The Flavor of Influence: How Food Vloggers Shape Social Media Users' Preferences

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Abstract

The emergence of social media has transformed consumer buying behavior, particularly in the food sector, where food vloggers significantly impact consumers' buying choices. This research examines the effect of Food Vloggers on the purchasing intentions of social media users by assessing the impact of advertising content value and the credibility of influencers. The data was collected, by employing a structured methodology, from Pakistani social media users through an online survey. The findings reveal that high-quality, engaging advertising content significantly enhances customer trust and eventually increases their purchase intentions. Furthermore, the credibility of influencers may be a crucial factor in influencing the viewer's attitude, which acts as a mediator in influencing the decision-making process. The research also incorporates Social Cognitive Theory and the Elaboration Likelihood Model (ELM) to assess how consumers build their trust in food vloggers and engage with them meaningfully. Theoretical contributions highlight the developing significance of influencer marketing, whereas practical implications suggest that brands should collaborate with credible food vloggers to make authentic yet visually engaging content for the viewers. However, geographic limitations and dependence on self-reported information recommend possibilities for future policymakers, including cross-cultural comparisons and longitudinal studies. This study highlights the essential function of food vloggers in progressive marketing, influencing consumer buying behavior, and encouraging economic growth in the food sector.

Introduction

Interest in how users' daily lives can be affected by online social networks has grown rapidly as a variety of purposes are served by social networks, including managing self-presentation and meeting specific needs (Nadkarni & Hofmann, 2012). Communication and social interaction have been revolutionized by social media, progressing from early platforms to being dominated by players such as Facebook, Twitter, TikTok, and Instagram. Features such as real-time updates, photo and video sharing, and short-form content have fully transformed how information is shared, how communication occurs, and how self-expression is manifested. From professional networking on LinkedIn to viral trends on TikTok, a necessary aspect of everyday life has been established by social media, with artistic morals being agitated, distinctive marketing strategies being driven, and societal trends being affected. Social platforms have been created as a successful hub for online businesses by social media hype. However, it highlights worries about privacy, misinformation, and mental health,

emphasizing the platform's complicated impact on society. Social media platforms, including instant messaging features, video-sharing sites, etc. have become quite popular among the masses which has become possible all because of smartphones (Martin, Parry, & Flowers, 2015), but now, other forms of social media, the most time-consuming applications for social interaction among large groups with certain restrictions are Instagram, YouTube, and TikTok. The life in which we engage and absorb social media content is distinct from the existence before the social media hype. People born after 1990 are youths who have grown up with the internet and digital bias, which makes them digital natives. In the era of the digital landscape, social media has predominantly transformed and altered our method of permitting and bearing. We are being fundamentally articulated by the content producers. With the swift expansion of the internet and social media platforms, a surge in online video content experienced noteworthy development in 2021 (Hutchinson, Djafarova, Liu, & Abdelrahman, 2023). Among the myriad of online content creators, food vloggers have emerged as a significant force, captivating audiences worldwide with their culinary expertise and charisma. Digital natives grown up with smart devices are food enthusiasts and adore posting stuff on social media that is why most of the social media users visit recommended places explored by the food vloggers. Food vlogging has a thriving presence on media platforms and has become a popular and engaging phenomenon. It conveys its language via speech acts and establishes its genre through the analysis of various modes. Combined, these elements create a dialogue community that is uniquely confined to food vlogging exclusively (Lacsina, 2023). An important part of the economic conditions of local food businesses is also played by food vlogging as local street food is often promoted on their channels so that public relations are received by these businesses.

Food Vlogging is getting hype all over the world. Vloggers explore different countries to try their cuisine and cultural foods. It will also help to increase the economic condition of the country. South Asia's (Pakistan, India, etc.) culinary landscape is a mix of flavors, reflecting its people's diverse tastes and preferences as they are fond of spices. For this reason, Pakistani food vloggers are gaining attention worldwide in recent years. The mouth-watering visuals, delicious recipes, and engaging storytelling have gripped the hearts and taste buds of thousands of social media users. Vloggers' influence has gone beyond just inspiring the audience with their foodie adventures but also promoting Pakistani cuisine and culture to a global audience. In Pakistan, the food vlogging community has endured remarkable growth,

with a huge number of vloggers participating in their passion for food through various social media platforms similar to Instagram and YouTube.

Pakistani food vloggers have a huge impact on their online followers. They shape the culinary preferences and behaviors of their audience through their videos. These vloggers, i.e., Rana Hamza Saif aka RHS, Hassan Aleem, Butt Eats, and more, have explored the best food points all over Pakistan. Just providing the best food points is not the key to their popularity but to making their content more engaging through visuals. Giving their vlogs mouthwatering and cinematic shots makes the video look aesthetic, which succeeds in clicking and fascinates one's eyes, making one feel the taste. Videos with background music add a plus point to their content. Some vloggers effectively engage the audience by telling a story or history about that particular food type for which we, and the vloggers, have nostalgic vibes. Whether it reminds us about the first bite of a childhood favorite or uncovering the hidden histories behind the secret recipes, they forge a deep emotional connection that surpasses the viewership, turning every meal into a journey of discovery. From close-ups that reveal every delectable detail to panoramas that showcase the culinary landscape in all its glory, every shot is a work of art that leaves us craving for more.

The major power in driving consumer choices and behaviors has been emerged by social media influencers. The power to impact purchasing decisions, travel plans, and even culinary choices is held by influencers and vloggers with millions of followers. It has been shown by exploration that significant impact can be made by influencers on their followers, but a lack of understanding about the specific influence of different types of vloggers on separate audiences exists. The influence of all types of influencers is generalized by literature, while the unique characteristics of specific niches, such as food, fashion, or trips, are ignored. The impact of online influencers on audiences and consumers has been investigated by many previous studies (Lou & Yuan, 2019), analyzing the traits that affect the credibility of influencer marketing (Xiao, Wang, & Chan-Olmsted, 2018), as well as how advertising and the authenticity of food influencers influence their actions and perceptions (Lou & Yuan, 2019) but many studies have concentrated on a specific kind of influencers and their content. Nevertheless, customers might be influenced by the various video content shared by influencers regarding particular content. Thus, this study concentrated on food-related content posted by social media influencers to analyze the impact of food influencers on social media users (Luong & Ho, 2023). This research will fully focus on the effects of media users in

Pakistan. Conversely, the research utilizes the social cognitive theory to comprehend the behaviors of social media users (Fu & Li, 2020).

Firstly, social media influence is growing rapidly, which influences the personal lives of users. There has been hype for food vloggers in recent times on social media sites. It is crucial to study their influence. However, despite the recent hype of food vlogging, there are limited articles that study this particular impact of food vloggers. Secondly, food vlogging serves as a powerful tool not only for exploring rich cuisines across the country but also for boosting the food industry. Attracting foreign vloggers through engaging with culinary delights content to experience and promote local cuisines to their audience back home can spark interest in visiting the country, thereby boosting tourism. This relationship promotes cultural exchange, fosters global connections, and stimulates economic development. Thirdly, this research will light up the factors of food vloggers' content that influence viewers to go to recommended places to derive the level of influence vloggers have on their followers. Fourthly, this study will study if the viewers' attitude towards the food vloggers' content value or its credibility affects the viewers' purchase intention of the recommended food.

Literature Review and Theoretical Framework

Videos are created and uploaded consistently by a vlogger, or video blogger, on a video-sharing platform like YouTube (Xiao, Wang, & Chan-Olmsted, 2018). In an intriguing video format, in-depth information or descriptions about the food that has been tested and estimated by food vloggers are given, showing how the food is prepared and presented by the seller and how it is consumed (Briliana, Ruswidiono, & Deitiana, 2020). Via social media platforms, food and beverage brands can be promoted by food influencers on their profiles as marketing campaigns where likes, shares, and comments can be received from other users (Buchanan, Kelly, Yeatman, & Kariippanon, 2018).

Advertising Content Value and Purchase Intention

The advertising content value has appreciatively told viewers' purchase intentions, which is predicated on the idea that the quality and relevance of the content play a pivotal part in shaping viewers' attitudes. (Hutchinson, Djafarova, Liu, & Abdelrahman, 2024). Viewers who find this content valuable are more inclined to trust the vlogger's suggestions and feel encouraged to experiment with the products or services highlighted in the videos (Norsalim, Nordin, & Mohamad, 2023). The effect of the value of advertising content on buying intentions is further enhanced by the personalized and relatable aspect of food vlogging.

Unlike traditional advertisements, food vloggers often present their content in a way that resonates with their audience's daily lives and interests. (Nguyen, Le, Leenders, & Poolsawat, 2024). As a result, when audiences are persuaded of the content's genuineness and significance, their willingness to buy the suggested food products rises (Lu, Chen, & Tai, 2024). Comments likes, shares, and discussions around the food vlogger's content create a sense of community of social users and social proof, which can reinforce the viewer's decision to make a purchase. In this way, the value provided by the food vlogger's content not only entertains or informs but also actively shapes viewers' attitudes, leading to a higher likelihood of purchasing the advertised food products. (Tan, Pereira, & Yusoff, 2024).

Hypotheses 1: *Advertising content value positively influences the viewer's purchase intention.*

Food Vloggers' Credibility and Purchase Intention

The trustworthiness of food vloggers is considered essential in influencing viewers' purchasing intentions. Credibility is frequently assessed based on the vlogger's perceived trustworthiness, expertise, and appeal. For instance, when an influencer is perceived as trustworthy by followers, a positive impact on their intention to purchase is achieved, which ultimately increases actual buying behavior (Leung, Gu, Li, Zhang, & Palmatier, 2022). The audience can share similar emotions with vloggers, which strengthens their connection and increases their likelihood of making a purchase (Sheng, Zeng, Zhang, & Hu, 2022). Consumers are progressively utilizing food-centric videos as a form of "sale support" to swiftly acquire important information regarding food experiences and lessen uncertainty while making purchases (Carter & Egliston, 2021). Some vloggers have attained considerable levels of trust and acknowledgment within their audience community to such an extent that they can convince their followers to purchase a product (Farahdiba, 2022).

Hypotheses 2: *Food Vloggers' credibility positively influences the viewer's purchase intention.*

Mediating Role of Viewers' Attitude in Advertising Content Value and Purchase Intention

Attitude is referred to as an evaluative judgment of a conception by a viewer. When positive or negative judgments are formed by individuals, the intention to engage in or abstain from certain behaviors is influenced by their judgment (Ajzen, 1991). Thus, when viewers have an affirmative attitude towards the posts, they are more receptive to the advertising which significantly improves the intention to purchase the food preferences. In the advertising

setting, the process by which a plan to buy a product/service is made by consumers is referred to as purchase intention due to advertisements delivered through advertising media (Lee, Lee, & Yang, 2017). Existing research indicates that consumers form unique assessments and reactions to the way information is presented for experience products and search products (Fan, Wang, & Mou, 2024). It is essential to gain consumer consideration by assisting in uncovering their preferences to aid the customer during the following stages of the decision (Yin, Li, Si, & Wu, 2024). Therefore, beyond video content, the complete assessment of the vlogger can influence consumers' desire to purchase highlighted food items (Nguyen, Le, Leenders, & Poolsawat, 2024). An exciting platform for engaging in information exchange among food enthusiasts is offered, outdoor arrangements are displayed, and storytelling is incorporated (Filieri, Acikgoz, & Du, 2023).

Hypotheses 3: *The viewer's attitude mediates the relationship between advertising content value and the viewer's purchase intention*

MBloggers serve an essential function in providing individuals with the required information to shape their beliefs and views regarding the discussed topic through a self-regulatory approach (Olfat, Nasir, Shokoohyar, & Shokouhyar, 2023). When users engage with social media, they might initially lack a firm inclination to purchase, but following the consumption of online content or engagement in interactions, they will develop a tendency to purchase (Park, Lee, & Hang, 2014). Because of the restricted information available to consumers regarding products, they depend on inferential methods to make educated choices when it involves purchasing (Tran, 2023). The content's perceived credibility is one of the elements that influence customers to develop favorable intentions to purchase (Luo & Donthu, 2006). Social media influencers exert a positive and considerable impact on consumer attitudes and buying intentions (Azkia & Artono, 2023). (Phau & Teah, 2009) confirmed that when the client has a robust positive attitude, there is an increased probability of making a purchase. The elaboration Likelihood Model (ELM) suggests that viewers' attitudes toward content can influence their processing of persuasive messages (Petty & Cacioppo, 2023). When consumers possess a strong appreciation for food social media influencers, they are inclined to trust their instincts and select the products and services that the social media influencers suggest (Tran, 2023). Consumer perspectives are enhanced by recognized source credibility (Brinol, Petty, & Tormala, 2004), which is signified by an increase in product purchase intentions (Harmon & Coney, 1982). Viewer's Perceptions toward social media influencers

can significantly impact a consumer's behavior, influencing engagement with influencer content, amenability to follow recommendations, and overall brand perception (Ilieva et al., 2024)

ediating Role of Viewers' Attitude in Food Vloggers' Credibility and Purchase Intention

Hypotheses 4: The viewer's attitude mediates the relationship between food vloggers' credibility and the viewer's purchase intention

Social Cognitive Theory

Social cognitive theory suggests that learning happens not only through direct experience but also by observing others and the outcomes of their behavior (Sun & Zhang, 2021). This theory aids in the explanation of why people can choose to follow the dietary recommendations and lifestyles that vloggers on social media platforms promote by highlighting the importance of observational learning, modeling, outcome expectations, self-efficacy, and social reinforcement. Social cognition theory is applicable in clarifying the connection between food vloggers and social media users because it provides social reinforcement through interactions with vloggers and other followers, which reinforces these patterns and creates a cycle of influence (Zafar & Jiangnan Qiu, 2021).
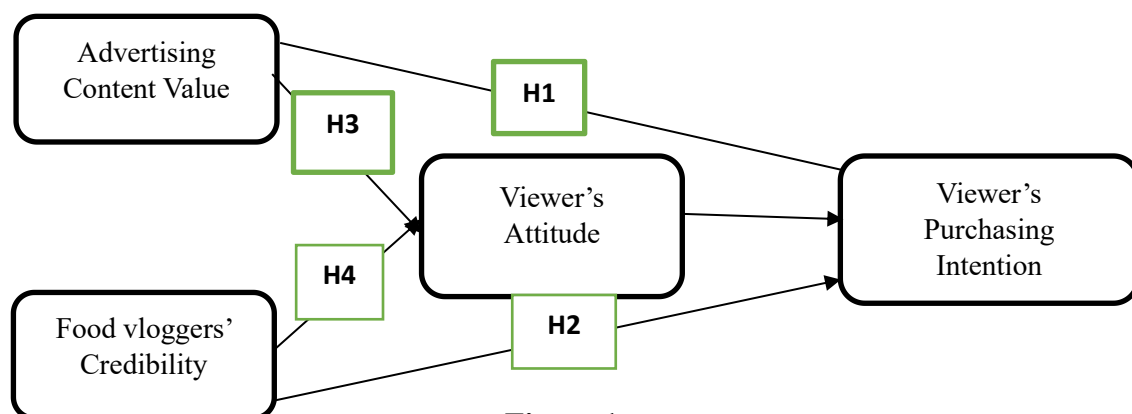
Theoretical Framework Model

Figure 1

Theoretical Framework

Methodology

The respondents needed for our research study consisted solely of individuals relevant to the study area. The targeted population includes Pakistani individuals who frequently use social media platforms such as Instagram, Facebook, and YouTube to study the impact of food vloggers on their attitudes and actions. A criterion was established to incorporate those people

who are regular users of social media and watch food vloggers frequently. To recruit the required respondents for the study, respondents' data were collected through a questionnaire where they were initially asked the question, "Which Pakistani food vlogger do you follow the most and why?" The respondents who were not familiar with any food vlogger or responded by disagreeing were instantly removed from the survey data and only left with the selected respondents who were quite knowledgeable about Pakistani Food Vloggers and the industry. This technique was derived from the Purposive Sampling Technique, where only those respondents who possess a strong affiliation with the research area were selected for this study, the selected respondents would help to investigate and analyze their attitude and purchase behavior towards the Pakistani Food Vloggers. A total of 320 participants fulfilled the requirements to be included in the research objectives, where they were initially informed about the subject and the goal of the research, which is to observe the impact of food vloggers on the attitudes and behaviors of Pakistani social media users.

Measures and Data Analysis

To generalize the study outcomes, the sample size will be determined by adhering to Kline (2015), who recommended that the number of items in the questionnaire be multiplied by 10 respondents from the target population (i.e., No. of items in the questionnaire × 10 respondents from the targeted population) to attain the most favorable results regarding the target population. The questionnaire items are assessed using a Likert scale that ranges from 1 (signifying strong disagreement) to 5 (signifying strong agreement). Since the survey comprises 32 items, a sample size of 320 participants would be deemed adequate to evaluate the model and generalize its results.

Descriptive statistics were applied to summarize the data, which included a demographic analysis offering a snapshot of the sample population. For inferential statistics, mediation analysis was utilized to examine whether viewers' attitudes mediated the relationship between advertising content value, credibility, and purchase intentions. SPSS Software, a statistical tool was employed for examining intricate models along with the survey data.

Table 4.1: Measures

Variables	No. of Items	Author	Sample Items
Viewer's attitude	5	(Sugihartana & Rusadi, 2024)	How would you describe your attitude towards the food videos that feature food brands?
Advertising content value	10	(Madio & Quinn, 2024)	I am concerned about social media posts or updates of food vloggers.
Food Vloggers' credibility	14	(Chu & Kamal, 2013)	I feel food vloggers have/are competent in making affirmations about the product.
Viewers' purchase intention	3	(Nguyen, Le, Leenders, & Poolsawat, 2024)	I will consider the shopping experiences of food vloggers on social media when I want to try that food.

Demographic Analysis

Table 4.2:   Frequency Analysis Of Participants

Demographic Profile	Categories	Frequency	Percent
Gender	Male	111	34.7%
	Female	209	65.3%
Age	18 to 24	301	94.1%
	25 to 34	16	5.0%
	35 to 44	1	0.3%
	45 to 54	1	0.3%
	55 to 64	1	0.3%
Marital Status	Married	21	6.6%
	Single	296	92.5%
	Widowed	1	0.3%
	Separated	1	0.3%
	Divorced	1	0.3%

Education Level	High School	107	33.4%
	Undergraduate	174	54.4%
	Graduate	39	12.2%
Most Used Social Site	YouTube	25	7.8%
	Facebook	5	1.6%
	Instagram	288	90.0%
	Tiktok	2	0.6%

A sum of 320 valid responses was gathered for the research, illustrating that 65. 3% of participants are female while 34. 7% are male, demonstrating a notable gender imbalance. Most respondents (94. 1%) belong to the 18–24 age category. This suggests a strong focus on younger individuals within the sample, which may influence the results based on their preferences and behaviors. In terms of marital status, a vast majority (92.5%) are single. Regarding education levels, more than half of the participants (54.4%) hold an undergraduate degree, highlighting a focus on individuals at earlier stages of their academic and professional journeys. When it comes to social media usage, Instagram is the clear favorite used by 90% of respondents. These findings emphasize a strong inclination toward visual and short-form content platforms, particularly among younger users.

Descriptive & Correlation Analysis

Table 4.3:   Descriptive and Correlation for Study Variables

	Mean	**Std. Deviation**	**AvgACV**	**AvgIC**	**AvgVA**	**AvgVPI**
AvgACV	3.6372	.77635	1			
AvgIC	3.0962	.70342	.638*	1		
AvgVA	3.5481	.86227	.560*	.613**	1	
AvgVPI	3.4427	.93735	.498**	.593**	.530**	1

The descriptive statistics provide insights into the tendencies and behaviors of respondents across the variables measured during research. The mean values for the variables indicate moderate to moderately high levels across the measured dimensions with mean values ranging from 3.0962 to 3.6372. Standard deviations are relatively small, ranging from 0.70 to 0.93 indicating consistency in responses and limited variability. The relatively small standard deviations across all variables suggest that responses are clustered around the mean,

reflecting a general consistency in the sample's perceptions and behaviors. This indicates limited variability and highlights homogeneity in the sample regarding the areas measured.

AvgACV has moderate to high positive correlation with AvgIC, AvgVA and a slighty week positive correlation with AvgVPI suggesting that higher advertising content values are associated with higher influencer credibility, video attitude, and purchase intention AvgIC has moderate to high positive correlation with AvgVA and AvgVPI which states that more credible influencers positively influence viewers' attitudes and also contribute to higher viewer's purchase intention as consumers trust higher-profile influencers, leading to a better reception of the message. AvgVA has moderate positive correlation with purchase intention which suggests that better viewer attitudes are linked to higher purchasing intentions.

Reliability Analysis

Table 4.4

Reliability of Scales

Scale	Number of Items	Cronbach's Alpha	Level of reliability
ACV	10	0.930	Not adequate
IC	14	0.922	Good
VA	5	0.931	Very Good
VPI	3	0.825	Adequate

Most of the scales (HOM, SELE, PROM, SOCI, and FCI) show acceptable to excellent reliability, with Cronbach's alpha values ranging from 0.748 to 0.888. However, the RISK scale, with a Cronbach's alpha of 0.657, suggests lower internal consistency and might require further review to enhance reliability.

Hypothesis Testing

Test of mediation (Advertising Content Value as the independent variable)

Table 4.5:   Advertising Content Value, Viewer's Purchase Intention, Viewer's Attitude as a Mediator

	Direct Effect Model			
Predictor	**Outcome = M (Viewer's Attitude)**			
	B	**SE**	**T**	**P**
Constant	1.2868	0.1919	6.7044	0.000

	B	SE	T	P
X1 (Advertising Content Value)	0.6217	0.0516	12.0464	0.000

Direct Effect Model

Predictor	Outcome = VPI (Viewer's Purchase Intention)			
	B	**SE**	**T**	**P**
Constant	0.7428	0.2188	3.3943	0.008
X1 (Advertising Content Value)	0.3538	0.0665	5.3228	0.000
M (Viewer's Attitude)	0.3982	0.0598	6.6543	0.000

Bootstrap Results for Indirect Effect of Advertising Content Value on Viewer's Purchase Intention

	M	SE	LL 95% CI	UL 95% CL
Effect	0.2476	0.0504	0.1476	0.3465

Note: n = 320; β = Unstandardized Regression Coefficient; SE = Standard Error; Bootstrap Sample Size = 2000; LL = Lower Limit; CI = Confidence Interval; UL = Upper Limit

The output utilizes Process Hayes Model 4 to examine the mediation effect. Results illustrate that advertising content value (AVGACV) has a significant, positive effect on viewers' attitude (AVGVA), i.e., the first outcome variable (p-value = 0.0000 < 0.10, LLCI = 0.5202, ULCI = 0.7233). This supports the hypothesis that a higher value of advertising content is linked with a more positive viewer attitude.

Moreover, advertising content value (AVGACV) has a significant, positive effect on viewers' purchase intention (AVGVPI), i.e., the second outcome variable (p-value = 0.0000 < 0.10, LLCI = 0.2230, ULCI = 0.4846) such that the hypothesis maintains that an increase in Advertising Content Value results in an increase in the purchase intention of viewers.

Additionally, viewers' attitude (AVGVA) accounts for a significant share of the variance in AVGVPI (p-value = 0.0000 < 0.10, LLCI = 0.2805, ULCI = 0.5160). This illustrates that a positive attitude towards the content significantly contributes to the intention to purchase. According to the mediation analysis, AVGVA serves as a significant mediator in the relationship between AVGACV and AVGVPI.

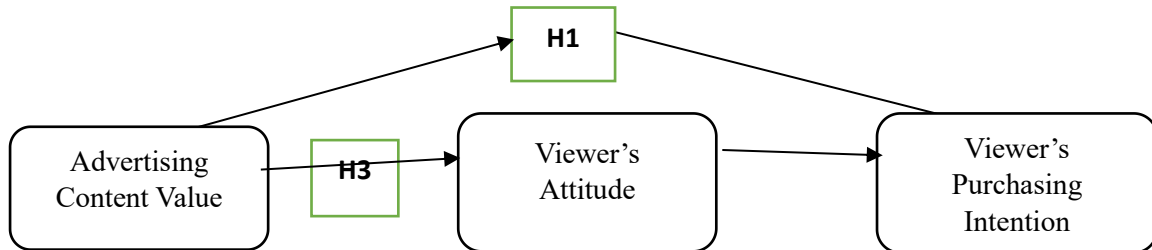The identified indirect effect is 0. 2476 (BootLLCI= 0. 1476, BootULCI=0. 3465). This

indicates a significant level of mediation, implying that the value of advertising content has both a direct and indirect influence on viewers' purchase intention through their attitudes.

$$Y= .3538 \text{ AvgACV} + .3982 \text{ AvgVA} + e$$

Zest of mediation (Influencer Credibility as the independent variable):

Table 4.6: Influencer Credibility, Viewer's Purchase Intention, Viewer's Attitude as a Mediator

Direct Effect Model				
Predictor	**Outcome = M (Viewer's Attitude)**			
	B	**SE**	**T**	**P**
Constant	1.2214	0.1724	7.0838	0.000
X (Influencer Credibility)	0.7515	0.0543	13.8367	0.000
Direct Effect Model				
Predictor	**Outcome = Y (Viewer's Purchase Intention)**			
	B	**SE**	**T**	**P**
Constant	0.6417	0.1987	3.2297	0.0014
M (Viewer's Attitude)	0.2908	0.0601	4.8424	0.0000
X (Influencer Credibility)	0.5714	0.0736	7.7611	0.0000
Bootstrap Results for Indirect Effect of Influencer Credibility on Viewer's Purchase Intention				
	M	**SE**	**LL 90% CI**	**UL 90% CL**
Effect	0.2185	0.0599	0.1022	0.3373

Note: n = 320; β = Unstandardized Regression Coefficient; SE = Standard Error; Bootstrap Sample Size = 2000; LL = Lower Limit; CI = Confidence Interval; UL = Upper Limit

The Process Hayes Model 4 is used to investigate the mediation effect present in the study. AVGVA as an output variable reveals that influencer credibility significantly affects viewers' attitudes positively, with statistical results showing a p-value of 0.0000 (which is less than 0.10), along with lower and upper limits for confidence intervals at LLCI = 0.6446 and ULCI = 0.8583 respectively. This finding supports the hypothesis stating that increased credibility among influencers corresponds with more favorable viewer attitudes.

AVGACV influencer credibility also exerts a significant positive influence on viewers' purchase intentions, i.e., outcome variable, indicated by a (p-value of 0.0000<0.10, LLCI = 0.4265 to ULCI = 0.7162) confirming the correlation; thus affirming that increases influencer credibility fosters greater purchase intent among audiences/viewers.

Viewers' attitudes (AVGVA) have a strong predictive value regarding their purchase intentions, shown through its statistical result: (p-value at 0.0000<0.10 alongside LLCI = 0.1727 and ULCI = 0.4090) indicates establishing solid links whereby enhanced appreciation towards content translates into stronger tendencies for purchasing decisions.

Results from mediation analysis highlight AVGVA's positively significant role in mediating between AVGIC and AVGVPI, effectively revealing an indirect influence the confidence interval is BootLLCI = 0.1022, Boot ULCL = 0.3373.

$$Y = .5714 \text{ AvgIC} + .2908 \text{ AvgVA} + e$$
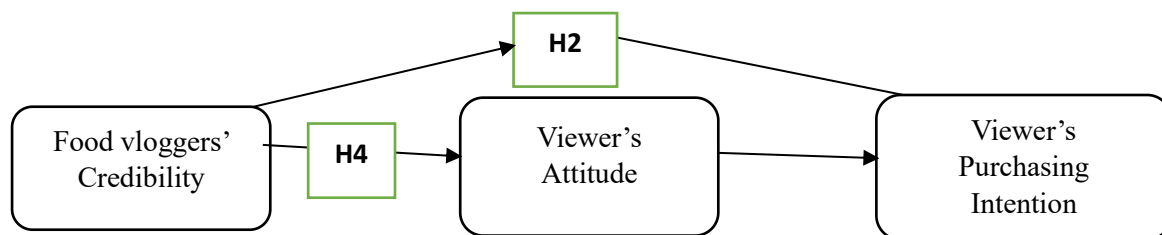
Findings

Discussion of Results

The findings of the study reveals that all the proposed hypotheses are accepted which dictates that both Advertising Content Value and Influencer Credibility significantly impact the Viewer's Purchasing Intentions. Moreover, it also defines that both independent variables positively influence the Viewer's Purchasing Intentions through the mediating role of Viewer's Attitude.

Theoretical Contributions

This study highlights how observation learning influences consumer behavior. A variety of

food-related material is encountered by social media users, and their buying perceptions are influenced by the content they engage with and the trustworthiness of the influencers they follow. Moreover, this research provides empirical evidence that the worth and trustworthiness of advertising material significantly affect consumer purchase intentions, reinforcing the idea that consumers are more inclined to trust and respond to recommendations from influencers who produce high-quality content and are viewed as credible and authentic. Digital marketing strategies and the effective leverage of influencer collaborations are aimed to be enhanced by marketers and companies through this crucial insight.

Practical Implications and Limitation

Valuable insights regarding the effects of advertising content quality and influencer trustworthiness on influencing consumer buying intentions are presented by the results of this research to companies, marketers, and social media influencers, particularly food vloggers. Another significant implication is that influencers who are seen as confident and well-informed in their area of expertise ought to be specifically chosen by businesses. Businesses should concentrate on strategies that enhance positive consumer feedback. Businesses must borrow platform-specific strategies to maximize their reach. Tracking engagement criteria, viewers' sentiment and conversion rates can help upgrade marketing strategies for better results. By using data-driven perceptivity, businesses can ensure that their influencer collaborations remain effective and aligned with consumer prospects.

Despite the useful insights presented by this study it also had some limitations. The research was only limited to Pakistani social media users which limits its applicability of findings to people of other countries, cultures, or ethnicities. As data was collected through an online survey questionnaire so such self-reported data may have introduced social desirability i.e. how favourably respondents want to be viewed by others .Although this study primarily focuses on only one mediator variable,, other relevan mediating and mediatort variables i.e. economic stability, purchasing power of Viewers, etc could also have a substantial impact on viewer behaviour and require additional examination.

Future Direction

In future, policymakers/researchers should expland the geographical scope by including diverse participants by adopting a mixed method approach which would combine quantitative surveys with qualitative interviews. A longitudinal study could reveal changes in viewer's

food preferences and their purchase intentions over time. Additionally, future studies can investigate specific mechanisms by which food Vlogger's influence can lead to economic benefits for local food owners in Pakistan.

Conclusion

The influence of food vloggers on users of social media was investigated in this research. A significant role is held by food in the lives of all individuals. Food is associated with emotions. People usually have an emotional relationship with some of their cultural foods or dishes made by their beloved someone. This study mainly highlights that food vloggers have a considerable influence on their viewers in forming their buying intentions through their aesthetic and quality advertising quality content and the level of interest that they instill in their viewers also through their content. The literature also supports that viewers' attitude mediates the relationship and is formed by influencer advertising content value and credibility which in turn shapes the viewers purchasing intentions. By applying the social cognitive theory, the research offers a conceptual framework for comprehending the behavioral alterations influenced by social media content. This underscores the role of food vloggers not only as entertainment providers but also as powerful drivers of economic activity and cultural exchange. The viewers' attitude has a significant impact as a mediator this acts as an essential intermediary that turns the perceived value of content and its credibility into an actual purchase action. This study has great practical implications as well, as it can be helpful for businesses in enhancing and promoting their food-related businesses by increasing their brand visibility and influencing consumer buying decisions by partnering with credible and engaging food vloggers.

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