THE GENERATION Z VIEW OF KEY OPINION LEADER REVIEWING FOOD ON TIKTOK PLATFORM IN VIETNAM

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Abstract: The study was carried out to scrutinize the perception of Gen Z based on the KOLs' food review on Tiktok platform in Vietnam and FPT University students' perspective as an addition to this research. Most important, the research aims to help social media users become wiser in selecting and identifying useful information. 203 students from a private University in Vietnam provided the data. Content analysis for analyzing contents and 5-point Likert scale for making a survey were used throughout the study's execution, which took place between August 2022 and November 2022. According to research, TikTok content about food reviews influences Gen Z customers' purchase intentions in four different ways, all of which are favorable. These variables are information, entertainment, trust, and social connection and they all have favorable and unfavorable effects on the intention to make a decision about trying different dishes. In which the information component has the greatest influence on Gen Z consumers' intentions to make an online purchase and to try new foods. Based on the findings of the study, suggestions are provided to assist the students in having the right decisions made when it comes to absorbing new information and trying different types of meals in Vietnamese and some other cuisines.

Keywords: TikTok, Gen Z, food review, KOL, Vietnam

Introduction

The 4.0 era has brought about a remarkable transformation in the field of information and communication, giving rise to a new generation of technological advancements. The rapid progress in technology has greatly contributed to the development of the Internet, resulting in the proliferation of various information platforms worldwide. With the introduction of smartphones and tablets that are constantly evolving, individuals now have access to an abundance of information, can connect with others through social networking, and stay in touch more easily than ever before. However, this technological advancement has also given birth to certain challenges, particularly in the realm of social media, and this is especially true in the context of Vietnam, a country located in Southeast Asia.

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One notable aspect of the social media landscape in Vietnam is the emergence of influencers on platforms like TikTok. Some scholars criticized the fact that influencers on the tiktok platform have greatly changed the attitudes and behavior of viewers (Wen Zang, 2023) . Particulary , the presence of Key Opinion Leaders (KOLs) has contributed to the creation of an unhealthy environment on TikTok, leading to debates and negative behaviors among its users but there is lack of study focusing on this topic.

This study aims to delve deeper into the impact of TikTok and its content, specifically focusing on food reviews conducted by KOLs and the perception of these reviews by young users. The well-known influencers have garnered fame and built a reputation by sharing their expertise in various fields, including the food industry. The study aims to understand the perspective of young users in Vietnam regarding these food reviews and their overall perception of the food industry within the country.

By examining the effects of TikTok and analyzing the users' viewpoints, this study seeks to shed light on the implications of KOLs and their influence on social media. It aims to highlight the potential negative consequences of their actions and provide insights into the perceptions of young users in Vietnam, particularly in the context of the food industry. Ultimately, the study endeavors to contribute to a better understanding of the complex dynamics between social media, influencers, and user behavior, fostering a more informed and responsible use of these platforms in Vietnam and beyond.

Literature Review

Gen Z and the rise of TikTok in Vietnam

Gen Z in Vietnam is considered a young generation that is dynamic and likes to explore, especially Gen Z's interaction in Vietnam on social networks is becoming stronger and more popular. Gen Z, which is widely known as Generation Z, is the generation born between 1995 and 2010 (Francis & Hoefel, 2018). Due to the highly developed digital environment, Gen Z exhibits characteristics of the "network generation." the time period of their birth. Furthermore, they are defined as the so-called "Facebook generation," "digital natives," or "iGeneration" (Tari, 2011). The youth of Generation Z were raised in the first fully mobile era (Palley, 2012).

In Vietnam, in the first quarter of 2019, TikTok has reached 12 million regular users per month. The platform has the presence of the most popular KOLs in Vietnamese Showbiz such as Son Tung, Tran Thanh, Bui Tien Dung, Dong Nhi, Khoi My, Miu Le, ... and many youtubers, bloggers, models, hot girl / hot boy … – who have been leading the way for TikTok users in Vietnam. TikTok appeals to Gen Z, because of the way the platform is geared; mainly focuses

on short-form video content, which is easier to use and go viral on the app than other social media platforms. It also perfectly meets Gen Z's desire to prove themselves and express their creativity. Besides, TikTok's editing tools are easy to use, from which users can create content. more than. On the other hand, according to Madison Bregman, CEO of young marketing consulting firm GirlZ, "Young people all want to start their own businesses or become influencers." At the same time, using Tiktok to express yourself is easier than on other platforms. With Tiktok it is also easy for influencers or anyone to get viral posts. It's a level playing field where anyone can make a "viral". Tiktok's default allows accounts to appear on it without having to follow before.

A key opinion leader (KOL), usually referred to as an "influencer," is a company or someone with extensive product expertise and clout in a particular industry. They have a big impact on consumer behavior and are trusted by relevant interest groups." An influencer and a prominent opinion in one important way. At least in current usage, influencers work online, establishing their reputation and influencing others through social media, blogs, and YouTube. KOLs are now using TikTok as one of their main media platforms to extend their influence to other people throughout the world. They have been affecting a lot of people's minds and behaviors by using their impacts and it is becoming worse when it comes to reviewing food because some influencers haven't given the suitable opinions to some fields that they are not included in.

Due to the popularity of this social media platform, food reviews have become viral content, with many KOLs sharing their ideas and opinions on dishes and restaurants throughout Vietnam. However, most of these KOLs lack expertise in the food industry, so their judgments are based solely on personal preferences. This often leads to conflicts between supporters and critics. While discussing cuisine is not new, the negative impact of subjective food reviews can influence people's perception of their daily consumption, resulting in a decline in the reputation of many restaurants in Vietnam. Even famous establishments have suffered due to negative reviews posted on TikTok, making it a significant issue that raises questions about the proper use of the platform.

To address this, here are some additional functions related to when reviewers watch KOLs' content:

Expert verification: Implement a system to verify reviewers who have specialized knowledge or experience in the food industry. This verification process can help users identify credible and reliable sources of information.

User feedback rating: Allow users to rate and provide feedback on the reliability and quality of a reviewer's content. This enables the community to differentiate between reliable and unreliable sources based on user experiences.

Disclosure of personal preferences: Encourage KOLs to disclose their personal preferences and biases upfront in their reviews. This helps viewers understand that the review is subjective and allows them to interpret the information accordingly.

Integration of professional reviews: Incorporate professional reviews from reputable food critics or industry experts alongside KOL reviews. This provides a balanced perspective and allows users to make more informed decisions.

Contextual information: Include additional details about the restaurant, such as its culinary style, specialties, and background, to provide a broader understanding of the establishment being reviewed.

User-generated content: Allow users to submit their own reviews and experiences, fostering a diverse range of opinions and providing a platform for alternative viewpoints.

By implementing these functions, the social media platform can promote more reliable and diverse food reviews, enabling users to make informed decisions while minimizing the negative impact of subjective opinions on restaurant reputations.

Consumer behavior - experience intention of Gen Z:

Consumer behavior is the analysis of how consumers make decisions about what to buy, when to buy it, and how to do so. As well as purchasing behavior, consumer behavior and experience intentions are also related to how GenZ thinks about different brands, how they choose between them, how they behave when deciding what to buy, and what they are affected by KOLs food reviewers. It can be said that the influence of Food reviewers in food review is growing as most young people today tend to follow reviews on social networks. Food reviewers' consumer reviews influence GenZ's behavior, more specifically, their intention to experience where these reviewers refer. Moreover, for food topics that are currently trending on Tiktok, the fact that the Food reviewer catches the trend will greatly affect GenZ's decision to experiment.

With the development of social networks and young people's need to experience food and drink, food reviews are gaining a lot of interest among young people today. Consumers often have the habit of consulting other users' opinions and comments about products and services on social networking sites before making a decision to experience them. Understanding the psychology

of consumers, the number of influencers interested in transmitting experience content and product and food reviews is increasing to meet the needs of young people.

With food, GenZ today is a true gourmet when opening the trend of food review, food blogger with a series of famous restaurants thanks to the wave spreading from them. Most of the delicious restaurants are enthusiastically "promoted" by GenZ, even in the country or neighboring countries. Every new shop opens, any area sells delicious dishes, even in the alleys that are difficult to find, GenZ always scours the place and reviews very methodically and in detail. For example, the wave of 7-level spicy noodles, or the wave of black sugar pearl milk tea used to "storm" for a while. Just type Tiktok and you will immediately have extremely complete and meticulous reviews from GenZ in just a few minutes. From expensive dishes to familiar dishes like instant noodles, GenZ has interesting culinary experiences and trendy and stylish dining. If they are celebrities or KOLs specializing in food review, they are well known by the online community, every time they go to "experience" it will attract hundreds of thousands of views or even millions of views.. Because of such a crowd effect, other GenZs who have a need to eat will often be greatly influenced by their behavior and psychology in choosing the restaurant that they plan to go to. Whenever they want to eat a new dish with relatives and friends, by default they will use TikTok to type in the keywords #Pho Bo, #HuTieu ... then a series of videos will appear that are reviewed by TikTokers or KOLs. Mostly, GenZ will choose the videos with the highest views and interactions to watch and experience. That's why the crowd effect from KOL's tik tok channels has affected the eating behavior of other GenZs, they will be more dependent on video reviews instead of choosing their own experiences. . And this situation also leads to the fact that some restaurants that are reviewed are overloaded with customers but the prices are high, and those that are not reviewed will have no one coming but good product quality but low prices. In addition, GenZ's experiences after seeing KOL reviews will have doubts about the authenticity. They aren't sure if those videos are being reviewed by shops that hire KOLs to review or by KOLs who come to review them themselves. There will be some GenZs coming to experience the KOLs' words, but not suitable for their taste will have negative feedback and create two opposing streams with GenZs who like that taste. From the outside perspective of other GenZ, they will wonder whether to experience or not to experience when they see 2 different opinions appearing on KOL's channel.

Research Framework The Hypothesis

In this study, the theory of rational action (TRA or ToRA) is used to explain the relationship between attitudes and behavior in human action. It is mainly used to predict how people act and think in determining their behavior. An individual's decision to engage in a particular behavior

is based on the behavior the individual has performed. Developed by Martin Fishbein and Icek Ajzen in 1967, the theory derived from previous research in social psychology, persuasion models, and attitude theories. Fishbein's theories suggested a relationship between attitude and behaviors (the A-B relationship). However, critics estimated that attitude theories were not proving to be good indicators of human behavior.

Information (INF):

Advertising information on TikTok: Elemental information is the ability to effectively provide information related to the product to be advertised such as food reviewers recommending dishes and places to eat to viewers. When using food ads on TikTok, information is important because viewers will find essential information about many new dishes they want to experience and try it, it is important that the information is accurate. , clear and useful to the viewer. Based on research on customer's perceived value and attitude towards advertising (Ducoffe, 1996; Eze & Lee, 2012; Lana & Benjamin, 2001; Ling et al., 2010; Petrovici & Marinov, 2005;) information is a factor in this study, so the authors propose the hypothesis

Entertainment (ENT):

Entertainment is the level of emotion brought to the user when viewing an advertisement, such as the culinary advertisement of food reviewers on tiktok. Entertainment in advertising positively affects the perceived values and attitudes of viewers (Ducoffe, 1996). A high level of enjoyment and attraction in the process of interacting with the media positively affects their emotions and mood (Nguyen et al., 2013), indicating entertainment in the promotion of the dishes eating and eating places have a positive impact on Genz's perceived value and attitude in deciding their eating experience behavior, so the author proposes hypothesis H2 as follows:

Trust (TRU):

Trust is the level of trust users have in TikTok ads, especially restaurant ads by food reviewers who are KOLs. Advertising credibility refers to the level of trust viewers (Generation Z) have in the advertising message and is based on the trust placed when viewing the reviews of food reviewers on tiktok (MacKenzie & Lutz, 1989). Trust has been shown to have a direct, positive influence on attitudes towards viewer behavior and actions, such as when watching a food reviewer advertise a new restaurant on their tik tok channel food advertisers. The audience (mainly Gen Z) will have a trusting attitude and want to go to the advertised restaurant to experience the food there. Trust is an important factor in this study, so the authors propose hypothesis H3 as follows:

Social Interaction (INT):

The audience's exposure to advertising content or something about anything on tiktok is called social interaction. It is defined as a way for people to effectively connect regardless of place or time while watching (Ngo & Mai, 2017). Researchers found that the social interaction variable had a significant impact on viewer behavior and thinking in a study on the impact of social media on user psychology of tiktok. Therefore, we propose the following hypothesis H5:

Based on research information such as INF (Information), ENT (Entertainment), TRU (Trust), and INT (Interest), we propose the following hypothesis:

H1: Information about food topics on TikTok has a positive effect on Gen Z's experience of novelty dishes.
H2: Entertainment on TikTok has a positive influence on GenZ's food experience behavior
H3: Trust in food reviewers on TikTok has a positive effect behavior on Gen Z
H4: Social interaction on TikTok has a positive impact on Gen Z

Effect of KOL food review on Genz Z's behavior:

Currently, there are not many specific research articles on the influence of this influencer on TikTok on young people in food review because this issue is quite new and is an emerging phenomenon on social platforms, typically TikTok. However, based on other fields such as fashion, tourism, it can be seen that KOls have a great influence on users through reviewing apparel products, products and services, etc. Regarding food reviews on the TikTok platform, influencers like Ha Linh or Bearded Girl (Thanh Tung), who are dubbed the "Review War God" seem to be abusing their influence, causing damage. mixed reactions from the public. They are based on their taste, based on their "likes" to comment on the layout and preparation of dishes from premium to popular while they are not culinary experts. Since then, there has been a fierce debate between supporters and opponents, one side thinks that they agree with the views of the above KOLs and will not go to those eateries to enjoy the reason.

"Criticized", and the other side thinks that those words are only based on one person's subjective opinion, more especially that of a person who is not an expert in the culinary field, so those reviews are not sympathetic, and they strongly oppose such opinions. Even those influencers are considered ungrateful, affecting the lives of others. In fact, KOLs have repeatedly said that they review based on personal opinions, but it also proves that they speak based on their logic, not on the knowledge and understanding of an expert. , so the persuasion and logic are quite

low, it is impossible to completely judge a dish as good or bad because it is completely based on the taste of each person.

In recent years, Food Reviewer - The person who reviews food on popular social networking platforms such as Facebook, Instagram, Youtube and now prominently Tiktok has become popular. Reviewers, reviewers with comments and assessments of all kinds, praise yes, criticize yes and gradually become the trend of young people, before eating or drinking anything, they go to the review to decide. Should I choose this location? There is no denying the benefits that a Food Reviewer brings to the restaurant. Some restaurants and eateries are famous and crowded overnight thanks to the "viral" clips, videos and posts on social networks of hot Tiktoker, professional Food Reviewer.

For customers using food services, the review channel helps them get more good suggestions, specific comments about new and new places to eat to be able to experience.However, in addition to honest Food Reviewers who make in-depth and objective comments about restaurants and eateries, there are also Food Reviewers with negative comments to attract views and attract viewers. Many Tiktokers also have a negative and critical attitude, causing restaurants and restaurants to be heavily affected by these review channels.It is noteworthy that these review channels have a great influence on young people and have the ability to guide customers whether to use food service at this restaurant or not. So reviewers need to have an attitude and responsibility for their statements on social networks if they do not want to be held responsible before the law.

Impact of KOL review food reviews on viewer experience (gen Z):

Online reviews are based on subjective or normative aspects affecting the viewer's experience of rational action theory, which is concerned with consumer behavior as well as identifying behavioral tendencies of consumers. The behavioral disposition is part of the attitude toward the behavior (e.g. a general feeling of their liking or disliking will lead to the behavior) and partly in subjective norms (The influence of others also leads to their attitudes.). On the other hand, the concept of influencers can be subjective or normative depending on whether viewers focus on the influencer's content or the amount they then command through their platforms. to determine their legitimacy. The theory of planned behavior is an extension of the Theory of Reasoned Action that introduces the concept of controlling beliefs in addition to the two determinants of intention experience, behavioral and normative beliefs. squid. According to this theory, differential viewers have control over how they react to the different influences they receive regarding making certain decisions or exhibiting certain behaviors (Paul et al.

events, 2016). Here theory of planned behavior that takes into account all the different aspects affecting .The viewer's experiential intent attempts to determine the viewer's behavior.

Methodology And Research Design

CASE STUDY: Ha Linh reviewed Truong Giang restaurant:

With the style of "why say that", praise and criticism in the right place, the food review clips, the restaurant of the female "war god" is always looked forward to by netizens, especially artists' restaurants.

After the experience at A Ma Kitchen (Tran Thanh artist's restaurant), Vo Ha Linh continued to post a clip review of Truong Giang's restaurant, Muoi Kho village. Many netizens are curious to know what the dishes of Muoi Kho village will be like when reviewed by the "strongest" war god TikTok. With her style of saying no to ads, at the beginning of the clip, the female reviewer said, "Of course, Truong Giang did not sponsor today's video, please note". For the first time at Muoi Kho rice restaurant, Ha Linh ordered dishes that are known to be the best sellers of the restaurant such as: pork tenderloin, steamed scad, mussels with rice cake, young jackfruit salad with shrimp and meat, cooked stingray starfruit sour soup, braised chicken with turmeric, sauteed vegetables with garlic.

Regarding the cooking time, Ha Linh was quite satisfied because in less than 10 minutes, the dishes were fully served. Regarding the food, the female reviewer had a parallel assessment of praise and criticism that did not match the taste. Specifically, such as char siu meat, steamed scad with good price, clean and delicious. Particularly, mussel rolls with rice paper are not satisfied because the sauce is too "sweet" and the salad with young jackfruit and shrimp meat is a "popular" dish because the dish is greasy and the meat is fatty. not frugal". "not delicious". Applying the theory of rational action in this case, it can be seen that Ha Linh has influenced viewers when emphasizing the phrase "too sweet", "not frugal" when enjoying the food that has influenced the audience. fake. affect the psychology of the audience with mussels and salads. In theory, part of the attitude towards the behavior mentioned, Ha Linh's main impact has influenced some consumers' attitudes about healthy eating. From there, leading to the behavior of a part of consumers who eat healthy will have the thought that the best-selling dishes here will not match their eating and health needs. Ha Linh is a famous reviewer who is mentioned by everyone for personal purposes, it is her personal review that can affect a small group or a big wave of thoughts about a particular group. there. restaurant or a certain brand. And at the end of the comment, about the advantages, the "war god" commented that the space was open, the service was quite fast, but it was not appreciated because the time she ate, the

guests were not too crowded. The dish can only be eaten, "it must be said that it is extremely delicious and must not be criticized when going to Saigon". The downside is that she is not satisfied with the light of the shop because there are too many yellow lights, causing a feeling of heat, so she mixed white lights to create a cooler feeling. Drinking water is considered "quite normal", the price is a bit high and the amount of ice makes the dish pale. As always, the songstress commented that the dish "more criticism than praise" attracted a lot of views and received other comments after the audience's difficult restaurant comment.

Impact at the target audience's reaction and psychology after watching Ha Linh's evaluation: For an in depth and thorough review of every of her "true" "terrible", "praise" and "critic" dishes, Ha Linh obtained a number of specific reviews from the target market, some viewers expressed their hobby and agreed with the sincere way woman Youtuber reviews to accurately replicate the quality of the meals or other visitors showed I do no longer believe such a harsh and personal evaluation. In the comment section of the video about the restaurant review through artist Truong Giang, there are many comments about the flavor of a few dishes that they have experienced before, a number of which agree with the lady reviewer. Is the same flavor she noted and a few others say it is because of the taste of each vicinity to make it suitable for that region's taste. As for the audience who've never come to eat, they may be skeptical about the taste of food here, they are surprised after they must spend a bit higher than different restaurants to experience the dishes that are referred to as high-quality. Seller recommended by means of different reviewers to return here to enjoy or the taste is just too sweet not appropriate for frugal eaters like Ha Linh stated. From the evaluation of the dishes to the beverages or the gap at Ha Linh's store, it has stimulated many visitors while watching the Youtube display screen, which has in part prompted Truong Giang's keep on consumer psychology. In the future, or the nearest, if there may be no change in flavor to fit the audience with frugal palates, the restaurant is certainly no longer the selection of diners in terms of meals.

Data collection and analysis:

Content analysis is a method used to analyze content to learn about the purpose, message, and effect of communication content. Can also be used to make inferences about the producer and audience of the text they analyze. Content analysis can be both quantitative (focusing on counting and measuring) and qualitative (focusing on interpretation and understanding). In both types, it is possible to classify or "code" the words, topics, and concepts in the text and then analyze the results. (Amy Luo, 18 July 2019).

This study uses content analysis because it can help to bring more efficiency and insight into the problem being studied. This study was conducted in both quantitative and qualitative

directions. Use quantitative analysis to analyze TikTok videos related to KOL food review to know the frequency of terms like KOL, how to become KOL, how to choose an effective KOL for the topic. The goal of this study is to be able to see the benefits and limitations of KOL food reviewers. Based on the research of communicators can develop and also its limitations.

Questionnaire:

In the second session, questions focus on how KOL review food influences Gen Z's intention to experience dishes.The questionnaire was designed based on a 5-point Likert scale with the principle from lowest to highest (from 1: Fully disagree to 5: Fully agree) (Zainudin et al., 2016) comprising two main sessions. The first session aims to collect respondents' private information as qualitative data, including questions about gender, course, major, frequency of using Tik Tok, (Sheard, 2018).

Population and sampling:

We focus on the age group from 16 to 30 years old because this is the age group using the social network TikTok the most. Based on learned knowledge and self-analysis through screening, web-based SPSS has been supported and has data on this part. The fact was amassed through an internet survey in a Google shape that turned into shared in public groups on social networking systems inclusive of Facebook or despatched immediately to respondents via email or Facebook Messenger. Besides, we use random direct survey strategies at universities in southern Vietnam. The survey was conducted from November 1, 2022 and acquired 203 legitimate responses from survey participants. The amassed fact has been analyzed using SPSS.

Results and Analysis

Profile of Respondents:

Table 1: Profile of Respondents

Demographic Available		Frequency	Percent
Gender	Male	139	67.8
	Female	65	31.7
	Others	1	0.5
Course	K15	14	6.9

	K16	50	24.6
	K17	45	22.2
	K18	94	46.3
Major	Artificial intelligence	13	6.4
	Software engineering	58	28.6
	Information assurance	10	4.9
	System information	2	1
	Graphic design	20	9.9
	Multimedia communications	59	29.1
	Digital marketing	14	6.9
	International business	13	6.4
	Hotel management	5	2.5
	Tourism and Hospitality Management	2	1
	English language	4	2
	Japanese language	3	1.5
	Korean language	0	0
Frequency of using Tik Tok	Frequent	170	83.7
	Sometimes	33	16.3

The profile of respondents is demonstrated in Table 1. Accordingly, the respondents compose people of both male and female, courses between K15 and K18 and covered by all majors in FPT University. The results show that 139 male respondents take up 67.8% and 65 female equivalents to 31.7% of total respondents. Regarding course, the K16 and K17 group takes up respectively 24.6% and 22.2% of respondents, group K15 accounts for the least percentage with

6.9% and a number of people from K18 group account for 46.3%, showing that respondents are mostly the latest students of FPT University, this is a group of people who have had early exposure to the media, specifically Tiktok. Most respondents spend most of their time on Tiktok, up to 170 respondents, accounting for 83.7% compared to the rest of 33 people (16.3%) who only use it occasionally.

Descriptive Statistics

Question	N	Minimum	Maximum	Mean	Std. Deviation
Q1	203	1.00	5.00	4.2700	.94953
Q2	203	1.00	5.00	3.6650	1.28492
Q3	203	1.00	5.00	3.5650	1.06840
Q4	203	1.00	5.00	4.1600	.97939
Q5	203	1.00	5.00	3.9150	1.19789
Q6	203	1.00	5.00	4.1450	.94788
Q7	203	1.00	5.00	3.7950	1.21671
Q8	203	1.00	5.00	3.5150	1.21951
Q9	203	1.00	5.00	4.0800	1.01427
Q10	203	1.00	5.00	3.8550	.98938
Valid N (listwise)					

The survey results provide valuable insights into the impact of TikTok on Gen Z's food experiences. Overall, the findings suggest that TikTok plays a significant role in shaping Gen Z's culinary behaviors and perceptions. One key finding is that the majority of participants view TikTok food content as a source of entertainment. This indicates that Gen Z turns to TikTok to find enjoyment and relaxation through watching food-related videos. The high mean value for this aspect suggests that TikTok serves as a platform for Gen Z to explore and engage with culinary content in a fun and entertaining way. Furthermore, the survey indicates that TikTok has a positive influence on Gen Z's culinary exploration. Participants expressed that they can experience new dishes and discover new food locations through watching videos from food reviewers on TikTok. This suggests that TikTok acts as a valuable resource for Gen Z to expand their culinary horizons and try new food experiences. The findings also reveal that Gen Z considers food reviewers on TikTok to have a certain level of culinary knowledge. While the

perception of their expertise is not exceptionally high, it is recognized that food reviewers possess some culinary insights. This indicates that Gen Z values the expertise and opinions of food reviewers when it comes to making decisions about food choices and experiences. Moreover, the survey results suggest that TikTok has an impact on Gen Z's decision-making process. While the level of influence may not be extremely high, participants agreed that food reviewers on TikTok can influence their decisions when it comes to trying out restaurants or food establishments. This implies that Gen Z considers the recommendations and opinions of food reviewers on TikTok as a factor in their decision-making process. Overall, the survey findings indicate that TikTok has a positive influence on Gen Z's food experiences. It serves as an entertaining platform where Gen Z can explore new dishes, discover new food locations, and consider the opinions of food reviewers in their culinary decision-making. TikTok has become a valuable resource for Gen Z, shaping their behaviors and perceptions in the realm of food.

Based on the survey results, it can be observed that food reviews on TikTok have a significant impact on the behavior and perception of the surveyed individuals. They find entertainment value in watching food review clips and are influenced by the knowledge shared by food reviewers. While they may not be solely driven by food reviewers' content, they do find it useful and interesting. Additionally, respondents believe that food reviewers have culinary knowledge, although it may be at an average level. They also express a desire to experience new dishes and places through the recommendations provided by food reviewers. Overall, the survey highlights the influence and importance of food reviews on TikTok in shaping the preferences and decisions of the surveyed individuals when it comes to food and dining experiences.

Cronbach's Alpha reliability coefficient:

Cronbach's alpha coefficient is a measure of internal consistency and reliability of a scale or questionnaire. In the study, Cronbach's alpha coefficients for the four variables (Information, Entertainment, Trust, and Social Interaction) ranged from 0.754 to 0.923. These values indicate good to excellent reliability of the scales used in the study.

Exploratory Factor Analysis (EFA):

Constructions	Code	Items	Cronbach's Alpha
Introduction	INF	3	0.923
Entertainment	ENT	2	0.811

| Trust | TRU | 3 | 0.845 |
| Social interaction | INT | 2 | 0.754 |

Discussion

Building upon the previous study's focus on the impact of TikTok and food reviews by Key Opinion Leaders (KOLs) on Generation Z (GenZ), the current research delves into four hypotheses that influence GenZ's behavior: information, trust, entertainment, and social interaction. These factors have both positive and negative effects on individuals' restaurant choice behavior.

In terms of positive effects, GenZ is exposed to valuable information about food and restaurant-related topics through TikTok. They can access reviews, evaluations of prices, and dishes, enabling them to make informed decisions when selecting a restaurant. However, negative effects arise when GenZ encounters misleading or false reviews, leading to distrust and skepticism toward KOL evaluations. The abundance of information, including conflicting opinions, can also create confusion for GenZ, making it challenging for them to make a decisive choice. Therefore, it becomes crucial to have a trusted entity that can validate the accuracy of the vast information flow they encounter.

Moreover, the research findings emphasize that entertainment plays a significant role in influencing GenZ's behavior after watching food review videos on TikTok. Engaging storytelling, the use of relatable language, a touch of humor, or gentle communication are factors that impact GenZ's psychology and emotions, ultimately influencing their decision-making process. By creating an impression and providing an entertaining experience, not only does an individual reviewer gain sympathy, but also the associated groups such as family, friends, and the community. This collective influence affects the viewer's behavior, as GenZ's psychology is shaped by the experiences conveyed by the reviewers.

By applying these factors to the research paper, a comprehensive understanding of individuals' behaviors in response to food review videos and their real-life experiences is obtained. Through survey questionnaires, the researcher captures individual assessments and gathers actual data on consumer psychology and behavior. Analyzing the survey data enables researchers to gain objective insights into GenZ's experiences and thoughts regarding food reviewers, which can be further applied in related studies examining GenZ's restaurant choices.

Overall, this research aims to establish a stronger connection with the previous study by expanding on the factors influencing GenZ's behavior, including information, trust, entertainment, and social interaction. By considering these factors and analyzing statistical research results, a more comprehensive understanding of GenZ's psychology and behavior in restaurant selection can be achieved.

Limitations in the study

Limitations in finding information and sources for research. Since this is a research paper on the behavior of Gen Z when watching KOLs advertising food on tik tok, the search for information is not enough for the research paper. Analyzing and finding theories to match the research paper is difficult because there is not much experience in studying theories and putting them into the research paper for complete analysis. There are limitations in surveying for research papers. When making a set of questions for the survey, there are still many difficulties when some questions do not have a connection with the content of the research paper, sending survey questions to FPT students is still not really satisfactory because the survey data did not meet the expectations.

Conclusion and distribution

The study was conducted to analyze the factors that Key opinion leaders evaluate food publishing content that affect the online viewer experience on TikTok of Generation Z. The results of the analysis of 203 observations show that the factors are important. Information, entertainment, trust, and social interactions related to Key opinion leaders' food review videos on TikTok directly and positively affect the viewer's experience. From the survey results dedicated to this study, the authors found that the most important informational factor affecting the experience of Generation Z viewers through the TikTok channel. Besides, the social interaction variable has a significant impact on the video viewer experience. Another new finding of the research team is that the comments on the videos of Key opinion leaders also have an influence on the viewing behavior and experience. The results help us better understand how young Vietnamese audiences feel about the products, places and dishes advertised on the TikTok platform. Thereby, offering solutions to enhance and improve the viewer experience. In addition, research on viewer behavior based on videos created by Key opinion leaders will give a more accurate view and assessment of the Vietnamese cuisine that Key opinion leaders want to develop through TikTok.

Reviewing food is a popular content on TikTok but people are going too far and some of them are not even experts in the food industry but they use their own favorites, tastes and views to make argumentative judgements about dishes and restaurants. As a result, many studies and

researches have been made to go further about this annoying issue and have some solutions to deal with it. This research not by TikTokers but also helps people to realize the importance of publicizing proper only plays an important role in finding better ways to improve the quality of videos and contents published information and inspire others in a positive way using social media, especially using TikTok to review foods and other things.

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