

Effect of Food Vlogging on Attitudes and Purchase Intention of Diners' Restaurant Selection

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DOI: <https://dx.doi.org/10.47772/IJRISS.2024.804120>

Received: 30 March 2024; Accepted: 12 April 2024; Published: 14 May 2024

ABSTRACT

Restaurants utilize vloggers to showcase new menu items and services and describe their benefits or deals. They choose vloggers above other kinds of advertising because these internet influencers are still untapped research material in marketing literature. Thus, this study examined the effect of Food vlogging factors on diners' attitudes and purchase intentions in selecting restaurants in Pasay City. The study used a descriptive-correlational research design, with a survey questionnaire as the primary instrument among 206 restaurant diners who viewed the vlogs and decided to eat. The results indicated a significant positive relationship effect of Food vlogging factors on attitudes and purchase intentions of diners in their restaurants' selection. This study contributes to the existing marketing literature on the importance of Food vlogging by presenting an innovative approach since it is one of the few pieces of research that provides two additional constructs of enjoyment and credibility in the TAM model, which resulted in a need to improve credibility and honest reviews to gain trust from the diners and encourage them for their purchase decision. The expanded two constructs provide markers of theoretical rigor and novelty.

Keywords: attitudes, food vlogging, purchase intention restaurant diners, TAM model

INTRODUCTION

Internet commerce is a new business paradigm in the digital age. This is an online marketplace where you can purchase and sell things. Online reviews such as food vlogs are parts of Internet commerce, and it is one of the biggest trends among content creators these days. According to Razak&Zulkifly (2020), vlogs appear to be the greatest platform for advertising and video reviews. Vlog is an abbreviation for 'video blog,' consisting of audio-visual information and a video-sharing platform for users to share their joy and activities. They communicate with one another by commenting on and subscribing to their favorite channels to gain and share knowledge and expertise. (Kim, 2017). Vlogs are fascinating and appealing than traditional video blog platforms.

Vlogs have been an innovative platform for the food industry. Food vlogs about restaurants and their reviews quickly and easily gained popularity among social media users. Social media is viewed as a marketing tool for restaurants, not just for spreading news and deals but also for branding. Influencer marketing is also one of the most popular methods (Mavrck, 2016), enabling firms to communicate with target consumers more effectively. Because vlogger suggestions and online reviews have a greater impact on customer behavior, food vloggers who are considered food industry influencers have the potential to influence consumer decision-making. Food vlogging has become increasingly trendy in communicating

information to the general public and greatly impacted the viewing public. It is one of the most popular and widespread platforms for sharing thoughts and feelings about any event (Hsu et al., 2013). Expressing oneself through video allows video vloggers to observe and communicate more intimately with their audience (Pandey, Kumari, Chouhan, 2020). The use of social media sites like YouTube, Facebook, TikTok, and Instagram has become an important internet medium that affects diners' restaurant selection decisions.

People now use vlogging to determine whether a restaurant is worth visiting. Food reviews on vlogs appear more authentic, loaded with enticing sensations, creating limitless opportunities to entice customers to try foods. Hence, unlike TV commercials, magazines, or newspapers, vlogs now have greater reachability potential due to the Internet's ubiquity, as geographical dispersion is virtually eliminated (Nugraha&Setyanto, 2018). Numerous research studies have compared and shown that vlogger reviews significantly impact consumer marketing (Pavlou, 2003). In addition, consumers have seen vlogs as more reliable than traditional media (Johnson and Kaye, 2009). In studies using the TAM model by Davis (1989), perceived ease of use (PEOU) and perceived usefulness (PU) are the dominant variables in analyzing user behavior in the adoption of technology. As stressed by Pezhman et al. (2021), given the importance of technology in tourism and hospitality, previous researchers have looked into some aspects of technology acceptance in the travel environment, such as the source of travel information (Castaneda et al., 2009), hotels' front office (Kibe et al., 2019), and convenient guide services (Chuang, 2020), and travelers' purchase intention (Vahdat et al., 2020) but none have looked into Food vlogging context. Enjoyment and credibility, likewise, were not utilized as expanded constructs in the TAM model.

Moreover, such studies on food vlogging that affected the attitudes and behavior of diners (Nur, 2015) are still unclear. Moreover, some research emphasizes the impact of vloggers' online reviews on consumer behavior (Gretzel&Yoo, 2008); however, a dearth of studies about Food vlogging factors influence diners' attitudes and purchase intentions toward future restaurant choices.

Thus, this study examined the effect of Food vlogging factors on diners' attitudes and purchase intentions in selecting restaurants in Pasay City, Philippines. Because each element has already been used as a predictor of behavior, the factors of perceived ease of use, perceived usefulness, enjoyment, and credibility can be combined into a single research framework to predict diners' attitudes and purchase intention in restaurant selection. However, the importance of Food vlogging as a marketing strategy and knowledge of the marketing outcomes associated with vlogging need further examination.

Objective of the Study

The study aims to evaluate how food vlogging influences consumers' restaurant selections and determine if Food vlogging influences consumer attitudes and purchase intentions. Specifically, to sought to answer specific objectives: 1) to assess the Food vlogging factors in terms of enjoyment, credibility, perceived use, and perceived usefulness 2) to examine the level of attitudes and purchase intention of customers toward food vlogging; 3) to determine the relationships between Food vlogging factors on customer attitudes and purchase intention.

Hypothesis Development

Perceived ease of use has been demonstrated in many studies. This was used in measuring the E-commerce site usability with user's ease of navigation, ease of product evaluation, and clarity and understanding of the website (Hassanein & Head, 2004). Kamarulzaman (2007) discovered that the ease of use affects trust or credibility in the adoption of internet shopping within the scope of travel services, Ogonowski et al. (2014) in using online chat boxes for retailers, Herzallah& Mukhtar (2016) in accepting e-commerce services in small/medium-sized enterprises, and Cetinsöz (2015) in determining e-purchasing trends for touristic goods

or services. Likewise, several studies have shown that perceived usefulness impacts consumer attitudes (Siringoringo, 2013; Marakarkandy et al., 2017). In addition to influencing attitudes, perceived usefulness directly influences consumer behavior (Hanifati, 2015). Perceived usefulness indicates social media usage behavior (Rauniar et al., 2014). Hence, the following assumptions are made:

H1. Food vlogging factors have a positive and significant effect on diners' attitudes.

In this study, perceived usefulness is defined as how the recommendation of Food vlogging can benefit consumers in finding restaurant recommendations and impact their attitude and purchasing intention. Awa et al. (2015) claim that perceived usefulness can be used as an indicator to determine future purchases because they are regarded as diagnostic lenses for the interest and use of influence. It is regarded as a diagnostic tool for determining interest, and persuasion can be used to predict future purchases. Brewer (2017) states that an information source's credibility and trustworthiness are usually associated. It makes one appear sincere and concerned about the audience's decisions, affecting customers' attitudes and buying intentions. This is reinforced by Sokolova and Kefi (2020), that buyers might be persuaded to purchase goods by appealing and reliable sources perceived as originating from professionals.

Additionally, according to Jin and Phua (2014) and De Veirman et al. (2017), the hosts' Twitter and Instagram followers indicate their reputations. In another study, Sokolova and Kefi (2020) investigate how the audience's parasocial interaction (PSI) with the online influencer and their perceived credibility is related to purchase intention, which is then related to homophily of attitude and social and physical attractiveness. The study shows bloggers' credibility and parasocial interactions influence followers' purchase intentions. In addition, viewers develop a sense of empathy with the vloggers by connecting with and trusting the people posting the messages on social media platforms when the platforms feature engaging content and encouraging words (Yuan et al., 2016; Liu et al., 2019). This may cause some viewers to grow more attached to or even dependent upon the vlogs, leading to the development of fans who routinely watch the postings and even subscribe. Xu et al. (2021) investigate how vloggers influence consumers' intentions to purchase sustainable products. Razak & Zulkifly (2020) investigated the effects of food vloggers on consumers in several areas, including restaurant selection and standards as perceived by the food vlogger. According to this study, most consumers follow Food vloggers' recommendations when making restaurant selections. In addition, consumers agree that food vloggers raise awareness about food quality and establishments through reviews. Previous studies have confirmed that trust is strongly associated with attitude toward products and services and purchasing behavior (Gefen, 2003). Hence, the following assumptions are made:

H2. Food vlogging factors have a positive and significant effect on diners' purchase intentions.

Conceptual Framework

The conceptual framework was proposed based on the literature review and in line with the aim of this study to examine the effect of Food vlogging factors on diners' attitudes and purchase intentions toward restaurant selection. The framework was anchored from the Technology Acceptance Model by Davis et al. (1989), which summarized consumers' intention to use, attitude, and adoption of new technology. According to TAM, two major aspects influence behavioral intention toward utilizing technology: perceived ease of use and usefulness. This study likewise used attitudes and purchase intentions as the behavioral dimensions toward restaurant selection. However, the TAM model was expanded by integrating enjoyment and credibility as additional predictive constructs. Figure 1 depicts the interrelationship of the predictors to the attitudes and purchase intention toward food vlogging. The expanded constructs provide markers of theoretical rigor and novelty.

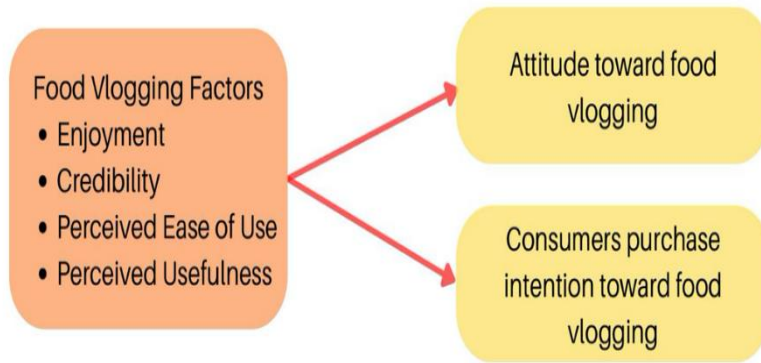


Figure 1: Conceptual Framework (extended by the authors)

METHODS

The study employed a descriptive-correlational research design to answer questions about the relationship between variables (Sekaran & Bougie, 2013). A self-administered questionnaire with 28 items was designed based on multidimensional measurement of the constructs. Food vlogging factors that comprised enjoyment, credibility, perceived ease of use, perceived usefulness, attitude toward Food vlogging, and consumers’ purchase intention were anchored by Brilliana et al. (2020), Liu et al. (2019), Davis (1989), Shaker et al. (2021), Casaló et al. (2017), Mumuni et al. (2019), Kusumasondjaja and Tjiptono (2019). In addition, the researchers modified the perceived ease of use indicators to correctly and adequately fit in the setting of the study. Cronbach’s alpha coefficient yielded a value of 0.970 as a pre-test with 24 respondents with 28 questions. Results from the reliability analysis revealed that the scales had good internal consistency. The study was conducted in selected restaurants in Pasay City, Philippines. Two hundred six questionnaires (206) representing the target respondents through a statistical calculator were randomly delivered to diners among restaurants in the area. Diners who have already seen the food vlogs and followed the vloggers’ recommendations will make up the samples.

The result of the demographic profile of the diners indicating the percentage distribution by age, gender, occupation, and monthly income are presented in Table 1 below:

Table 1. Socio-Demographic Profile of the Consumers

Variables	Frequency n-206	Percentage
Gender		
Male	80	38.83
Female	126	61.17
TOTAL	206	100%
Age		
18-28 years old	150	72.82
29-39 years old	43	20.87
40-50 years old	8	3.88
51 years old and above	5	2.43

TOTAL	206	100%
Monthly Income		
Less than Php20,000	101	49.03
Php20,000 – Php29,999	74	35.92
Php30,000 – Php39,999	22	10.68
Php40,000 – Php49,999	3	1.46
Php50,000 above	6	2.91
TOTAL	206	100%
Occupation		
Student	70	33.98
Employed	120	58.25
Unemployed	16	7.77
TOTAL	206	100%

Gender. Regarding gender, the results show that 126 of the 206 respondents (61.17%) were female, while 80 of the 206 respondents (38.83%) were male. The finding implies that most respondents were female because they enjoyed and were influenced by food vlogs.

Age. Based on the findings, the majority of respondents were 18-28 years old, with 150 respondents or 72.82% equivalent; 29-39 years old, equivalent to 20.87% or 43; 40-50 years old, equivalent to 3.88% or 8; and those 51 years and older, equivalent to 2.43% or 5. Therefore, most respondents who choose to eat at a restaurant after being influenced by food vlogging are young adults.

Monthly Income. The majority of respondents have a monthly income of less than Php 20,000, which is equivalent to 49.03% or 101, followed by Php 20,000-Php 29,999, which is equivalent to 35.92% or 74; then Php 30,000-Php 39,999, which equivalent to 10.68% or 22; followed by Php 50,000 and above, which equivalent to 2.91% or 6; and finally, Php 40,000-Php 49,999,

Occupation. The majority of respondents (58.25% or 120 in total) were employed, followed by students (33.98% or 70 in total), and finally, unemployed respondents (7.77% or 16 in total).

The finding implies that most respondents were employed, single, and had a monthly income of less than Php 20,000, implying that watching food vlogs is a popular pastime among young people.

RESULTS AND DISCUSSION

Table 2. Summary of Mean of the Four (4) Factors of Food Vlogging

Factors of Food Vlogging	Mean	SD	Interpretation
1. Enjoyment	4.11	0.65	Agree
2. Credibility	3.80	0.72	Agree
3. Perceived Ease of Use	4.04	0.68	Agree
4. Perceived Usefulness	4.24	0.67	Strongly Agree
Overall Mean Score	4.05	0.59	Strongly Agree

The table above revealed that consumers' ratings on Food vlogging factors regarding perceived usefulness have the highest weight mean of 4.24 and an equivalent verbal interpretation of Strongly Agree. However,

the lowest weighted mean of 3.80 with an equivalent verbal interpretation of Agree is the credibility factor, which indicates that some people are still unsure about the truthfulness of the vlogs and if they will trust the food vlogger’s reviews. Nevertheless, an overall mean score of 4.05 constitutes a “strongly agree” rating with the four factors of Food vlogging toward diners’ restaurant selection. The findings indicate that food vlogging is very useful for selecting a restaurant if they want to try something new.

Vlogging plays a specific role in forming ideas and disseminating information which may ultimately change diners’ perception of certain situations (Gliwa & Zygmunt, 2015). This validates Briliana et al. (2020) study on consumers relying on the value of the opinions expressed in online product reviews more than other sources of information. Moreover, viewers develop relationships with and trust in the people who post messages on social media platforms if the content is engaging and encouraging (Kusumasondjaja & Tjiptono, 2019). It increases the audience’s sense of intimacy with the vloggers, which causes some viewers to become more attached to, or even dependent on, the vlogs, resulting in the development of fans who watch the postings regularly and even subscribe to their channel (Yuan et al., 2016; Liu et al., 2019).

In terms of credibility, Hsiao et al. (2010) emphasize the development of trust and product usefulness as characteristics that customers seek since they perceive that vloggers are essential in influencing their purchasing decisions. The finding has raised the bar for marketing your product and establishing brand recognition. When a customer is satisfied with the vlog, which translates to a purchase decision, it will cascade to pass on information to people. According to Morris (2013), word-of-mouth is more credible than advertisements. Rajalie and Briliana (2014) found that when consumers’ perceived enjoyment is higher, they are more likely to make subsequent purchases.

Table 3. Attitudes and Purchase Intentions Toward Food Vlogging

Constructs	Mean	SD	Interpretation
Attitudes	4.30	0.63	Strongly Agree
Purchase Intentions	4.00	0.70	Agree

The findings indicate that watching food vlogging has influenced diners’ attitudes toward Food vlogging, with an overall mean of 4.30 interpreted as “strongly agree.” This indicates that people are using social media to find new things to try, and one of them is food vlogging, where people may discover new restaurants. In addition, food vlogging can help potential customers decide whether or not to try the featured restaurant. This is carried out by Kardes, Cronley, & Cline (2014), who describe attitude as an evaluative judgment that describes consumers’ beliefs and feelings about a particular object. In the vlog context, an attitude can be defined as the expected feelings of vlog viewers (potential consumers) toward a new product and the degree to which consumers expect the performance of a specific device to be satisfactory. In the context of vlogging, “attitude” refers to the degree to which readers have positive feelings about the information posted by vloggers (Hanifati, 2015). They are more interested in people’s product experiences and reviews (Oliveira 2020), influencing the audience’s attitudes and decision-making (Sokolova & Kefi, 2019).

On the other hand, table 2 shows that watching food vlogging can influence diners’ purchase intentions, with an overall mean of 4.00, equivalent to an “agree” rating. The finding means that the food vlogging they’ve seen may have enticed them to visit the restaurant and try the products and services available. Furthermore, food vloggers are effective at attracting customers, and as a result, they can assist restaurants in gaining more customers.

According to Mumuni et al. (2019), customers feel compelled to investigate a product on social media and, when appropriate, consult online product reviews before purchasing to dispel any doubts about the item’s

quality. A blogger’s quality communication can influence consumers’ desire to purchase products recommended by vloggers (Fiore et al., 2005). Social media marketing activities are critical for informing consumers about products and services and encouraging them to purchase them (Constantinides & Stagno, 2011). Influencer marketing is the application that brands use to gain the support of influencers by offering them a pre-trial item, thus creating a positive image in the eyes of the followers (Sammis et al., 2016).

Results of Hypotheses (Relationship of Food Vlogging Factors, Attitudes, and Purchase Intentions)

Hypothesis Number 1. The researchers used the Pearson product-moment correlation coefficient (PPMCC) as a statistical tool to test if food vlogging factors affect attitudes toward Food vlogging. Table 3 shows the results of Pearson’s correlation.

Table 4. Food Vlogging Factors vis-à-vis Attitudes Toward Food Vlogging

Food Vlogging Factors	Pearson r	Attitudes P-value	Interpretation
Enjoyment	.653	0.0000**	Moderate Relationship
Credibility	.553	0.0000**	Moderate Relationship
Perceived Ease of Use	.711	0.0000**	High Relationship
Perceived Usefulness	.844	0.0000**	Very High Relationship
Overall	.794	0.0000**	High Relationship

**Correlation is significant at a 0.05 level

The table shows that the attitude probability (p) values equal 0.0000. The null hypothesis was rejected because the correlation coefficient (r) equals 0.794, a strong positive correlation with an interpretation of a High Relationship. The result shows a significant relationship between food vlogging factors and attitude towards Food vlogging. The relationship between variables is strong, as the farther the value to zero, the stronger the relationship. Therefore, a significant result was obtained ($r = 0.00001$ $p < .05$), indicating a statistical relationship between the two variables at the .05 level. Moreover, the Pearson product-moment correlation coefficient (PPMCC) results showed that the variables among the Food vlogging factors components significantly influenced attitude towards food vlogging. Thus, evidence of the findings validated and proved the results.

The result implies that customers are into watching food vlogging, where they enjoy spending their free time watching it, and at the same time, they can decide where to eat if they plan to try something new. The food vlogging they’d watched will be their reference in choosing the restaurants. With perceived usefulness having a very high relationship, it shows that diners follow Food vlogs while selecting the restaurant. The frequency of dining out in a restaurant is quite high among young adults and is influenced by the vlogs they watch.

According to Liu et al. (2019), watching vlogger presentations causes viewers to focus more intently on videos with the same subject matter, making them feel more connected to the vloggers and other viewers. Customers are said to have a good time when they visit specific websites, according to Briliana et al. (2020). Customers are more likely to purchase on a specific website if they have a positive online shopping experience. Briliana et al. (2021), millennials enjoy reading and discussing interesting comments. They find it amusing to observe a discussion of information because it validates their status as savvy buyers who enjoy telling others about satisfying interactions with products—in this case, Food—that share their interests.

Hypothesis Number 2. With the same statistical tool of Pearson’s R, the researchers analyzed if Food vlogging factors affect purchase intentions toward food vlogging shown in Table 4.

Table 5. Food Vlogging Factors vis-à-vis Purchase Intention towards Food Vlogging

Food Vlogging Factors	Pearson r	Purchase Intention P-value	Interpretation
Enjoyment	.592	0.0000	Moderate Relationship
Credibility	.646	0.0000	High Relationship
Perceived Ease of Use	.659	0.0000	High Relationship
Perceived Usefulness	.660	0.0000	High Relationship
Overall	.738	0.0000	High Relationship

**Correlation is significant at a 0.05 level

The table shows a significant relationship between food vlogging factors and consumers’ purchase intention towards food vlogging. This hypothesis was rejected because the correlation coefficient (r) equals 0.738, a strong positive correlation. The relationship between variables is strong, as the farther the value to zero, the stronger the relationship. A significant result ($r = 0.00001$ $p < .05$) indicated a statistical relationship between the two variables at the .05 level. Moreover, the Pearson product-moment correlation coefficient (PPMCC) results showed that the variables among the Food vlogging factors components significantly influenced consumers’ purchase intention towards food vlogging. Thus, evidence of the findings substantiated and demonstrated the results.

The result implies that customers trusted the reviews of the food bloggers to the restaurants, and they also enjoyed watching food blogs as it results in a moderate relationship. Also, ease of use and usefulness have a very high relationship wherein customers find it easier to look for information online when choosing restaurants. The significant relationship discloses that diners feel that food vlogger reviews and ratings play a big role in selecting restaurants. The diner’s decision to select a restaurant is based on food vlog information and review recommendations provided by the vloggers.

Customers need to explore a product on social media and, when applicable, consult online product reviews before making a purchase decision to remove any doubt about the quality of the goods (Mumuni et al., 2019). Celebrity endorsers lend credibility to the advertisement message, increasing its effectiveness. Celebrity endorsers are perceived as more attractive and credible than non-celebrity endorsers, which aids consumers in making purchasing decisions (McCormick 2016).

Consumers in the millennial generation are wealthier, according to McCormick (2016). Because they are social consumers, they use social media to share every aspect of their experiences, influencing their purchasing decisions. According to Caruana and Ewing (2010), the digital effect allows consumers to compare benefits and pricing quickly. Food vlogger reviews and recommendations are among the available internet information on YouTube. Potential customers can evaluate the features and costs of the goods and services before purchasing online.

Sharing the experience of vicariously consuming becomes most important for inspiring purchasing decisions, according to Yuan et al. (2016) and Liu et al. (2019). According to Kusumasondjaja and Tjiptono (2019), some instances encourage customers to seek information on Instagram; they comprehend it and are ultimately interested in purchasing the goods promoted on that app. For example, customers who watch YouTube shows look for information about vlogger reviews of street food, such as menu changes and

suggestions, costs, how to eat the Food, operating hours, and atmosphere.

CONCLUSION AND RECOMMENDATION

This study examined the effect of Food vlogging factors on diners' attitudes and purchase intentions in selecting restaurants in Pasay City using a descriptive-correlational research design, with a survey questionnaire as the primary instrument among 206 restaurant diners who viewed the vlogs and decided to eat. The results indicated a significant positive relationship effect of Food vlogging factors on attitudes and purchase intentions of diners in their restaurants' selection. However, among the four (4) factors, the credibility factor entails concern about Food vlogging and suggesting that vloggers must be credible in providing truthful comments to attract audiences and be trusted by potential diners to eat at the restaurant of their choice. Moreover, the vloggers' social media usage patterns vary. Although this study provided unique contributions to the corpus of knowledge, several limitations need to be mentioned, and some intriguing areas for potential future research. Limitations include the use of extensive data from a limited number of Pasay City restaurants and the inability to generalize the results that may not be applied to the whole restaurant industry.

Based on the results of the study, the research profounded the following suggestions: food vloggers may continue to create transparent, straightforward, and honest reviews that will assist customers in trying something different, but still, they must improve the credibility factors in food vlogging; food vlogs are useful for long-term results and building brand image and loyalty due to virtual experience. Thus, restaurant operators must give credible and authentic information and food choices supplied by the food vlogs; "Restaurant owners" explore using digital marketing strategy by collaborating with food vloggers to review their services, given the popularity of food vlogs and their ability to generate food-related influence among social media users, dining establishments and food vloggers can collaborate in information dissemination, using vlogging as a starting point for additional nutrition facts and providing nutrition health benefits or potential health hazards, particularly if the area of research is in the street food business. Food may be used as an effective marketing technique to promote the restaurant, boost its image, attract more diners, and increase sales.

The breadth of the result is confined to chosen restaurants in Pasay City, Philippines. The outcome may vary depending on the research setting and other demographic factors such as population, culture, generational cohorts, and internet coverage. The usage of a qualitative approach can strengthen the results of the quantitative data sets and use triangulation to support the findings of the study. A well-structured questionnaire should be produced for future research to prevent bias, carefully explore variables, and apply appropriate tests to analyze the hypothesis. Despite this limited outcome, future research should investigate other viable alternatives to the study.

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