

Influence of Food Vlogger Endorsement on Consumer Behavior: Restaurant & Street Foods

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Abstract

In the digital era, food vlogging has emerged as a powerful tool shaping consumer dining behavior. This study explores the impact of food vlogger endorsements on consumer preferences and purchasing decisions related to both restaurant and street foods. A mixed-method approach was used, with data collected through structured questionnaires distributed to 130 respondents via online and offline platforms. The findings reveal a significant positive correlation between food vlogger influence and consumer decisions, with a slightly stronger effect on street food preferences. Regression analysis indicates that food vlogger influence explains 22.9% of the variance in restaurant food choices and 25.6% in street food choices. The study highlights the growing importance of credible and engaging food vlogging content in shaping consumer behavior and provides valuable insights for marketers, food businesses, and policymakers seeking to leverage influencer marketing. While the results affirm the effectiveness of digital endorsements, the study also acknowledges limitations related to sample size and the evolving nature of food preferences. Future research is encouraged to explore long-term impacts, cultural factors, and the comparative influence of micro- and macro-influencers.

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1. Introduction

Food vlogging has become a powerful marketing tool in today's digital age, shaping the way people discover, experience, and choose their meals. Through engaging videos, captivating visuals, and personal storytelling, food vloggers provide authentic reviews that influence consumer dining decisions. With the rise of platforms like YouTube, Instagram, and TikTok, food vloggers have become key opinion leaders, shaping consumer perceptions through engaging content, personal storytelling, and immersive visuals. Their ability to showcase food in an appealing and relatable manner has transformed the traditional word-of-mouth effect into a powerful digital marketing tool.

The impact of food vloggers extends beyond mere recommendations—they build trust, create hype, and introduce audiences to new dining experiences. Whether reviewing fine-dining restaurants, exploring hidden street food gems, or uncovering trending food challenges, vloggers

generate excitement that influences consumer behavior. Their endorsements often shape dining trends, driving traffic to specific eateries and even impacting the success of small businesses. This study aims to explore the influence of food vlogger endorsements on consumer behavior, focusing on both restaurant dining and street food consumption. While restaurants often invest in structured branding and planned marketing, street food vendors rely more on affordability, authenticity, and word-of-mouth promotion. Understanding how vlogger endorsements impact these two segments can help businesses strategically harness digital influence to attract and retain customers. By analyzing key factors such as trust, engagement, visual appeal, and social proof, this research highlights the growing role of food vloggers in shaping consumer choices. As social media continues to evolve, recognizing the power of digital food influencers can help businesses refine their marketing strategies and connect more effectively with their target audience.

A. Background Information

Food vlogging has emerged as a powerful tool in the digital marketing landscape, shaping consumer food preferences and influencing dining decisions worldwide. Through engaging video content, food vloggers review and showcase various culinary experiences, from gourmet dining in high-end restaurants to unique street food finds. Platforms such as YouTube, Instagram, and TikTok have amplified the reach and impact of food vloggers, making their opinions more influential than traditional advertising methods.

One key reason for the success of food vloggers is the trust they build with their audience. Unlike traditional advertisements, which often feel scripted and promotional, vlogger content is perceived as more authentic and relatable. Many food vloggers provide in-depth reviews, capturing the textures, flavors, and presentation of dishes through high-quality visuals and engaging storytelling. As a result, their followers rely on their recommendations before deciding where to dine. This trust-driven approach significantly influences consumer behavior, leading to increased foot traffic for both restaurants and street food vendors.

The impact of food vlogging varies between restaurant dining and street food consumption. Restaurants often focus on brand identity, ambiance, and curated dining experiences. When a well-known food vlogger positively reviews a restaurant, it enhances the establishment's credibility and attracts more customers who are willing to pay for a premium experience. On the other hand, street food vendors, who generally rely on word-of-mouth marketing, benefit immensely from viral content. A compelling video showcasing an affordable yet delicious street food item can lead to a sudden surge in customers. Viral food trends, such as the Dalgona coffee phenomenon, have demonstrated how digital endorsements can drive massive consumer interest.

This study aims to explore the extent to which food vlogger endorsements influence consumer choices, comparing their effects on restaurant dining versus street food consumption. By analyzing factors such as trust, engagement, visual appeal, and social proof, this research seeks to provide valuable insights into how digital influence shapes eating habits.

B. Research Problem

Food vloggers influence where people choose to eat, but their impact differs for restaurants and street food vendors. This study explores how vlogger endorsements affect consumer trust, the role of social media in shaping food choices, and factors like pricing, food quality, and vlogger credibility. It also looks at how vlogger engagement and demographics, such as age and income, influence consumer decisions. By understanding these factors, restaurants can focus on long-term branding, while street food vendors can leverage viral trends. This research helps businesses improve their digital marketing strategies to attract and engage more customers.

C. Significance of the Research

This research highlights the significant influence of food vloggers on consumer dining choices, shaping food marketing in the digital age. As social media becomes a key source of food recommendations, understanding this impact helps businesses refine their marketing strategies. Restaurants can collaborate with credible vloggers to enhance their reputation and customer engagement, while street food vendors can leverage viral content for organic growth. The study also explores consumer psychology, emphasizing trust, engagement, and visual appeal in decision-making.

Additionally, it addresses ethical concerns in influencer marketing, promoting transparency. Overall, this research benefits restaurants, vendors, marketers, vloggers, and consumers by driving innovation and enhancing the dining experience.

2. Literature Review

A. Overview

This study examines how promotion through food vloggers on TikTok impacts customer interest in Dobro Coffee. The research found that both individual and combined promotions on TikTok influence buying interest. The data analysis confirmed the positive effect of these promotions on customer interest. (Almaura Nur Aulia, 2022). This study examines how food blogger promotions affect brand image and purchasing decisions at Delapan Gram Coffee Shop. It found that food blogger promotion influences both, but brand image has a stronger impact on purchasing decisions. The research suggests that coffee shop owners can use food bloggers to boost sales. (Suci Sandi Wachyuni, 2021). This study explores what factors influence young viewers in choosing popular dishes on social media. It found that social media, especially YouTube, plays a big role in making a dish popular, and the type of post also affects its popularity. The results highlight the importance of social media and post types in increasing food popularity. (Putera Mohd Naim Norsalim, 2023). This study examines the impact of food vlogging on consumers in Bilaspur city, focusing on how food vloggers influence street food choices. The findings showed that food vloggers help consumers make informed decisions, but the study's limitation is that it only reflects opinions from Bilaspur (Alka Pandey, 2021). This study explores how food value affects food blogger reviews and customers' purchase intentions at fast-food restaurants in Cairo. It found that food value positively influences both, with food blogger reviews acting as a mediator. Additionally, content credibility strengthens the impact of food blogger reviews on customers' purchase intentions, suggesting that restaurant managers should focus on food quality to boost sales. (SALEM, 2024). This study explores how food blogger "Nex Carlos" influences street food fans through social media. It found that factors like identity, curiosity, and promotion effectiveness affect user satisfaction, while interaction doesn't have much impact. The research highlights that curiosity drives people to seek more information and increases satisfaction. (William Yohannes, 2024). This study examines how Indonesian Millennials use food vlogger reviews on YouTube to influence their buying decisions. It found that perceived benefits of these reviews strongly impact purchase intentions and enjoyment. The research emphasizes the role of food vloggers in driving consumer interest, especially during the pandemic (Vita Briliana, 2020). This study examines how food vlog qualities like appearance and video quality influence customer behavior. It found that positive vlog attributes encourage visits to recommended restaurants. The research aims to enhance food vlogs as a marketing tool in Malaysia. (Razak, 2023). This study examines how food bloggers on Instagram influence people's food choices in Bandung. It found that reviews from food bloggers can strongly affect what people decide to buy. The results showed that food blogger reviews have a big impact on people's decisions when choosing where to eat in Bandung (G.T Puspita, 2020). This study examines how food vlogs on YouTube influence millennials' food purchases. It finds that factors like app usefulness, benefits, and enjoyment affect

their buying decisions, but peer influence does not. (Frederick, 2022). This study looks at how food videos' entertainment, information, and interaction affect viewers' opinions and buying decisions. It finds that entertainment and information make people more likely to buy featured food, but interaction doesn't. It also shows that social media use affects how viewers feel about the videos and vloggers (Thi My Nguyet Nguyen, 2024). This study explores how food bloggers on Douyin influence audience perceptions and visiting intentions. It finds that credible bloggers can spark taste desires and awareness, leading to higher interest in visiting food destinations. The study shows how social media shapes consumer behavior and decisions. (Ruoqing Guo, 2024). This study examines how food vloggers influence their followers through credible and valuable advertising content. It finds that vloggers' attractiveness, expertise, and similarity impact viewers' attitudes toward videos and brands, leading to higher intentions to shop online. The study offers insights for advertisers and marketers to effectively use food vloggers for promotions. (The-Bao Luong, 2023).

This study examines how food influencers on Instagram impact consumers' attitudes and purchase intentions. It finds that the usefulness of influencers' recommendations positively influences attitudes, which then boosts the intention to buy food products. The results highlight the value of brand collaborations with influencers to drive consumer behavior. (Aypar Sati, 2020). This study looks at how food vloggers' credibility impacts customer attitudes and purchase intentions. It finds that trustworthiness, expertise, similarity, liking, and familiarity positively influence customer attitudes, leading to higher buying intentions. However, attractiveness and brand-influencer match-up do not significantly affect attitudes (Dewanthi, 2024)

B. Key Theories

Key theories include the Stimulus-Organism-Response (S-O-R) Framework, which explains how food vloggers' content (stimulus) influences consumer attitudes and purchase intentions (organism), ultimately driving their dining choices (response) (Nguyen *et al.*, 2024). It also incorporates the Uses and Gratifications Theory, highlighting how consumers seek entertainment, information, and interaction from food vlogs, shaping their preferences for restaurants or street foods (Nguyen *et al.*, 2024). Additionally, the Consumer Behavior and Decision-Making Theory emphasizes factors like affordability, convenience, and perceived quality in shaping consumer choices between restaurant and street foods (Verma & Mishra, 2020). Together, these theories provide a comprehensive framework for understanding the impact of food vlogger endorsements on consumer behavior in the context of dining preferences.

C. Gaps in the Literature Review

Many studies show that food vloggers and bloggers influence what people eat, but some areas still need more research. Most studies focus on specific platforms like TikTok, YouTube, or Instagram, but they don't compare how these platforms influence restaurant food versus street food. While factors like trust, entertainment, and content quality are often discussed, there is little research on how these factors differ between restaurant and street food endorsements. Another issue is that most studies focus on specific cities or countries, making it difficult to apply the findings to other places. Additionally, cultural preferences and affordability, which play a big role in consumer choices, are not explored enough

when comparing restaurant and street food. Studying these gaps can help us better understand the true impact of food vloggers on consumer behavior.

3. Objectives

- i) To analyze the impact of food vlogger endorsements on consumer trust and purchasing decisions for restaurants and street food vendors.
- ii) To compare consumer preferences and perceptions toward restaurant food and street food based on food vlogger recommendations.
- iii) To assess the effectiveness of food vlogger endorsements in influencing dining choices, considering factors such as credibility, engagement, and content style.

4. Research Methodology

The study focuses on understanding how food vlogger endorsements influence consumer behavior when choosing between restaurant and street food. This chapter explains the methods used for data collection and analysis.

A questionnaire was used as the main tool to gather responses. The researcher shared a Google Form link on social media and also collected data in person using a random sampling method. Several follow-ups were done to ensure enough responses, and a total of 130 participants completed the survey.

The collected data was analyzed using Excel for statistical evaluation and factor analysis to identify key patterns and insights

A. Research Design

This research aims to examine how food vloggers influence consumer purchasing decisions for restaurant and street food through an exploratory research approach. Various factors affecting consumer choices will be analysed to achieve the study's objectives.

This study follows a mixed-method research design, combining both primary and secondary data to gain a deeper understanding of consumer behavior in food choices. Primary data will be collected using a structured survey questionnaire, while secondary data will be gathered from academic studies, industry reports, and relevant literature on food vlogging and consumer preferences.

B. Data Collection Methods

Data collection will be carried out through both online and offline methods to reach a diverse group of consumers. Surveys and questionnaires will be used to gather responses, helping to identify key factors that influence food choices, such as trust in vloggers, viewer engagement, and brand perception. This approach ensures a detailed analysis of how food vlogger endorsements impact consumer decisions when choosing between restaurant and street food. The findings will offer useful insights for businesses, marketers, and policymakers in the food industry.

C. Sampling Method

This study will use a random sampling method to understand how food vlogger endorsements affect people's choices between restaurant and street food. Participants will be selected from the general public, focusing on those who often watch food vlogs and decide where to eat based on online recommendations.

The goal is to gather insights from consumers who regularly follow food vloggers to see how their reviews influence

dining decisions. By identifying key factors that shape these choices, the study will provide a clear understanding of the impact of food vlogger endorsements.

D. Data Analysis and Techniques

The study uses descriptive statistics, correlation analysis, and regression modeling to examine how food vlogger endorsements influence consumer choices for restaurant and street food. Descriptive statistics summarize key factors like influence, trust, and preferences using averages and variations. Correlation analysis measures the strength of the relationship between food vlogger influence and consumer choices. Regression analysis determines how much

endorsements impact food preferences. These methods help understand the role of food vloggers in shaping consumer decisions.

5. Result

1. Descriptive Statistics

Descriptive statistics help summarize important factors like food vlogger influence, trust, and consumer choices. It shows patterns in the data using averages, differences, and distributions, giving a clear picture of consumer behavior. This makes it easier to understand trends before using advanced tests like correlation and regression.

Table 1: Descriptive Statistics

	Influence	Trust	Awareness	Effectiveness	Perception	Restaurant Food	Street food	Engagement	Style	Diversity
Count	131	131	131	131	131	131	131	131	131	131
Mean	3.572519084	3.625954	3.503816794	3.480916031	3.4656489	3.549618321	3.541984733	3.740458015	3.732824	3.740458
Std	1.067207242	3.139068	1.132553587	1.242523147	1.1388098	1.096944992	1.145288287	1.034689	1.142362	1.160821
Min	1	1	1	1	1	1	1	1	1	1
Max	5	5	5	5	5	5	5	5	5	5

Interpretation

The mean score for "Influence" is 3.57, indicating a moderate level of agreement that food vloggers impact consumer choices. The mean scores for "Restaurant Food" (3.55) and "Street Food" (3.54) suggest that consumers are generally neutral to slightly positive about food recommendations from vloggers. Additionally, all variables range from 1 to 5, confirming that the survey utilized a Likert scale to measure responses.

2. Correlation Analysis

Correlation analysis helps determine the connection between food vlogger influence and consumer choices for restaurant and street food. It shows whether people who watch food vloggers are more likely to try the foods they recommend. By measuring this relationship, we can understand if greater influence leads to increased consumer interest, providing insights into the effect of endorsements.

Table 2: Correlation analysis

	Influence	Trust	Awareness	Effectiveness	Perception	Restaurant Food	Street food	Engagement	Style	Diversity
Influence	1	0.550864	-.389581246	-.49268706	0.361254079	0.478219065	0.505690896	0.337623046	0.347271	0.375449
Trust	0.550864	1	-.415527999	-.508528788	0.366574633	0.375113522	0.386556573	0.275967144	0.413269	0.525225
Awareness	0.389581	0.415528	1	0.389525978	0.448902782	0.36311387	0.487649875	0.460352469	0.473468	0.468842
Effectiveness	0.492687	0.508529	-.389525978	1	0.530928454	.0363310638	0.426251938	0.307250402	0.245477	0.385862
Perception	0.361254	0.366575	-.4489-2782	0.530928454	1	0.427797662	0.347610491	0.305730578	0.28558	0.342337
Restaurant Food	0.478219	0.375114	-.363611387	0.426251938	0.427797662	1	0.501937364	0.397744374	0.431153	0.372649
Street Food	0.505691	0.386557	-.487649875	0.42651938	0.347610491	0.501937364	1	0.574009724	0.464298	0.488495
Engagement	0.337623	0.275967	-.46-352469	0.307250402	0.305730578	0.3977444374	0.574009724	1	0.526596	0.372582
Style	0.347271	0.413269	-.473467726	0.275477472	0.285580261	0.431153328	0.464298454	0.526596047	1	0.515784
Diversity	0.375449	0.525225	-.468842197	0.38586241	0.342337445	0.372649474	0.488495495	0.372582442	0.515784	1

Interpretation

The correlation analysis reveals a moderate positive relationship between Influence and Restaurant Food (0.478), suggesting that as consumers perceive greater influence from food vloggers, their preference for restaurant food also increases. Similarly, Influence and Street Food exhibit a moderate to strong positive correlation (0.506), indicating that food vlogger endorsements significantly impact street food choices. Overall, food vlogger endorsements significantly shape consumer decisions, mainly through trust and awareness.

3. Regression Analysis

Regression analysis is done to measure how much food vlogger endorsements influence consumer choices for restaurant and street food. It helps determine whether factors like trust, awareness, and engagement significantly impact consumer behavior. By analyzing these relationships, regression shows the strength and direction of influence, helping to predict how endorsements affect purchasing decisions. This method provides clear evidence of whether food vloggers play a major role in shaping consumer preferences.

Table 3: Regression Analysis

Metric	Restaurant Food	Street Food
R-squared	0.229	0.256
F-statistic	35.25	44.32
P-value	7.62E-09	7.24E-10
Coefficient (Influence)	0.4915	0.5427

Interpretation

i) Restaurant Food Choices

- Food vlogger influence explains 22.9% of why people choose certain restaurant foods.
- The results are highly significant meaning vloggers strongly affect restaurant food choices.
- For every 1-unit increase in vlogger influence, restaurant food choice increases by 0.49 units.

ii) Street Food Choices

- Food vlogger influence explains 25.6% of why people choose certain street foods.
- The effect is highly significant showing vloggers play an important role in street food decisions.
- For every 1-unit increase in vlogger influence, street food choice increases by 0.54 units.

Food vlogger endorsements have a strong impact on both restaurant and street food choices, with a slightly higher influence on street food.

Hypothesis

Null Hypothesis (H₀): There is no significant influence of food vlogger endorsements on consumer behavior regarding restaurant or street food choices.

Alternate Hypothesis (H₁): "Food vlogger endorsements significantly influence consumer behavior regarding restaurant and street food choices. Since both regression models show a significant p-value (<0.05) and moderate R² values, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁).

Alternate Hypothesis (H₁): Food vlogger endorsements significantly influence consumer behavior regarding restaurant and street food choices.

6. Discussion

A. Interpretation of Results

The study provides strong evidence that food vlogger endorsements significantly influence consumer behavior when choosing between restaurant and street food. The moderate positive correlation (0.478) between Influence and Restaurant Food choices suggests that consumers who trust food vloggers are more likely to follow their restaurant recommendations. Similarly, the moderate to strong correlation (0.506) with Street Food choices indicates that vlogger endorsements play an even greater role in shaping street food preferences. Further analysis reveals that Awareness and Trust also correlate with both food choices, implying that endorsements not only increase consumer awareness but also enhance trust in recommended food outlets. This aligns with the hypothesis that food vlogger endorsements have a meaningful impact on dining preferences.

B. Comparison with Existing Literature

The findings of this study align with key consumer behavior theories. According to the Stimulus-Organism-Response (S-O-R) Framework (Nguyen *et al.*, 2024), food vlogger content

acts as a stimulus that shapes consumer perceptions (organism), ultimately influencing their food choices (response). This study supports the framework by showing that food vlogger endorsements build awareness and trust, driving consumer decisions. Similarly, the Entertainment and Information-Seeking Theory (Nguyen *et al.*, 2024) suggests that consumers watch food vlogs for enjoyment, learning, and engagement, which influence their dining preferences. The results highlight that the credibility and engagement style of vloggers play a key role in making endorsements more effective. Additionally, Consumer Behavior and Decision-Making Theory (Verma & Mishra, 2020) emphasizes that affordability, convenience, and perceived quality influence food choices. While this study confirms that food vloggers strongly impact consumer decisions, it also acknowledges that factors like pricing and accessibility remain important considerations.

C. Implications and Limitations of the Study

This study has important implications for businesses, consumers, and future research. For restaurants and street food vendors, working with food vloggers can be a powerful marketing tool, as their endorsements strongly influence consumer choices. Partnering with credible vloggers can help build trust and attract more customers. For consumers, it is important to recognize that influencer marketing can shape their perceptions, and some endorsements may have biases. Transparency in paid promotions is crucial to maintaining trust in the food vlogging industry. For policymakers and researchers, setting ethical guidelines for food vlogger endorsements can help ensure fair and responsible advertising. Future studies could explore how vlogger endorsements impact long-term customer loyalty. However, the study has certain limitations. The study was conducted with a limited number of people, the results may not represent the opinions of all consumers. The study captures consumer opinions at one point in time, but food preferences might change over time. A long-term study could provide better insights. While food vloggers influence decisions, people also consider factors like price, personal taste, location, and social influences when choosing where to eat. Some vloggers get paid for reviews, which could affect the honesty of their recommendations. Consumers might not always know when content is sponsored.

Conclusion

A. Summary of Key Findings

The study reveals that food vlogger endorsements have a significant impact on consumer food choices, with a strong correlation between vlogger influence and both restaurant and street food preferences. Regression analysis confirms that food vlogger influence explains 22.9% of restaurant food choices and 25.6% of street food choices, showing that vloggers play a key role in shaping consumer decisions. Trust and awareness also contribute to this influence, reinforcing the importance of credible and engaging content in food vlogging.

B. Contribution to the Field

Regression analysis confirms that food vloggers have a major influence on consumer decisions when choosing between restaurant and street food. The findings indicate that a significant portion of consumer preferences is shaped by vlogger endorsements, meaning that people are more likely to try foods recommended by popular vloggers. This highlights

the growing role of digital influencers in the food industry, as their reviews, recommendations, and content actively shape consumer perceptions and dining choices. Food vloggers build trust and awareness through engaging content, influencing consumer food choices. Their visual reviews and personal experiences make them powerful in the food industry. Restaurants and street food vendors can collaborate with vloggers to attract customers and boost brand visibility. Overall, social media influencers play a key role in shaping consumer behavior in the food sector.

C. Future Research

Future research should look at how food vlogger endorsements affect consumer loyalty and dining habits over time. It would also be useful to compare the impact of micro-influencers (small-scale vloggers) versus celebrity vloggers to see who influences consumers more. Additionally, studies can explore how culture and location affect people's reactions to food vlogger recommendations.

Researchers can also analyze different types of video content, such as short clips vs. detailed reviews, to see which is more effective. Other important factors to study include engagement levels (likes, comments, shares) and how different age groups or backgrounds respond to food vlogs.

These insights will help improve influencer marketing strategies in the food industry.

7. Annexure

Questionnaire

Influence of Food Vlogger Endorsement on Consumer Behaviour: Restaurant vs. Street Foods

Welcome to our survey on Influence of Food Vlogger Endorsement on Consumer Behaviour: Restaurant and Street Foods. Food vloggers have become very popular and can influence where people choose to eat. Their reviews, recommendations, and opinions affect whether people prefer restaurant food or street food. This study looks at how food vlogger endorsements impact consumer trust, buying decisions, and overall views on restaurant and street food choices.

Email

Gender	Male	Female	Prefer not to say	
Age	18–25	26–35	36–45	46 and above
Occupation	Student	Employed	Business	Others

Strongly agree =5, Agree= 4, Neutral = 3, Disagree =2, Strongly Disagree =1

Variables	Question	1 SD	2 D	3 N	4 A	5 SA
Trust	Food vlogger endorsements are more trustworthy than traditional advertisements					
Awareness	Food vlogger content helps in discovering new restaurants or street food vendors.					
Influence	Visits to restaurants or street food vendors have been influenced by food vloggers					
Effectiveness	Food vlogger content is more effective than written reviews in influencing dining choices.					
Perception	Restaurant food recommended by food vloggers is perceived as higher quality than street food					
Restaurant food	Preference for restaurant food over street food increases due to food vloggers.					
Street food	Preference for street food over restaurant food is influenced by food vloggers					
Engagement	Higher engagement with the audience makes a food vlogger more influential					
Style	The style of content (e.g., video quality, storytelling) affects food choices					
Diversity	Greater influence is seen in vloggers who explore both restaurants and street food equally					

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