 and H7. Moreover, perceived value explained 34.2% of the variance in impulsive food consumption and 51.9% in impulse purchase intention. The perceived value of mukbang significantly affected the viewers' impulsive food consumption (($F_{(3, 620)}$ = 107.261, $p < .001$) and their impulse purchase intention (($F_{(3, 620)}$ = 222.943, $p < .001$), supporting Hypotheses H13 and H14. All three perceived value variables (utilitarian, hedonic, and social value) added statistically significantly to the prediction, $p < .05$. Furthermore, the addition of the mukbang influencer's influence in this model eliminated the effect of content on perceived value identified in Study 1. Both the genre of the mukbang video and the food featured have no effect on perceived value. The interaction effect of genre and food on the perceived value found in Study 1 was also eliminated by introducing influencer factors into to research model. Therefore, Hypotheses H1, H2, and H3 were supported.

Discussion

Study 2 confirmed that mukbang is perceived as being useful and delightful and providing social comfort to viewers, which affects viewers' intention to eat and buy food impulsively. While Study 1 found that non-ASMR mukbang videos provide perceived value to the viewer, the effect of mukbang content is eliminated when factors related to the mukbang influencer are introduced into the hypothesised model. The results demonstrate that the influencer is influential in the perceived value of mukbang videos regardless of the genre or food featured. For a trustworthy influencer with a good parasocial relationship with viewers, the type of food (junk food vs regular food) and the mukbang genre (ASMR or non-ASMR) do not affect the perceived value of watching an eating video. The results of Hypothesis H4 revealed that viewers perceive mukbang as funny, delightful, thrilling, and enjoyable if the influencer is physically attractive. The results of Hypothesis H5 showed that a friendly and likeable mukbang influencer enhances the hedonic and social value of mukbang videos. Besides the entertainment effect, a socially attractive influencer reduces feelings of loneliness and provides companionship to mukbang viewers. As shown in the findings for Hypothesis H6, having a credible influencer is crucial in creating a positive perception of mukbang videos. These findings confirmed previous research on influencer marketing that consumers dislike and do not believe influencers who give fake information or promote paid advertisements on their blogs or social media channels (Cocker et al., 2021; Filieri et al., 2015; Hu et al., 2012; O'Connor, 2008; Ong, 2012). Knowing that many brands pay influencers to promote products on social media, consumers only trust branded content that credible influencers share (Lou & Yuan, 2019). Moreover, many viewers unfollow mukbang influencers accused of fake eating in their videos. Moreover, as confirmed by the analysis in Hypothesis H7, the parasocial relationship with the mukbang influencer has a more substantial impact than the physical and social attractiveness of the influencer on the perceived value of mukbang videos. Thus, the rapport built between the influencers and viewers through the mukbang video is more detrimental in affecting the perceived value of mukbang watching. Thus, an influencer who is perceived as truthful and can establish a parasocial relationship with viewers significantly influences the perceived value of mukbang videos and subsequent food consumption and purchase behaviours. According to the results of Study 2 results, mukbang influencers' physical attractiveness and friendliness are less critical.

Study 3
Design, participants, and procedures

While Study 2 revealed that mukbang content (genre and food featured) does not affect the perceived value if the mukbang influencer is credible and parasocial to viewers, the examination of

content effect was removed from Study 3. Study 3 further evaluated the effects of influencers on consumers' food purchasing and consumption behaviours if instant shopping is available when consumers watch the influencers eat on live streaming. Moreover, consumers' overconsumption behaviour potentially induced by watching mukbang in live streaming e-shops was measured as an outcome variable in Study 3. As correlational research, Study 3 examined the hypotheses using an online survey. Participants aged 18 and above who have watched mukbang live streaming shopping in the past three months were recruited to participate in the online survey. The study collected 630 useful samples; Table 2 shows the participants' demographics. The composition of the samples in terms of gender, age, education, and frequency of watching mukbang or mukbang live streaming shopping are pretty similar among the three studies. While 82% of respondents watch mukbang live streaming shopping several times a week, only 42% purchase something. Participants who gave their consent to participate and successfully passed the screening questions (i.e., have watched mukbang live streaming shopping in the past three months) could complete the online questionnaire. The conceptual model is illustrated in Figure 1.

Measures

All three studies used the same measurement items for influencer constructs, perceived value constructs, impulse purchase intention, impulsive food consumption, and overconsumption behaviour. This study introduced a new group of predictor variables measuring the impact of the live streaming shopping platform on perceived value. Validated scales from prior research in e-commerce were added to the Study 3 questionnaire to measure the food product offerings, food product information, monetary saving, and convenience of the live streaming shopping platform (Chiu et al., 2014). All items were measured using 7-point Likert scale (1 = strongly disagree; 7 = strongly agree). Following Lou and Kim (2019) procedure, eligible participants were asked to report their most frequently watched mukbang live streaming influencer, platform, and type of food. The relevant information given by the participants was inserted in the descriptions of the remaining questions (e.g., "[influencer name] is good looking"; "I trust the information provided by [influencer name]"). Then, participants were required to rate the predictor variables according to their most frequently watched influencer, platform, and content reported. Table 5 shows measurement items of all the constructs and their scale reliabilities.

< insert Table 5 here >

Results

PLS-SEM was used to evaluate the hypothesised model for Study 3 (Hair et al., 2019). First, we evaluated the reliability and validity of the reflective measurement model of Study 3 (Table 5). Except for five indicators having outer loading between 0.400 and 0.708, the reflective indicator loadings of all measurement items of latent variables in the research model exceeded 0.708. These five indicators include one item for social attractiveness, two for influencer credibility, one for utilitarian value, and one for social value. As the deletion of these items has no impact on internal consistency reliability, these reflective indicators were retained. Moreover, the AVE of all constructs was greater than the 0.5 threshold, confirming the convergent validity of the measurement model. The results also showed that all constructs' Cronbach's alpha and composite reliability exceeded 0.60, confirming the internal consistency and reliability of this exploratory research. Bootstrapping with 5,000 subsamples revealed that the HTMT values were below 0.85, establishing the discriminant validity of the model. As all measurement model evaluation criteria were met, the reliability and validity of Study 3 were confirmed.

Then, we performed a structural model evaluation. As VIF values were well below 3, there were no possible collinearity issues among the predictor constructs. The hypothesised model explained 47% of the variance in perceived value, 16% in impulsive food consumption, 32% in impulse purchase intention, and 41% in overconsumption behaviour. The Q^2 values of endogenous variables estimated

using blindfolding were larger than 0, indicating predictive relevance for the endogenous constructs. The PLS$_{predict}$ analysis indicated that the model outperforms the indicator means from the analysis sample, as the $Q^2_{predict}$ values are greater than zero. Only one out of 21 indicators yielded a higher prediction error in terms of RMSE than the LM analysis of the PLS-SEM analysis, indicating a high predictive power for the structural model. Thus, all structural model evaluation criteria were met, and subsequently, we analysed the hypotheses.

Table 6 presents the PLS-SEM path analysis for Study 3. First, we examined the influence of source factors on the perceived value of mukbang live streaming shopping. The physical attractiveness of the live streaming host did not affect utilitarian value ($\beta = 0.059$, $p = 0.102$), hedonic value ($\beta = 0.028$, $p = 0.442$), and social value ($\beta = 0.016$, $p = 0.672$); thus, Hypothesis H4 was rejected. The social attractiveness did not affect utilitarian value ($\beta = 0.014$, $p=0.782$) and social value ($\beta = -0.005$, $p = 0.903$) but significantly affected hedonic value ($\beta = 0.121$, $p < 0.05$). Therefore, Hypotheses H5a and H5c were rejected, but Hypothesis H5b was supported. Influencer credibility significantly affected utilitarian value ($\beta = 0.233$, $p < 0.01$) and hedonic value ($\beta = 0.110$, $p < 0.05$) but not social value ($\beta = 0.097$, $p = 0.070$), supporting Hypotheses H6a and H6b and rejecting Hypothesis H6c. The parasocial relationship significantly affects the perceived value (utilitarian value: $\beta = 0.106$, $p < 0.01$; hedonic value: $\beta = 0.416$, $p < 0.01$; social value: $\beta = 0.398$, $p < 0.01$), supporting Hypothesis H7.

< insert Table 6 here >

Second, we examined the influence of channel factors on the perceived value of mukbang live streaming shopping. Food product offerings of the live streaming shopping platform significantly affected the utilitarian value ($\beta = 0.107$, $p < 0.05$) but not the hedonic value ($\beta = 0.088$, $p = 0.082$) and social value ($\beta = 0.06$, $p = 0.893$). Thus, Hypothesis H8a was supported, but Hypotheses H8b and H8c were rejected. Food product information provided by the mukbang live streaming shopping significantly affected the hedonic value ($\beta = 0.094$, $p < 0.05$) but not utilitarian value ($\beta = 0.091$, $p = 0.063$) and social value ($\beta = 0.091$, $p = 0.053$). Hence, Hypothesis H9b was supported, but Hypotheses H9a and H9c were rejected. Monetary savings did not have any significant impact on perceived value (utilitarian value: $\beta = 0.014$, $p = 0.804$; hedonic value: $\beta = 0.060$, $p = 0.255$; social value: $\beta = 0.056$, $p = 0.238$); thus, Hypothesis H10 was rejected. Convenience of live streaming shopping has a significant impact on perceived value (utilitarian value: $\beta = 0.202$, $p < 0.01$; hedonic value: $\beta = 0.149$, $p < 0.05$; social value: $\beta = 0.113$, $p < 0.05$); thus, Hypothesis H11 was supported.

Third, the impact of perceived value of watching mukbang live streaming shopping on consumer food consumption and purchase behaviour was examined. The perceived value significantly affected consumers' impulsive food consumption (utilitarian value: $\beta = 0.147$, $p < 0.01$; hedonic value: $\beta = 0.149$, $p < 0.01$; social value: $\beta = 0.192$, $p < 0.01$), thus supporting Hypothesis H12. The perceived value also significantly affected consumers' impulse purchase intention (utilitarian value: $\beta = 0.203$, $p < 0.01$; hedonic value: $\beta = 0.184$, $p<0.01$; social value: $\beta = 0.191$, $p < 0.01$), thus supporting Hypothesis H13. Moreover, consumers' overconsumption behaviour due to watching mukbang live streaming shopping was significantly associated with impulsive food consumption ($\beta = 0.439$, $p < 0.01$) and impulse purchase intention ($\beta = 0.297$, $p < 0.01$). Hence, Hypotheses H14 and H15 were supported.

Discussion

All three studies in this research demonstrated that watching mukbang live streaming shopping offers utilitarian, hedonic, and social value for viewers through influencer and e-commerce platform stimuli. Study 3 examined the combined effect of source and channel factors on the perceived value of mukbang live streaming shopping and subsequent food consumption behaviour. Regarding source factors, the physical and social attractiveness of the mukbang live streaming host does not significantly

affect the consumer's perceived value. This confirms the notion that consumers do not follow popular mukbang live streamers or subscribe to their social media channels simply because the influencers are pretty or good-looking. Social attractiveness of the mukbang live streamers is only associated with hedonic value, showing that friendliness and having an engaging personality are crucial aspects of making live streaming more enjoyable. The parasocial relationship is more potent than other source factors in creating consumer value. Viewers who establish a parasocial relationship with their most-watched live streamers always find the mukbang live streaming shopping useful and enjoyable and report feelings of friendship. The credibility of live streamers is vital for consumers to perceive the mukbang live streaming shopping as useful and enjoyable. Consumers expect their favourite mukbang live streamers to provide food information and reliably share a truthful eating experience. Our findings confirmed prior research on influencer marketing that the trustworthiness of influencers affects followers' trust in the branded content promoted by the influencers on their social media channels (Lou & Yuan, 2019). Thus, Study 3 shows that a favourite influencer who is socially attractive, credible, and can establish a parasocial relationship with followers may effectively promote any type of food on a live streaming shopping platform.

Regarding channel factors, the number and variety of food products offered by the live streaming shopping platform greatly enhance the utilitarian value of mukbang live streaming shopping. As a low-involvement purchase process, food brands using live streaming shopping platforms could fulfil the consumers' variety-seeking behaviour by offering a wide range of food products. Moreover, the provision of food product information increases the hedonic value of purchases in live streaming. Sharing product information is also a good communication tactic for live streaming hosts to build parasocial relationships with viewers, thus making mukbang live streaming shopping more enjoyable. Monetary savings seem to have no predictive influence on consumers' perceived value of the mukbang live streaming shopping. However, the convenience of live streaming shopping stimulates consumers' impulse food purchase intentions through increased utilitarian, hedonic, and social value. Consumers can watch mukbang live streaming shopping on their mobile phones and shop anytime and anywhere with just a few clicks. The ease of shopping, which decreases consumers' time and effort spent, is a major platform-related factor that increases perceived value and subsequent food consumption behaviour. In conclusion, a live streaming host who shares truthful food product information and can establish a parasocial relationship with consumers will be able to create a strong and positive perceived value of mukbang live streaming shopping. When the live streaming is broadcasted on a platform that offers a large quantity and variety of food and provides consumers with a convenient purchase experience, resulting in impulse food purchase and subsequent overconsumption.

Moreover, all three studies in this research demonstrated that all components of perceived value – namely, utilitarian, hedonic, and social value – influence consumers' willingness to eat and buy food while watching mukbang live streaming shopping. Thus, watching these live streaming results in overconsumption behaviours. Therefore, unlike traditional offline food advertising, mukbang videos on social media or in live streaming shopping in which live streamers eat and promote food products induce impulse purchase intentions and food consumption. As shown in the measurement items for perceived value, consumers do not initially intend to purchase food when watching the mukbang videos or live streaming. Their primary purpose when watching mukbang videos or live streaming is entertainment rather than shopping. Consumers usually watch mukbang or mukbang live streaming when they proactively seek entertainment or passively react to the online content posted by the influencers they follow or suggested by social media sites. Thus, it threatens consumers' food well-being as the trend of mukbang videos and blooming mukbang live streaming shopping has caused overconsumption among viewers.

Theoretical Implications

This study contributes to the literature by first examining the impact of mukbang video content (ASMR and social interaction) on customers' perceived values. In the prior food marketing studies, the impact of message contents on consumer perception was often studied, for example, certified claims (Roe & Teisl, 2007), brand mascots (Kraak & Story, 2015), food labelling (Araya et al., 2022) and informational & emotional appears (Dube & Cantin, 2000), etc. Our findings showed that mukbang genre of non-ASMR induced more substantial social value, but the type of food featured in the eating video had no significant effect on the perceived value. Nevertheless, when source and channel factors are added and considered holistically, both the type of genre and food featured have no significant impact on perceived value. This confirmed our argument that mukbang videos may elicit different stimulation responses and emotions among viewers and thus our research offers an empirical support on the importance of considering the totality of customer encounters.

Second, this study advanced the understanding of mukbang livestreaming e-commerce. Although parasocial relationship and credibility of influencers are the two most important source factors for enhancing perceived values (Djafarova & Rushworth, 2017; Yuan et al., 2016), this study also showed that the physical and social attractiveness of mukbang influencers is less important compared with previous studies. This might be probably due to the nature of the food sector in which influencers' attractiveness is less influential than other industries, e.g. beauty and fashion (Sokolova & Kefi, 2020b; Trivedi, 2018). This study also presents evidence that the range of product offerings and monetary savings are less relevant in influencing viewers' perceived values and this is probably because influencers often pre-selected products for promotion to audiences and the live streaming environment uses discount offers to create a sense of urgency to purchase. Therefore the one-size-fits-all approach in the prior studies may not effectively address the customers' needs and contextually relevant (Kim & Kim, 2021; Wiedmann & von Mettenheim, 2020).

Third, this research contributes to the research on influencer marketing and livestreaming e-commerce by understanding how mukbang influencer marketing influence customers' impulsive and overconsumption intentions. Kircaburun et al. (2021) argued that viewers watch mukbang to alleviate stress and loneliness for which it does not lead to overconsumption, however other previous studies have shown that impulse eating are often associated with boredom and loneliness (Donnar, 2017; Mason, 2020). Our study addressed this discrepancy by thoroughly investigating the relationship between content, source & channel factors, customers' perceived value and consumers' consumptions behaviours. The majority of prior studies have only focused on why people watch mukbang (Anjani et al., 2020; Kang et al., 2020; Kircaburun et al., 2021; Pereira et al., 2019), this research fills the gap created by the everchanging practices of online influencer marketing and the paucity of existing research on the effects of food influencer marketing on the consumer's food well-being. This research also enriches future empirical research on mukbang influencer marketing and live streaming commerce.

Managerial Implications

From a managerial perspective, this research provides valuable recommendations for mukbang / food influencers and live streaming shopping platforms to become socially responsible. Due to the unprecedented impact of mukbang influencer marketing and live streaming shopping, food and beverage brands increasingly use influencers and live streaming shopping to engage with consumers and promote their products. When marketers plan to use live streaming e-commerce as a marketing channel to promote their offerings, the two source factors, i.e. parasocial relationship and credibility, can be adopted for choosing the right mukbang influencer. It is more appropriate to select influencers with solid connections with the followers (Breves et al., 2021), expertise in the product/service category (Aw & Chuah, 2021) and effective interactional and persuasive skills in establishing a relationship with the audiences (Lee & Theokary, 2021). Concerning the channel factors, convenience has always been a crucial driver of online shopping behaviours (Duarte et al., 2018; Pham et al., 2018). Therefore, the live streaming shopping experience provided to customers should facilitate a quick and convenient way to shop (Mou et al., 2019). For example, many platforms nowadays provide one-click

purchase, past reviews and convenient product searches to enhance the ease of purchase (Alkenani, 2019; Mohd Satar et al., 2019). Convenience can also be enhanced by allowing flexibility for customers to shop anytime and anywhere, where live streaming e-commerce often creates a sense of urgency to encourage customers to place their orders immediately. However, the time for the broadcasting and the device compatibility can also increase the level of convenience. Furthermore, mukbang influencers are suggested to provide clear product information to the audiences. The study by Röhr et al. (2005) provides essential criteria when customers purchase food, such as origin, quality mark, taste, etc.

The combination of mukbang / food influencers and live streaming shopping plays a significant role in consumers' impulsive eating and overconsumption behaviours, regardless of the type of food featured. Thus, mukbang / food influencers and live streaming shopping platforms may opt to enhance consumers' food well-being by featuring more healthy or socially responsible choices in their live streams. For example, live streams could promote healthier food (e.g., not promoting junk food or fast food) and brands (e.g., Nestlé recently admitted that 60% of its product portfolio would never be unhealthy (The Daily Mail, 2021)). Furthermore, influencers and live streaming shopping platforms should promote healthier food such as fruits, superfoods, and nutritious food that positively shapes the eating habits of followers and consumers. Moreover, they could also create informative content for socially responsible food products, such as fair-trade products or products from rural farmers. For example, a top China live streaming host, Wei Ya, sold 3,000 bags of coffee beans in one second in her live streaming sales session, supporting the United Nations' effort to aid African farmers suffering from the impact of COVID-19 on food supply chains (Global Times, 2020). Another example is RUBIZMO, a project funded by the European Union's Horizon 2020 research and Innovation programme, which intends to help European rural farmers. RUBIZMO advocated for the use of live streaming commerce after witnessing a live stream that helped farmers in the live streamer's hometown; she sold 2 million kg of unsellable oranges in 2 weeks (Rubizmo, 2019).

Limitations and future research
This research has several limitations that future research could address. First, while this research identified crucial factors related to the mechanism underlying effective food influencer marketing in live streaming shopping, other relevant factors that were not included in this research may affect this process (e.g., the influencers' selling technique in live streaming sales sessions, message factors such as product information pertaining to high or low involvement food products). Second, this research surveyed Chinese consumers who watch popular Chinese mukbang influencers on China live streaming platforms such as Taobao live and Tiktok. As more live streaming platforms such as Facebook Live and Amazon Live become popular in other countries, future studies could examine food influencer marketing on other live streaming shopping platforms for consumers with different shopping cultures. Third, this research only examined the effects of eating junk food and regular food, as mukbang influencers seldom eat fruits or healthy foods in their broadcasts. However, future research could analyse this study's recommendation that mukbang influencers could eat and market healthy food in mukbang live streaming.

Conclusions
This study applied the S-O-R model to examine mukbang influencer marketing and mukbang live streaming commerce. Study 1 investigated the mukbang content using a 2 x 2 between-subject study; it found that the non-ASMR genre influences the perceived value of the mukbang marketing. Study 2 replicated Study 1 but changed the mukbang videos. The results further validated those of Study 1 and confirmed the overwhelming influence of mukbang videos on viewers. Study 3 conducted a cross-sectional survey to investigate the relationship between the S-O-R factors. The results showed that our proposed research model explains how mukbang influencers' marketing stimuli influence the

perceived value (organism); furthermore, it shows how perceived values influence impulse food consumption and purchase intention. This study fills the knowledge gap in the research by applying the S-O-R model to this area to provide a comprehensive understanding of how viewers are influenced. Specifically, it investigates the source, content, and channel factors as stimuli in the context of mukbang influencer marketing in live streaming commerce. The findings of this study provide insights for marketers, influencers, live streaming retailers, and consumers on how mukbang can effectively be used for marketing and how overconsumption may have negative consequences for customers and their well-being.

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Table 1. Demographics of participants

	Study 1 (n = 216)	Study 2 (n = 624)	Study 3 (n = 630)
Gender			
Male	82 (38%)	171 (27%)	187 (30%)
Female	134 (62%)	453 (73%)	443 (70%)
Age			
18-25	42 (20%)	199 (32%)	182 (29%)
26-30	68 (32%)	243 (39%)	195 (31%)
31-40	87 (40%)	157 (25%)	202 (32%)
41-50	15 (7%)	19 (3%)	37 (6%)
51-60	4 (2%)	6 (1%)	11 (2%)
61 or above	0 (0%)	0 (0%)	3 (0%)
Education			
Less than high school	3 (1%)	5 (1%)	8 (1%)
High school	8 (4%)	52 (8%)	36 (6%)
University	188 (87%)	520 (83%)	527 (84%)
Postgraduate	17 (8%)	47 (8%)	59 (9%)
Frequency of watching mukbang / mukbang live streaming shopping			
Several times a day	23 (11%)	164 (26%)	40 (6%)
About once a day	74 (34%)	205 (33%)	161 (26%)
Several times per week	105 (49%)	217 (35%)	317 (50%)
Once a week	9 (4%)	29 (5%)	64 (10%)
Several times per month	4 (2%)	7 (1%)	40 (6%)
About once a month	1 (0%)	0 (0%)	4 (1%)
Less than once a month	0 (0%)	2 (0%)	4 (1%)
Frequency of purchase in mukbang live streaming shopping			
Several times a day			7 (1%)
About once a day			29 (5%)
Several times per week			229 (36%)
Once a week			137 (22%)
Several times per month			168 (27%)
About once a month			41 (6%)
Less than once a month			19 (3%)

Table 2. Validity and Reliability of Measurement Model (Study 1 and Study 2)

Scale & item	Study 1 (n=216)				Study 2 (n=624)			
	Loadings	AVE	Composite reliability	Cronbach's alpha	Loadings	AVE	Composite reliability	Cronbach's alpha
Perceived value of mukbang watching								
Utilitarian value		0.638	0.875	0.807		0.714	0.909	0.866
Ineffective/effective	0.867				0.874			
Unhelpful/helpful	0.848				0.846			
Unnecessary/necessary	0.789				0.827			
Impractical/practical	0.676				0.833			
Hedonic value		0.719	0.911	0.870		0.754	0.924	0.891
Not fun/fun	0.826				0.859			
Not delightful/delightful	0.867				0.851			
Not thrilling/thrilling	0.826				0.870			
Unenjoyable/enjoyable	0.870				0.892			
Social value		0.668	0.889	0.832		0.652	0.881	0.816
Watching mukbang helps me to feel less lonely	0.829				0.783			
Watching mukbang is a bonding experience	0.857				0.887			
I feel like being accompanied by friends while watching	0.860				0.897			
I enjoy socialising with the host or others while watching	0.714				0.638			
Impulse purchase intention		0.737	0.918	0.881		0.765	0.929	0.897
Will buy food featured in mukbang, that I had not planned to	0.877				0.899			
Feel an urge to buy the food featured while watching	0.895				0.903			
Intent to buy more food than I need while watching	0.810				0.845			
I will buy food featured in mukbang without thinking	0.850				0.850			
Impulsive food consumption		0.767	0.908	0.848		0.789	0.918	0.866
I eat spontaneously because of mukbang watching	0.890				0.891			
I feel an urge to eat while I watch mukbang	0.893				0.899			
Intent to eat while watching mukbang even I am not hungry	0.844				0.874			

Table 3. PLS-SEM path analysis of Study 1

Path	Hypothesis	Path coefficients	t-statistics	p-values	Supported?
Utilitarian value -> Impulsive food consumption	H12a	0.202	3.068	0.002**	Yes
Hedonic value -> Impulsive food consumption	H12b	0.319	4.97	0.000**	Yes
Social value -> Impulsive food consumption	H12c	0.118	2.153	0.031*	Yes
Utilitarian value -> Impulse purchase intention	H13a	0.291	4.941	0.000**	Yes
Hedonic value -> Impulse purchase intention	H13b	0.305	5.62	0.000**	Yes
Social value -> Impulse purchase intention	H13c	0.209	4.267	0.000**	Yes

*p < 0.05; **p < 0.01

Table 4. Validity and Reliability of Measurement Model (Study 2)

Scale & item	Loadings	AVE	Composite reliability	Cronbach's alpha
Source factors: mukbang Influencer				
Physical attractiveness		0.797	0.922	0.873
The host is pretty	0.901			
The host is physically attractive	0.873			
The host is good looking	0.904			
Social attractiveness		0.623	0.868	0.799
The host is friendly	0.790			
The host is likeable	0.819			
The host is approachable	0.796			
The host has an interesting personality	0.751			
Influencer credibility		0.571	0.840	0.744
The host is knowledgeable about the products featured	0.642			
I trust in information provided by the host	0.825			
The host is reliable	0.838			
The host shares truthful eating experience	0.699			
Parasocial relationship		0.651	0.881	0.820
When I watch the video, I feel like the host is my friend	0.749			
If the host appeared on other social media, I would watch/read the content	0.771			
I look forward to watching the host's next broadcasts	0.860			
I miss the host when he/she is not publishing videos	0.843			

Table 5. PLS-SEM path analysis of Study 2

Path	Hypothesis	Path coefficients	t-statistics	p-values	Supported?
Influence of mukbang content on perceived value					
Genre -> Perceived value	H1	0.029	1.214	0.225	No
Food -> Perceived value	H2	0.026	1.062	0.288	No
Genre x Food -> Perceived value	H3	-0.032	0.876	0.381	No
Influence of mukbang influencer on perceived value					
Physical attractiveness -> Perceived value	H4	0.084	2.258	0.024*	Yes
Social attractiveness -> Perceived value	H5	0.099	2.397	0.017*	Yes
Influencer credibility -> Perceived value	H6	0.316	8.435	0.000**	Yes
Parasocial relationship -> Perceived value	H7	0.431	11.613	0.000**	Yes
Impact of perceived value on viewers' responses					
Perceived value -> Impulsive food consumption	H12	0.573	16.826	0.000**	Yes
Perceived value -> Impulse purchase intention	H13	0.719	27.524	0.000**	Yes

*p < 0.05; **p < 0.01

Table 6. Validity and Reliability of Measurement Model (Study 3)

Scale & item	Loadings	AVE	Composite reliability	Cronbach's alpha
Source factors: mukbang live streaming host				
Physical attractiveness		0.828	0.935	0.897
... is pretty	0.899			
... is physically attractive	0.914			
... is good looking	0.916			
Social attractiveness		0.538	0.823	0.712
... is friendly	0.769			
... is likeable	0.763			
... is approachable	0.742			
... has an interesting personality	0.655			
Influencer credibility		0.506	0.803	0.674
... is knowledgeable about the products featured	0.616			
I trust in information provided by ...	0.792			
... is reliable	0.686			
... shares truthful eating experience	0.740			
Parasocial relationship		0.558	0.835	0.737
When I watch the video, I feel like ... is my friend	0.710			
If ... appeared on other social media, I would watch the content	0.724			
I look forward to watching the next broadcasts of ...	0.789			
I miss ... when he/she is not publishing videos	0.764			
Channel factors: mukbang live streaming shopping platform				
Food product offerings		0.602	0.819	0.675
... provides a number of food product offerings	0.781			
... provides a variety of food product offerings	0.780			
... provides food product with features that suit the buyers' preferences	0.767			
Food product information		0.614	0.827	0.685
... provides detailed information about the food featured	0.783			
... provides truthful food product information	0.789			
... provides up to date food product information	0.778			
Monetary savings		0.744	0.897	0.828
I saved money when I shop in ...	0.855			
I made inexpensive purchases via ...	0.882			
I got my purchases cheaper than if I buy them elsewhere	0.851			
Convenience		0.706	0.827	0.583

... allows me to save time	0.831			
... is a convenient way to shop	0.848			
Perceived value of mukbang live streaming shopping				
Utilitarian value		**0.519**	**0.812**	**0.690**
Ineffective/effective	0.726			
Unhelpful/helpful	0.725			
Unnecessary/necessary	0.695			
Impractical/practical	0.734			
Hedonic value		**0.546**	**0.828**	**0.723**
Not fun/fun	0.721			
Not delightful/delightful	0.760			
Not thrilling/thrilling	0.703			
Unenjoyable/enjoyable	0.771			
Social value		**0.628**	**0.869**	**0.797**
Mukbang live streaming helps me to feel less lonely	0.731			
Watching mukbang live streaming is a bonding experience	0.884			
I feel like being accompanied by friends while watching	0.860			
I enjoy socialising with the host or others while watching	0.675			
Impulse purchase intention		**0.544**	**0.827**	**0.722**
Will buy food featured in live streaming, that I had not planned to	0.744			
Feel an urge to buy the food featured while watching	0.734			
Intent to buy more food than I need while watching	0.760			
I will buy food featured in mukbang live streaming without thinking	0.712			
Impulsive food consumption		**0.769**	**0.909**	**0.850**
I eat spontaneously because of mukbang live streaming	0.876			
I feel an urge to eat while I watch mukbang live streaming	0.886			
Intent to eat while mukbang live streaming even I am not hungry	0.868			
Overconsumption behaviour (due to mukbang live streaming)		**0.799**	**0.889**	**0.749**
Consumed more junk food in the past 3 months	0.890			
Consumed more food in the past 3 months	0.898			

Note: "…" refers to the "frequently watched mukbang live streaming influencer or platform" given by the participants

Table 7. PLS-SEM path analysis of Study 3

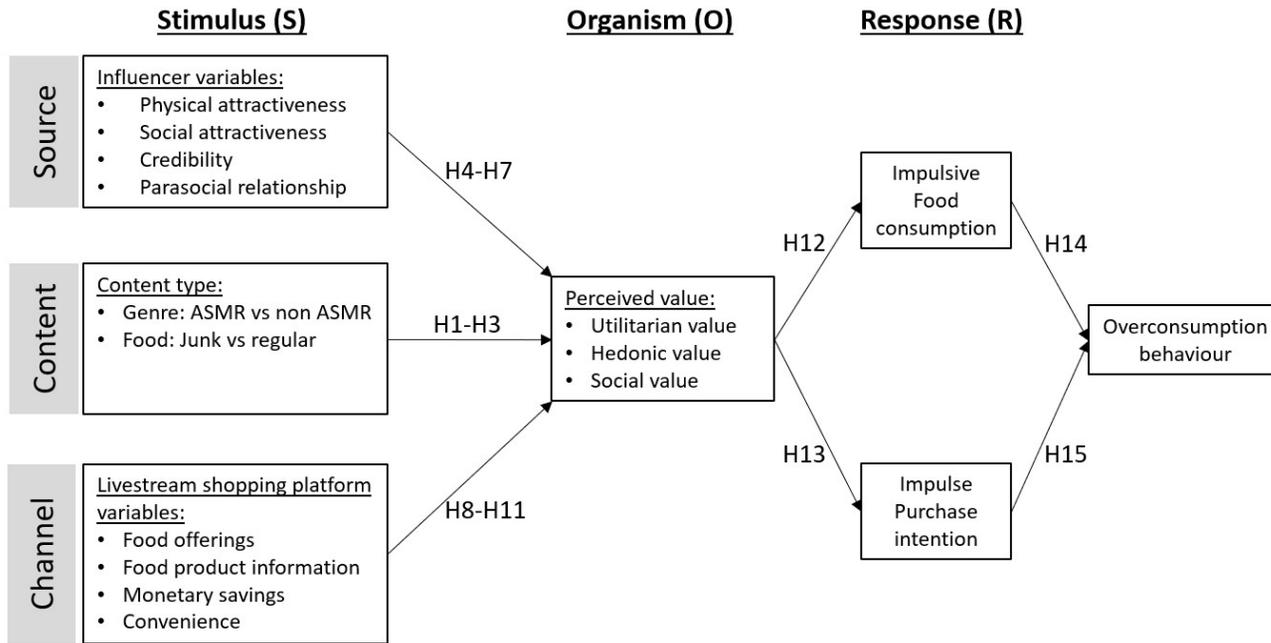| Path	Hypothesis	Path coefficients	t-statistics	p-values	Supported?
Influence of mukbang live streaming host on perceived value					
Physical attractiveness -> Perceived value	H4	0.040	1.340	0.189	No
Social attractiveness -> Perceived value	H5	0.050	1.073	0.283	No
Influencer credibility -> Perceived value	H6	0.173	3.824	0.000**	Yes
Parasocial relationship -> Perceived value	H7	0.279	5.863	0.000*	Yes
Influence of live streaming shopping platform on perceived value					
Food offerings -> Perceived value	H8	0.079	1.835	0.067	No
Food product information -> Perceived value	H9	0.113	2.671	0.008*	Yes
Monetary savings -> Perceived value	H10	0.053	1.052	0.293	No
Convenience -> Perceived value	H11	0.187	3.104	0.002**	Yes
Impact of perceived value on consumers' responses					
Perceived value -> Impulsive food consumption	H12	0.147	2.690	0.007**	Yes
Perceived value -> Impulse purchase intention	H13	0.203	3.638	0.000**	Yes
Impulsive food consumption -> Overconsumption behaviour	H14	0.439	12.862	0.000**	Yes
Impulse purchase intention -> Overconsumption behaviour	H15	0.297	8.223	0.000**	Yes

*p < 0.05; **p < 0.01

Figure 1. The Overall Conceptual Framework

Figure 2. Study 1 results