

## Do food vloggers affect attitudes and purchase intention? Research on generation Z

### Yemek vloggerları tutum ve satın alma davranışını etkiler mi? Z kuşağı üzerine bir araştırma

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#### Abstract

This study aims to examine the effect of factors related to food vloggers on Generation Z consumers' attitudes towards food vlogs and the relationship between these attitudes and purchase intention. A quantitative research approach was adopted, and data were collected via an online survey. The study sample consisted of 400 participants from Generation Z living in Türkiye. The data were analysed using SPSS 27 and SmartPLS 4. The scales for the variables of perceived utility, entertainment, interaction, information, and reliability related to food vloggers, as well as the scales for attitudes and purchase intention, were adapted from studies with proven validity and reliability in the literature. According to the findings, the factors related to food vloggers had a statistically significant effect on Generation Z consumers' attitudes towards food vlogs. Analyses conducted at the sub-dimension level revealed that the dimensions of entertainment, interaction, information, and reliability had significant effects on attitudes and purchase intention, whereas perceived utility did not. Furthermore, it was determined that attitudes towards food vlogs had a positive, statistically significant effect on purchase intention and that attitudes partially mediated the relationship between factors related to food vloggers and purchase intention.

**Keywords:** Food Vloggers, Food Vlogger Factors, Attitude, Purchase Intention, Generation Z

**Jel Codes:** M31, D12, D91

#### Öz

Bu çalışmanın amacı, yemek vloggerlarına ilişkin faktörlerin Z kuşağı tüketicilerinin yemek vloglarına yönelik tutumları üzerindeki etkisini ve bu tutumların satın alma niyeti ile olan ilişkisini incelemektir. Araştırmada nicel araştırma yaklaşımı benimsenmiş ve veriler çevrim içi anket yöntemiyle toplanmıştır. Araştırmanın örneklemini ise Türkiye'de yaşayan Z kuşağı bireylerinden oluşan 400 katılımcı oluşturmaktadır. Elde edilen veriler SPSS 27 ve SmartPLS 4 programları kullanılarak analiz edilmiştir. Çalışmada algılanan fayda, eğlence, etkileşim, bilgi ve güvenilirlik boyutlarını içeren yemek vloggerlarına ilişkin faktörler ile tutum ve satın alma niyeti değişkenlerine ait ölçekler alanyazında geçerliliği ve güvenilirliği kanıtlanmış çalışmalardan uyarlanmıştır. Elde edilen bulgulara göre, yemek vloggerlarına ilişkin faktörlerin Z kuşağı tüketicilerinin yemek vloglarına yönelik tutumları üzerinde istatistiksel olarak anlamlı bir etki ortaya çıkmıştır. Alt boyutlar düzeyinde yapılan analizler sonucunda, eğlence, etkileşim, bilgi ve güvenilirlik boyutlarının tutum ve satın alma niyeti üzerinde anlamlı etkiler gösterdiği, algılanan faydanın ise tutum ve satın alma niyeti üzerinde anlamlı bir etkisinin bulunmadığı belirlenmiştir. Ayrıca, yemek vloglarına yönelik tutumun satın alma niyeti üzerinde pozitif ve istatistiksel olarak anlamlı bir etkiye sahip olduğu ve tutumun yemek vloggerlarına ilişkin faktörler ile satın alma niyeti arasındaki ilişkide kısmi aracılık rolü üstlendiği belirlenmiştir.

**Anahtar Kelimeler:** Yemek Vloggerları, Yemek Vlogger Faktörleri, Tutum, Satın Alma Niyeti, Z Kuşağı

**JEL Kodları:** M31, D12, D91

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## Introduction

In the 21st-century digital age, social media platforms have become an integral part of people's daily lives. Social media, which has a great impact on eating and drinking behaviours, can determine what individuals eat, how they eat and which foods they prefer. Social media platforms such as Instagram, Facebook, Twitter and TikTok are used not only to communicate with friends and share photos, but also as powerful tools that guide consumer behaviour (Dwivedi et al., 2018; Sokolova & Kefi, 2019). In this digital environment, users can also become content producers, enabling them to share individual experiences with large audiences.

In this transformation process, YouTube's "Broadcast Yourself" approach enabled users to share their lives, experiences, and ideas freely, making vlogging a global phenomenon (Ding et al., 2011). Technological developments such as smartphones and portable video devices have enabled the rapid spread of vlogs, and vlogs have become one of the most popular content types among social media users (Rybczewska, Chesire & Sparks, 2020). Vlogging is considered a form of communication that strengthens the parasocial interaction between the vlogger and the audience, rather than a practice based solely on content sharing. Viewers can perceive vloggers as friends, role models, or lifestyle guides, and this perception can affect individuals' behaviours and attitudes (Mironova, 2016).

Nowadays, vloggers have emerged as a popular marketing tool and have become effective, cost-saving advertising models (Hwang & Zhang, 2018). Strong relational bonds between vlog content creators and their followers can significantly shape consumers' purchase intentions, as evidenced by Hwang and Zhang (2018) and Lou and Yuan (2019). Vloggers increase browsing traffic from followers and other viewers by uploading videos about their personal lives and experiences with brands and products to social media platforms (Liu et al., 2019). This has had a significant impact on eating and drinking habits. From restaurant menus to home-cooked recipes, many things are shaped by social media trends and influencers. By influencing people's food choices, social media facilitates the discovery of new food and beverages and guides consumer preferences. Food photos, videos and posts encourage users to try certain foods. In addition, it simultaneously allows restaurants and brands to reach their target audiences more effectively. Various studies clearly reveal the decisive impact of social media on consumers' restaurant preferences. Consumers consider comments, photos and user experiences shared on social media platforms as an important source of information when choosing a restaurant. In particular, visual and interaction-oriented channels such as Instagram and Yelp facilitate users' influence on other consumers' decision-making by sharing their own experiences (Albayrak, 2020). Fleming-Milici and Harris (2020) found that fast-food advertisements, which are frequently encountered on social media, increase demand for such foods, especially among young consumers. According to the findings, the content of advertisements displayed on social media directly affects consumer preferences and increases fast-food consumption.

Vloggers have the power to create social influence as individuals who present their personal lives, experiences and opinions to millions of followers online. Compared to traditional celebrities, vloggers are found to be more accessible, more sincere and more trustworthy, and therefore more influential in consumer purchase decisions (Djafarova & Rushworth, 2017; Lou & Yuan, 2019). Jiménez-Castillo and Sanchez-Fernandez (2019) also found that digital influencers increase brand loyalty and purchase intention. These studies show that vloggers have a critical role in shaping consumer attitudes beyond being mere content creators. The influence of vloggers is explained by the dimensions of attractiveness, expertise, and reliability put forward by Ohanian (1990). Attractiveness increases message acceptance by making the viewer feel the vlogger is physically and psychologically close, sympathetic, and worth watching. This situation is an important value element that strengthens the viewer-vlogger relationship. The expertise dimension relates to the vlogger's experience in a specific subject, their ability to provide technical information, and their ability to produce reliable content. Consumers seeking information look for qualities such as professionalism, accuracy, and the source provider's reputation in the content they encounter online; therefore, vloggers perceived as experts are more persuasive (Ho et al., 2015). Reliability plays a decisive role in word-of-mouth communication, which spreads rapidly in online environments and significantly affects consumer attitudes and purchase intention. For this reason, viewers see vloggers whom they believe to be honest, sincere and impartial as a more effective source of information. On the other hand, entertainment value increases viewers' orientation towards videos, especially among those with a strong entertainment motive; entertaining content attracts viewers' attention for longer and leads them to feel a closer relationship with vloggers (Liu et al., 2019). In this framework, the characteristics exhibited by vloggers in the dimensions of attractiveness, expertise, reliability, entertainment, and finally utility shape consumers' attitudes towards vlog content and directly affect their tendency to purchase the products promoted in the videos.

In conclusion, vloggers stand out as powerful digital actors that shape consumer attitudes, perceptions and purchase intentions in today's marketing ecosystem. Vloggers' personal characteristics, such as attractiveness, fun, expertise and reliability, the relationships they establish with the audience and their level of interaction, become critical determinants in the formation of consumer behaviours. This study aims to examine the attitudes of Generation Z individuals towards food vloggers and to determine how these attitudes affect their food and beverage purchasing behaviours.

### **Vlog, vlogger and food vlogger concept**

With the rapid pace of technological development, bloggers have had access to a range of technological tools to express their ideas visually. These opportunities increase the interactivity of digital content formats such as videos, photographs, and mobile tools; accelerate users' access to information; and make their online experiences more participatory. These technologies have led to the emergence of different types of blogs. Vloggers, defined as Video Bloggers, are positioned on social media platforms based on the content they produce, their interactions, and their follower base. With the rise of new media, vloggers have a significant impact on consumer behaviour (Bayazit et al., 2019).

Individuals who produce video-based content on social media platforms are called *vloggers*. The content produced by these individuals in video format is defined as *vlogs* (Frobenius, 2011). Vloggers build a unique audience by publishing their vlogs on various video-sharing platforms and by maintaining interaction with this audience. These content producers fictionalise their experiences, evaluations, and observations of a wide range of products or services by placing them in everyday practices. Thus, they offer viewers both an informative and entertainment-oriented narrative. Although there are multiple video-sharing platforms, the concept of a vlogger in the literature is most often associated with YouTube content producers (Lee & Watkins, 2016). The first video uploaded to YouTube was published by Jawed Karim, one of the platform's co-founders, in 2005. This content helped introduce the concept of "vlog" in the digital environment and shaped a new form of content production within the social media ecosystem. This development contributed to the popularisation of user-based video production and is considered an important turning point in the transformation of social media platforms.

Vloggers, defined as video content producers, are individuals who create digital video content to convey their personal experiences, observations, and interactions with various products, services, or brands to large audiences (Lee & Watkins, 2016). Vloggers take an active role in all stages of the content creation process - planning, script development, shooting, editing and presentation - and evaluate multidimensional elements such as product features, pricing practices, presentation styles, spatial atmosphere and menu diversity in their videos, mostly as "everyday consumers". In this context, vloggers are a socio-cultural witness in the digital environment, both producing knowledge based on subjective experiences and making the consumer perspective visible, and are positioned as actors who undertake the function of vlogging.

The motivations behind vlogging are considered as a multidimensional structure in the literature. While some vloggers aim to gain recognition by reaching a wider audience or to create their own community, others produce content with a genuine interest in gastronomy, a desire to share information and a motivation to help viewers (Chatzopoulou & Kiewiet, 2020). This diversity of motivations allows vlogging content to serve both emotional and informative functions, making vloggers important actors in digital culture.

In today's society, vloggers are regarded as social media opinion leaders specialising in specific areas of interest or product categories (Goodman & Jaworska, 2020). Food vloggers, who produce content primarily in the field of gastronomy, not only describe their food experiences but also offer guidance to viewers by presenting new gastronomic concepts, recipe ideas, menu recommendations, and venue reviews. These content producers reach large audiences with videos that serve both entertainment and informational functions and play an effective role in shaping consumption culture in the digital environment.

Studies on food vlogs in the literature have examined how vloggers' characteristics shape parasocial interactions (Farahdiba, 2022) and how food vlogs affect viewers' sharing behaviour and purchase intentions (Luong & Ho, 2023). These studies reveal that food vloggers have a significant impact on consumers' perceptions, preferences and decision-making processes. In other words, while vlog content serves as a communication tool that conveys information, it also becomes an effective digital marketing element that activates consumers' purchase intentions and transforms their behavioural processes.

## Generation Z

Most researchers use the term Generation Z (Gen Z) to refer to individuals born between 1997 and 2012 (Keskin, 2021). The most prominent feature of this generation is that they have spent most of their lives intertwined with digital technologies. Unlike other generations, Generation Z was born into a world of technological transformation. Therefore, it has the strongest bond with digital technologies. The most important part of this generation's daily life is technology (Kavalcı & Ünal, 2016). Due to these characteristics, Generation Z is described in the literature as the Gen Tech, Online Generation, Post-Millennium, and Facebook Generation (Dolot, 2018). Singh and Dangmei (2016) define Generation Z as individuals born in the 1990s and raised in the 2000s, with constant access to digital technologies such as the web, the internet, smartphones, and laptops. The most prominent characteristic of this generation is that they have grown up intertwined with digital environments, and technology is an important part of their identities and daily lives. The digital-centred structure of Generation Z makes this generation stand out not only in its use of technology, but also in its shared experiences and consumption habits on a global scale. For this reason, Generation Z is also referred to as the world's first global generation (*Homo Globalis*) in the literature. Generation Z individuals living in different countries grow up with similar cultural content; they exhibit common tendencies in their food preferences, fashion sense, and preferred social spaces (Törocsik et al., 2014).

Generation Z members have started using social media from an early age and have gained advantages such as self-expression, community participation and global access to information through these platforms. Generation Z's use of social media shows a significant difference compared to previous generations. This generation has the opportunity to create large social networks and spread their ideas globally thanks to the widespread use of internet technologies. Social media significantly improves personal and social connections for Generation Z individuals. Existing research reveals that Generation Z's use of social media extends beyond social interaction to encompass multidimensional purposes such as participation in business life, expressing political views, and raising awareness of global issues (Kırık, 2013; Tosun, 2025).

Recent studies show that, as digitalisation accelerates, Generation Z has become increasingly influential within the global population and consumer profile (Chatzopoulou & Kiewiet, 2020). When global population data are analysed, it is found that Generation Z accounts for approximately one-third of the world population as of 2024, thus having a significant share of the global consumer market (UN, 2024). As they are a generation born digital, this generation's behaviour has become a critical variable in brand strategy.

It is stated that the technology adoption and use behaviours of Generation Z are generally more intense than those of other generations (İçil, 2025). According to 2024 DataReportal data, global internet users spend an average of 6 hours and 38 minutes a day online, with young users spending much of that time on mobile devices (DataReportal, 2024). According to the results of the Address-Based Population Registration System (ABPRS), the total population of Türkiye was 85 million 664 thousand 944 by the end of 2024, and the youth population aged 15-24 was 12 million 763 thousand 159. The youth population accounted for 14.9% of the total population (TÜİK, 2024). According to DataReportal's 2024 Türkiye Digital Report, the internet usage rate is 86.5%, and the social media user rate is 66.8% (DataReportal, 2024). These indicators show that young people in Türkiye's Generation Z are highly integrated with digital platforms and that their consumption and communication behaviours are largely mobile-oriented. In addition, as of September 2023, YouTube was the most popular social media platform among global users, with 97 % of respondents reporting use of the platform. YouTube was also the most popular social media among Gen Z users, with 96 % of respondents in this age group reporting having used the video platform as of the examined period (Statista, 2025)

## Factors related to food vloggers

Within the scope of this study, the factors related to food vloggers are analysed in terms of the dimensions of utility, entertainment, interaction, information, and reliability that consumers perceive from vlog content. These dimensions align with the multidimensional consumer evaluation approach frequently emphasised in the literature and reflect both cognitive and affective aspects of digital content consumption.

- **Perceived Utility:** Perceived utility refers to the totality of the functional utilities that consumers derive from a product, service or content. In influencer studies, this dimension is particularly associated with the informative nature of the content, tips on product performance, and the practical value it provides to the user. Lou and Yuan (2019) show that informative messages in influencer content increase followers' trust in the brand and strengthen their purchase intention. In the study, informative value

and expertise are the main determinants of consumers' perception of content as "useful". Similarly, Magno and Cassia (2018) found that the quality of information provided by influencers in the tourism field affects consumer attitudes and behavioural intentions. While informational value refers to the quality and accuracy of the information provided in the content, perceived utility reflects the overall functional benefit that consumers obtain from vlog content. De Jesus Oliveira et al. (2019) analysed the food and nutrition content of Instagram influencers. They found that interactions between influencers and their followers are high, and that followers see food influencers' recommendations as an inspiring and exemplary source.

- **Entertainment:** The enjoyment, pleasure, and emotional satisfaction a consumer feels during the content experience. Lou and Yuan (2019) show that the entertainment element in social media content positively affects consumer attitudes. Entertaining and engaging content encourages consumers to interact more with it and develop positive emotions towards the content producer.
- **Interaction:** The social and relational state the consumer experiences from communicating with the content producer or other users. Sokolova and Kefi (2019) found that factors such as social attractiveness, physical attractiveness, and attitude similarity between followers and influencers increase the perceived bond between consumers and influencers and significantly affect purchase intention. This indicates a parasocial interaction dimension that strengthens the influencer-follower relationship. In the influencer marketing literature, such relationships are often conceptualised as parasocial interaction, a perceived interpersonal relationship between audiences and media personalities. Lee and Watkins (2016) found that YouTube influencers strengthen the perception of luxury brands through parasocial interaction.
- **Information:** Information refers to the accuracy, adequacy, and capacity of the information obtained from the content to produce utility for the consumer. Magno and Cassia (2018) stated that the quality of information provided by influencers shapes consumer attitudes and decisions. Lou and Yuan (2019) also showed that the accuracy, clarity, and utility of information are critical components of influencer content. Nunes et al. (2018) also confirmed that the acceptability of information affects consumer attitudes.
- **Reliability:** Consumers' perceptions of an influencer's sincerity, accuracy, honesty, and consistency (Nafees et al., 2021; Onurlu et al., 2022). Lou and Yuan (2019) found that reliability and expertise increase consumers' trust in the brand and purchase intention. Similarly, Sokolova and Kefi (2019) show that influencer reliability directly strengthens purchase intention. While Magno and Cassia (2018) state that reliability in the tourism context is decisive for consumers' behavioural intentions, Djafarova and Rushworth (2017) emphasise that influencers' source reliability characteristics, such as honesty and sincerity, play a critical role in consumer purchasing decisions.

In this framework, factors related to food vloggers are considered as a multidimensional structure that combines cognitive, emotional and relational elements that consumers consider when evaluating vlog content. The literature supports the idea that these factors effectively shape consumers' attitudes towards food vlogs and their purchase intentions.

## Literature review

The rapid expansion of digital platforms has significantly increased the influence of social media content producers on consumer behaviour, especially in gastronomy. On video-oriented platforms such as YouTube and Instagram, food vloggers reach large audiences through experience sharing, information presentation, and visual storytelling; they become new-generation digital opinion leaders who shape consumers' food preferences, brand perceptions, and purchase intentions. In this context, the literature increasingly emphasises that food vlog content shapes consumer attitudes through the dimensions of information, entertainment, trust, and interaction; especially young generations are more strongly affected by digital content. The following studies systematically review current findings on how food vloggers shape consumer behaviour across various aspects.

Briliana, Ruswidiono, and Deitiana's (2020) research on the Millennial generation in Indonesia provides important results on how young consumers evaluate food vloggers on YouTube. The data from 330 participants who actively use the YouTube app and subscribe to food vlogs showed that perceived utility and mobile app utility significantly increase purchase intention. The findings show that detailed descriptions of street food and the stages of preparation, cooking and presentation in the video strengthen consumers' motivation to purchase. Similarly, the study by Maderazo, Rivero, and Zara (2024) with 150 participants in the Philippines shows that the factors of attractiveness, reliability, and expertise that comprise food vloggers' reliability are significant determinants of consumers' food preferences. The study also shows that preference factors such as taste, price, convenience, self-

expression, feeling good, and variety are significant determinants of consumers' preferences for restaurants and food featured in vloggers' content. It was determined that there was a significant relationship between consumers' food choices and vloggers' reliability. Significant relationships were also found between the impact of social media vlogs on consumer food choices and vlogger reliability. In addition, taste, cost, convenience, self-expression, well-being, and variety were found to be significantly related to vlogger reliability. In addition, attractiveness, reliability and expertise also showed significant relationships in the effect of social media vlogs on consumers' food choices.

Nguyen and colleagues (2024), in a study of 339 social media users in Vietnam, found that the entertainment and information value of food videos significantly strengthened viewers' attitudes towards the videos. On the other hand, interaction value did not have a significant effect on video attitude. The study's findings also show that entertainment, information, and interaction values all positively affect attitude towards the vlogger. Both attitudes towards the video and the vlogger significantly increase purchase intention, demonstrating that the content design and value elements of food vlogs have a strong impact on viewer behaviour.

Rahul and Joshi (2025) examined the impact of food vloggers on consumer preferences for restaurant and street food and collected data from 130 participants through a survey. The study's results show that vlogger influence significantly shapes consumer decisions. According to the findings, vlogger recommendations explain 22.9% of the variance in preference for restaurant food and 25.6% of the variance in preference for street food, suggesting that the vlogger effect is particularly strong for street food.

Villanueva, Alejandro, and Regala (2024), in a study conducted with 206 restaurant customers in the Philippines, concluded that food vlogging factors (entertainment, information, reliability, and perceived utility) have significant effects on attitudes towards restaurant choice and purchase intention. They also emphasised that "entertainment" and "reliability" dimensions strengthen consumer trust and purchase behaviour.

Netriani (2024), in a study conducted with 96 participants in Bali, found that food vloggers, digital marketing practices and customer trust have positive and significant effects on both purchase interest and purchase decision. The study also showed that purchase interest partially mediates the effect of digital marketing on purchase decisions, strengthening the effect of food vloggers.

Studies in the literature show that the content of food vloggers significantly shapes consumer attitudes, trust perceptions and purchase intentions. In this direction, considering the existing literature, especially the younger generations are more sensitive to digital content, "*Do Food Vloggers Affect Attitude and Purchase Behaviour? A Research on Generation Z*" will fill an important gap in both theoretical and practical aspects and will make valuable contributions in revealing the unique digital behaviour dynamics of Generation Z.

## Methodology

The purpose of this study is to examine in detail the attitudes of Generation Z consumers towards food vloggers and the effect of these attitudes on their purchase intentions of food and beverage products.

### Data collection method and tools

Primary data constitute the data of the research. Primary data are collected through observation, interview or questionnaire in accordance with the purpose of the research (Yüksel & Yüksel, 2004). The questionnaire method was preferred as the data collection tool for the research. The online survey method was utilised for data collection. The online data collection approach both facilitates access to social media users and aligns with the digital behaviour habits of Generation Z, the research's target group. Since young consumers are highly engaged in digital content consumption, the online survey method enables data collection in natural behavioural contexts, as the questionnaire was developed based on the literature. Ethics Committee approval was obtained in accordance with the decision of the Zonguldak Bülent Ecevit University Human Research Ethics Committee, dated 06.11.2025, meeting number 419, and protocol number 419. After obtaining this approval, the questionnaire form created in Google Forms was shared on social media from November 2025 to December 2025, and data were collected. Participants were included in the study voluntarily.

The questionnaire to be used within the scope of the research consists of two parts. The first part of the questionnaire consists of questions prepared by the researcher and aims to assess participants' demographic characteristics. The second part consists of items to measure the factors, attitudes and purchase intention levels of food vloggers. All items are graded on a five-point Likert scale (1=Strongly

disagree, ..... , 5=Strongly agree).

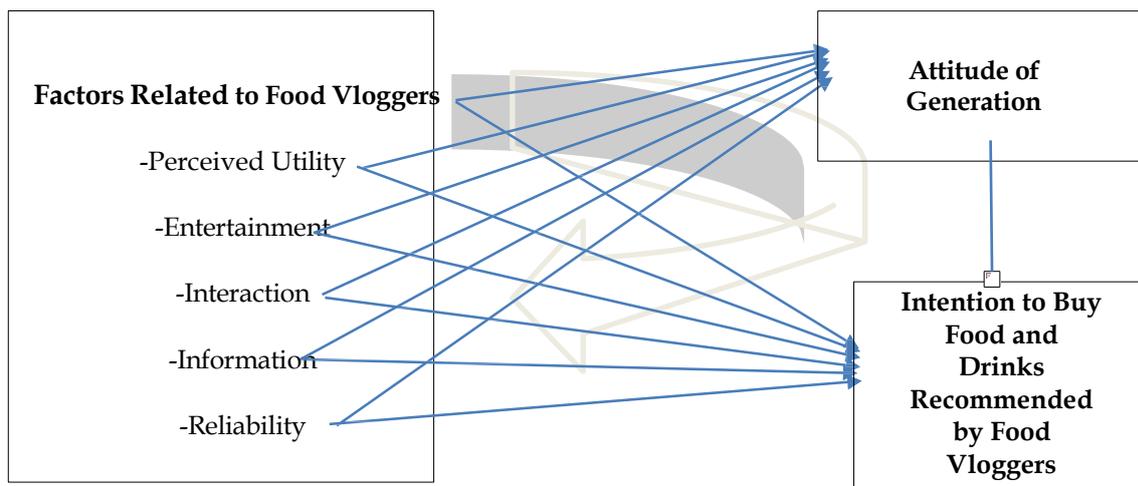
The scale items used in this study were adapted from studies with established validity and reliability in the literature and translated into Turkish to suit the research context. Within the scope of dimensions related to food vloggers, the perceived utility scale consists of four statements adapted from Mumuni et al. (2019). The entertainment dimension was measured using four statements adapted from Kim et al. (2007), while the interaction dimension was measured using four statements adapted from Liu et al. (2019). The information dimension is assessed using five statements adapted from Lee and Ma (2012), while the reliability dimension consists of three statements adapted from Satı and Kazançoğlu (2020). In addition, participants' attitudes towards food vloggers' product recommendations were measured using a five-item attitude scale adapted from Mumuni et al. (2019). Finally, consumers' purchase intentions were assessed using a three-item scale developed by Ing and Ming (2018).

**Population and sample of the study**

The population of this study consists of Generation Z individuals living in Türkiye who were born between 1997 and 2012, according to the classification widely accepted in the literature. Due to the inability to determine the exact number of Generation Z individuals active on social media platforms, the sample size calculation was based on the sample size approach proposed by Yazıcıoğlu and Erdoğan (2004). Accordingly, assuming a 95% confidence level and ±0.05 sampling error (p = 0.50; q = 0.50), the required sample size is 384 individuals when the population size is between 1 million and 100 million. In the study, convenience sampling, a nonprobability sampling method, was used. The data collection process used an online survey, taking into account the digital media platforms most used by Generation Z individuals. The survey form was distributed to participants via various social media platforms, primarily Instagram, YouTube, and TikTok. In line with the study's ethical requirements and the survey's conditions, only Generation Z individuals aged 18 and over were included in the research. Accordingly, the study sample consists of individuals born between 1997 and 2007 who will have reached the age of 18 by 2025. Although the sample's geographical distribution covers the whole of Türkiye, it may be concentrated in certain regions due to the online data collection method. This situation is considered a limitation to the generalisability of the research findings. It is frequently emphasised in the literature that Generation Z individuals are heavy users of social media platforms such as YouTube, Instagram, and TikTok and constitute one of the consumer groups most susceptible to the influence of food vloggers' content (Briliana et al., 2020; Farahdiba, 2022). Therefore, researching Generation Z individuals contributes to the theoretical framework and provides important practical insights into digital marketing and consumer behaviour.

**Research model and hypotheses**

The model and hypotheses of the research are given below.



**Figure 1:** Research Model

Source: Created by the author.

In the literature, many studies have shown that perceived utility is one of the strongest determinants of attitudes towards digital content. Briliana, Ruswidiono, and Deitiana (2020) stated that as the perceived utility level of the content offered by food vloggers increases, viewers' attitudes towards vlogs are significantly strengthened. Similarly, Nguyen et al. (2024) found that the information value and

entertainment value presented in food videos positively affect viewers' attitudes towards both the video content and the vlogger. Digital marketing literature generally shows that individuals tend to develop more positive attitudes towards content that they find useful, informative and entertaining. Park and Lin (2020), in their study on celebrity endorsers on media platforms, state that the fit between content and product is closely related to the perceived reliability and attractiveness of the endorser. In addition, it is stated that the fit between the live broadcast content and the product contributes to the development of utilitarian and hedonic attitudes towards the content, and that these attitudes increase purchase intention. When these studies are evaluated together, it becomes clear that the perceived utility, information, entertainment, and reliability dimensions of food vloggers play an important role in shaping consumers' attitudes towards vlogs. In this direction, the following hypotheses were formed.

*H<sub>1</sub>: Factors related to food vloggers positively affect Generation Z's attitudes towards online food vlogs*

*H<sub>1a</sub>: Perceived utility of food vloggers positively affects Generation Z's attitudes towards online food vlogs.*

*H<sub>1b</sub>: The entertainment level of food vlogs positively affects Generation Z's attitudes towards online food vlogs.*

*H<sub>1c</sub>: The interaction level of food vlogs positively affects Generation Z's attitudes towards online food vlogs.*

*H<sub>1d</sub>: The information level of food vlogs positively affects Generation Z's attitudes towards online food vlogs.*

*H<sub>1e</sub>: The reliability of food vloggers positively affects Generation Z's attitudes towards online food vlogs.*

The literature extensively demonstrates that consumers' perceptions of digital food content directly impact their purchasing behaviours. In particular, it is emphasised that the perceived utility, information, entertainment and reliability of food vlogs guide consumers' decision-making processes. Nguyen et al. (2024) showed that the information, entertainment and interaction values presented in food vlogs not only strengthen attitudes, but also have a direct positive effect on purchase intention. Similarly, Villanueva, Alejandro, and Regala (2024) state that vlog content significantly increases consumers' purchase intention regarding restaurant preferences. Kusumasondjaja and Tjiptono (2019) state that perceived utility and reliability of food vlogs strongly predict consumers' purchase intentions for food products. Netriani (2024) states that the perceived utility of vlog content on digital platforms plays a decisive role in purchase decision-making. These studies show that various factors related to food vloggers may directly affect purchase intention. In this direction, the following hypotheses were developed.

*H<sub>2</sub>: Factors related to food vloggers positively affect purchase intention towards food/beverage products recommended in vlogs.*

*H<sub>2a</sub>: Perceived utility of food vloggers positively affects purchase intention towards food/beverage products recommended in vlogs.*

*H<sub>2b</sub>: The entertainment level of food vlogs positively affects the purchase intention towards the food/beverage products recommended in the vlogs.*

*H<sub>2c</sub>: The interaction level of food vlogs positively affects the purchase intention towards the food/beverage products recommended in the vlogs.*

*H<sub>2d</sub>: The information level of food vlogs positively affects the purchase intention towards the food/beverage products recommended in the vlogs.*

*H<sub>2e</sub>: The reliability of food vloggers positively affects the purchase intention towards food/beverage products recommended in vlogs.*

The attitude-behaviour relationship is a fundamental acceptance in the consumer behaviour literature, especially Ajzen's (1991) Theory of Planned Behaviour. It is stated that attitude is a reliable indicator of behavioural intention and individuals develop behavioural intention in line with their attitudes (Ajzen & Fishbein, 1977). Consumers' intimacy with vloggers may foster positive attitudes towards vlog content, which, in turn, may be reflected in purchase intentions (Xiao et al., 2018). In studies on food vlogs, it has been shown that positive attitudes towards vlogs and vloggers increase purchase intention regarding restaurant preferences and food selection (Villanueva, Alejandro & Regala, 2024; Nguyen et al., 2024; Maderazo, Rivero & Zara, 2022). In this direction, the following hypothesis was formed.

*H<sub>3</sub>: Generation Z's attitudes towards online food vlogs positively affect their purchase intention towards the food/beverage products recommended in the vlogs.*

Nguyen et al. (2024) found that the perceived utility, information, and entertainment values presented in food vlogs positively affect consumers' attitudes and purchase intention. In contrast, interaction value has a more limited effect on attitudes. Similarly, Villanueva, Alejandro, and Regala (2024) emphasised

that entertainment and reliability dimensions are transferred to purchase intention through attitudes. These findings suggest that the effects of factors related to food vloggers on purchase intention can be mediated by attitude. In this direction, the following hypothesis was developed.

**H<sub>4</sub>:** *Generation Z's attitudes towards online food vlogs play a statistically significant mediating role in the relationship between factors related to food vloggers and purchase intention.*

### Analysing the data

The data obtained from the research were analysed using SPSS 27 (Statistical Package for the Social Sciences) and SmartPLS 4.

### Findings

In this study, to reveal the basic characteristics of the participants, demographic data on gender, marital status, frequency of restaurant visits, food vlogging experience, and behaviours related to following/implementing vlogger recommendations were evaluated. Table 1 shows the demographic characteristics of the participants.

**Table 1:** Demographic Characteristics of the Participants

Variable	Category	Number (n)	Percentage (%)
Gender	Woman	318	79.5
	Male	82	20.5
	<b>Total</b>	<b>400</b>	<b>100</b>
Marital Status	Married	287	71.8
	Single	113	28.3
	<b>Total</b>	<b>400</b>	<b>100</b>
Education Status	High School	98	24.5
	Associate degree	116	29.0
	Bachelor's Degree	138	34.5
	Postgraduate	48	12.0
	<b>Total</b>	<b>400</b>	<b>100</b>
Occupation Status	Student	154	38.5
	Private sector employee	112	28.0
	Public employee	56	14.0
	Self-employment	41	10.3
	Unemployed	37	9.3
	<b>Total</b>	<b>400</b>	<b>100</b>
Monthly Income Status	0-10.000 TL	176	44.0
	10.001-20.000 TL	132	33.0
	20.001-30.000 TL	64	16.0
	30.000 TL and above	28	7.0
	<b>Total</b>	<b>400</b>	<b>100</b>

Source: Created by the author

According to Table 1, the majority of participants are women (79.5%), and married individuals have a higher rate (71.8%). The distribution of education levels is balanced, and most participants are high school, associate degree, and bachelor's degree graduates. In terms of occupational groups, students have the largest share (38.5%), and, by income level, the 0-10.000 TL range is the most common. Table 2 shows the characteristics of the participants regarding their food vlogging and restaurant preference behaviours.

**Table 2:** Characteristics of Participants' Food Vlog and Restaurant Preference Behaviours

	Category	Number (n)	Percentage (%)
Number of Restaurant Visits in the Last 3 Months	1-3 times	104	26.0
	4-6 times	95	23.8
	7-9 times	109	27.3
	More than 10	92	23.0
	<b>Total</b>	<b>400</b>	<b>100</b>
Food Vlog Watching Experience (Year)	Less than 1 year	143	35.8
	1-2 years	133	33.3
	2-3 years	124	31.0
	<b>Total</b>	<b>400</b>	<b>100</b>
The Duration of Following Food Vloggers' Recommendations	Less than 3 months	131	32.8
	3-6 months	138	34.5
	6-12 months	131	32.8
	<b>Total</b>	<b>400</b>	<b>100</b>
Frequency of Applying Vlogger Recommendations in the Last 6 Months	1-2 times	133	33.3
	3-4 times	146	36.5
	5-6 times	121	30.3
	<b>Total</b>	<b>400</b>	<b>100</b>
Most Frequently Followed Platform	YouTube	141	35.3
	Instagram	174	43.5
	Tiktok	85	21.3
	<b>Total</b>	<b>400</b>	<b>100</b>

Source: Created by the author.

Participants' restaurant visits were mostly 7-9 times (27.3%) in the last 3 months. The food vlogging experience shows that about one-third of participants have been watching food vlogs for less than 1 year (35.8%). The duration of the following vlogger recommendations is mostly between 3 and 6 months (34.5%). The frequency of applying the recommendations in the last 6 months is mostly 3-4 times (36.5%). Instagram (43.5%) ranked first in platform preferences, followed by YouTube and Tiktok with close rates.

### Validity and reliability findings of the scales

The kurtosis and skewness values were analysed to examine the normality of the data. If the skewness and kurtosis values are between -1.5 and +1.5, the distribution can be considered similar to a normal distribution (Tabachnick & Fidell, 2013). According to the normality test results, the skewness and kurtosis values for the scales were within the range of -1.5 to +1.5. Perceived utility (mean=3.76; skewness=0.106; kurtosis=-1.163), information (mean=4.11; skewness=-1.016; kurtosis=-0.499), entertainment (mean=3.96; skewness=-0.519; kurtosis=-1.358), interaction (Md.=2.95; skewness=0.821; kurtosis=-0.766), reliability (Md.=4.20; skewness=-0.455; kurtosis=-1.013), attitude (Md.=4,30; skewness=-0.955; kurtosis=-0.277), and purchase intention (M.=4.33; skewness=-0.825; kurtosis=-0.780) variables are in the range of -1.5 and +1.5, and therefore, the data meet the assumption of normal distribution.

Since the data structure was suitable for EFA, EFA was conducted after this stage. To determine whether the data set is suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) value was calculated, and the Bartlett's test of sphericity was performed. The obtained KMO values were 0.867 for the food vloggers factors, 0.882 for attitude, and 0.807 for purchase intention. Bartlett's test results were also significant ( $p < 0.001$ ), indicating that the variables were suitable for factor analysis. In addition, the approximate  $\chi^2$  values for the attitude and purchase intention scales for food vloggers were 4159.746 ( $df = 136, p < 0.000$ ), 1182.511 ( $df = 10, p < 0.000$ ), and 591.923 ( $df = 3, p < 0.000$ ), respectively. In addition, the internal consistency of the scale expressions used in the study was assessed using Cronbach's alpha. According to the results of the reliability analysis of the scales used in the study, the Cronbach's Alpha values of perceived utility (PU = 0.740), information (INF = 0.884), entertainment (ENT = 0.875), interaction (INT = 0.854), reliability RLB = 0.914), attitude (ATTITUDE = 0.897) and purchase intention (PI = 0.859) variables are all above acceptable limits. This finding indicates that the scales used in the study have high internal consistency and that the measurements are reliable.

In the EFA process, principal component analysis was used as the factor extraction method, and Varimax was used for rotation. The rotated factor loadings table obtained as a result of the analysis was analysed. In the analyses, items with factor loadings below 0.50 were identified, removed one by one from the scale, and the factor analysis was repeated at each stage. As a result, the final scale structure

consisted of 25 items and 7 factors. The findings from the analysis are presented in Table 3.

**Table 3:** Factor Analysis of the Scales

Scale Statements	Scales						
	PU	ENT	INT	INF	RLB	Attitude	PU
I use food vloggers' reviews to avoid making a poor purchase decision.	0.741						
I obtain informative content from food vloggers' reviews about the food and beverage products I plan to purchase.	0.794						
I gain positive information from food vloggers' reviews about the food and beverages I intend to buy.	0.812						
Watching food videos gives me great pleasure.		0.752					
I enjoy watching food videos.		0.752					
Watching food videos excites me.		0.820					
Watching food videos is entertaining.		0.725					
Food vloggers communicate with me through food videos.			0.892				
I can exchange information with food vloggers and other viewers through food videos.			0.893				
Food vloggers interact with me directly or indirectly via social media.			0.885				
Food videos are useful when I need to find information about food products again.				0.835			
Food videos help me stay informed about the latest events and developments in the food industry.				0.778			
The information provided in food videos is very useful for me.				0.794			
Food videos help me store useful information about food and beverages.				0.796			
Food vloggers are convincing.					0.903		
Food vloggers are reliable individuals.					0.887		
Food vloggers are reliable.					0.863		
I generally have a positive opinion about the products recommended by food vloggers.						0.879	
Product recommendations made by vloggers seem reliable to me.						0.810	
I think the products recommended by vloggers are high-quality.						0.756	
I have a positive attitude toward the product recommendations made by food vloggers.						0.890	
Food vloggers' recommendations create a positive impression of the products they recommend.						0.870	
I am likely to purchase a product recommended by a food vlogger.							0.913
When making a purchase decision, I prefer to buy the product recommended by a vlogger.							0.903
I intend to purchase products recommended by vloggers in the future.							0.834

**Source:** Created by the author.

\*PU: Perceived Utility; ENT: Entertainment; INT: Interaction; INF: Information; RLB: Reliability. PU: Purchase Intention

An Exploratory Factor Analysis (EFA) was conducted to evaluate the scale's structural validity for use in the research. As a result of EFA, the factor structure of the scale items was analysed, and it was evaluated whether each item had a high factor loading in the theoretical dimension to which it belonged. During the analysis, it was observed that the AF1 Perceived utility item "I use food vloggers' reviews to make sure that I make a correct purchasing decision" was included in a different dimension than expected. In addition, the interaction value item ETD1 "I can communicate with food vloggers and other people through food videos" and the information value item BD5 "Food videos are useful for finding information

*about food*" were also found in other dimensions. Since they did not load on a single factor at a high level and showed significant loadings on multiple factors, they should not be included in the analysis. The high loading of such variables across multiple factors may negatively affect the interpretability and decomposability of the factors (Hair et al., 2019).

In addition to the EFA results, five dimensions were identified in the factors scale for food vloggers: information, entertainment, reliability, interaction, and perceived utility. The total explained variance ratios for these five dimensions were 18.219%, 16.344%, 15.462%, 14.688%, and 12.081%, respectively, for a total of 76.794%. The attitude scale was found to be unidimensional. The eigenvalue of this scale is 3.551, and the total explained variance is 71.012%. Finally, the purchase intention scale was unidimensional. The eigenvalue of this scale is 2.345, and the total explained variance is 78.163. According to the analyses, the scales are highly valid and reliable, and the variables used in the research show a statistically significant structure.

### Reliability and validity of the measurement model

The measurement tools used in the study were analysed using SmartPLS software. The relevant values and the values accepted in the literature are given in Table 4 (Hair et al., 2017).

**Table 4:** Validity Values and Descriptive Findings Related to the Scales

Variables	Factor Load Values	VIF	Cronbach's Alpha	CR	AVE	rho_A
Perceived Utility_1	0.793	1.595	0.741	0.851	0.656	0.751
Perceived Utility_2	0.834	1.537				
Perceived Utility_3	0.802	1.361				
Information_1	0.810	2.120	0.888	0.921	0.744	0.932
Information_2	0.895	2.593				
Information_3	0.908	2.681				
Information_4	0.833	2.145				
Entertainment_1	0.871	2.551	0.880	0.918	0.736	0.882
Entertainment_2	0.858	2.395				
Entertainment_3	0.888	2.824				
Entertainment_4	0.814	1.733				
Interaction_2	0.936	3.124	0.892	0.932	0.821	0.914
Interaction_3	0.908	2.716				
Interaction_4	0.874	2.354				
Reliability_1	0.896	2.724	0.914	0.945	0.852	0.963
Reliability_2	0.924	3.565				
Reliability_3	0.948	3.569				
Purchase Intention_1	0.915	2.812	0.859	0.915	0.782	0.868
Purchase Intention_2	0.907	2.675				
Purchase Intention_3	0.827	1.757				
Attitude_1	0.885	2.896	0.897	0.924	0.710	0.908
Attitude_2	0.811	2.037				
Attitude_3	0.743	1.691				
Attitude_4	0.894	3.057				
Attitude_5	0.870	2.721				

**Source:** Created by the author.

As seen in Table 4, descriptive information about the scales is presented. According to the threshold values determined in partial least squares structural equation modelling, factor loadings, Cronbach's Alpha, combined reliability (CR), average variance explained (AVE), and rho\_A values are all within acceptable limits. In the literature, it is stated that Cronbach's Alpha and CR values should be above 0.70, and that the AVE value should be above 0.50 (Hair et al., 2014). In addition, VIF values below 5 indicate that there is no multicollinearity problem between variables (Hair et al., 2017). While these findings support convergent validity, discriminant validity is evaluated using the Fornell-Larcker and HTMT (Heterotrait-Monotrait Ratio) criteria, and the related results are presented in Table 5.

**Table 5:** Fornell-Larcker and HTMT Criteria Values

Fornell-Larcker							
	Perceived Utility	Information	Interaction	Entertainment	Reliability	Purchase Intention	Attitude
Perceived Utility	<b>0.810</b>						
Information	0.324	<b>0.863</b>					
Interaction	0.208	0.105	<b>0.906</b>				
Entertainment	0.311	0.624	0.264	<b>0.858</b>			
Reliability	0.227	0.444	0.078	0.414	<b>0.923</b>		
Purchase Intention	0.209	0.112	0.067	0.079	0.121	<b>0.884</b>	
Attitude	0.149	0.136	0.203	0.062	0.141	0.645	<b>0.843</b>
HTMT Criteria Values							
	Perceived Utility	Information	Interaction	Entertainment	Reliability	Purchase Intention	Attitude
Perceived Utility							
Information	0.394						
Interaction	0.259	0.123					
Entertainment	0.393	0.705	0.294				
Reliability	0.280	0.490	0.082	0.466			
Purchase Intention	0.256	0.120	0.077	0.092	0.135		
Attitude	0.174	0.144	0.224	0.075	0.150	0.728	

Source: Created by the author.

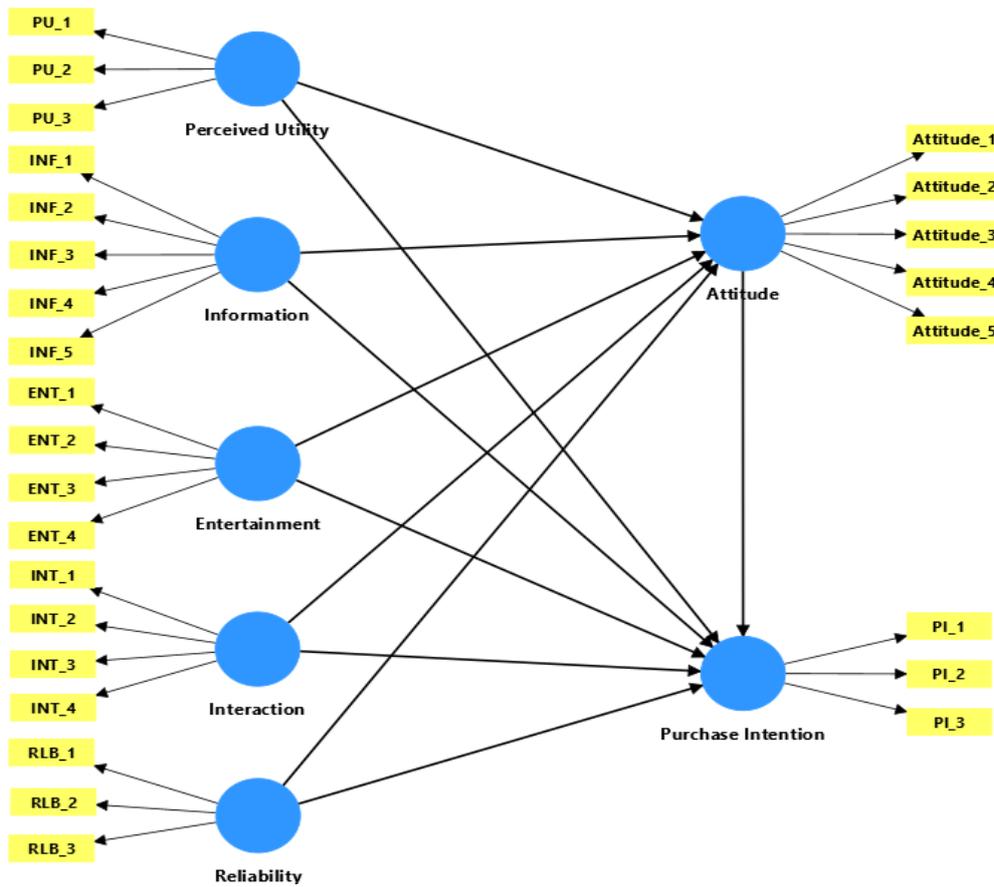
Discriminant validity indicates the extent to which constructs are empirically distinct and the degree of overlap among overlapping constructs (Hair et al., 2017). Henseler, Ringle, and Sarstedt (2015) argue that the HTMT value should be less than 0.90. According to Fornell and Larcker (1981), the square root of AVE should be higher than the correlation of the correlation loads in its own row. For the related scales, AVEs are higher than the square roots of the correlations, and HTMTs are lower than 0.90; thus, discriminant validity is ensured. Table 6 presents the goodness-of-fit values for the model.

**Table 6:** Goodness of Fit Values

	Saturated model	Estimated model
SRMR	0.045	0.045
d_ ULS	0.670	0.670
d_ G	0.335	0.335
Chi-square	827.147	827.147
NFI	0.871	0.871

Source: Created by the author.

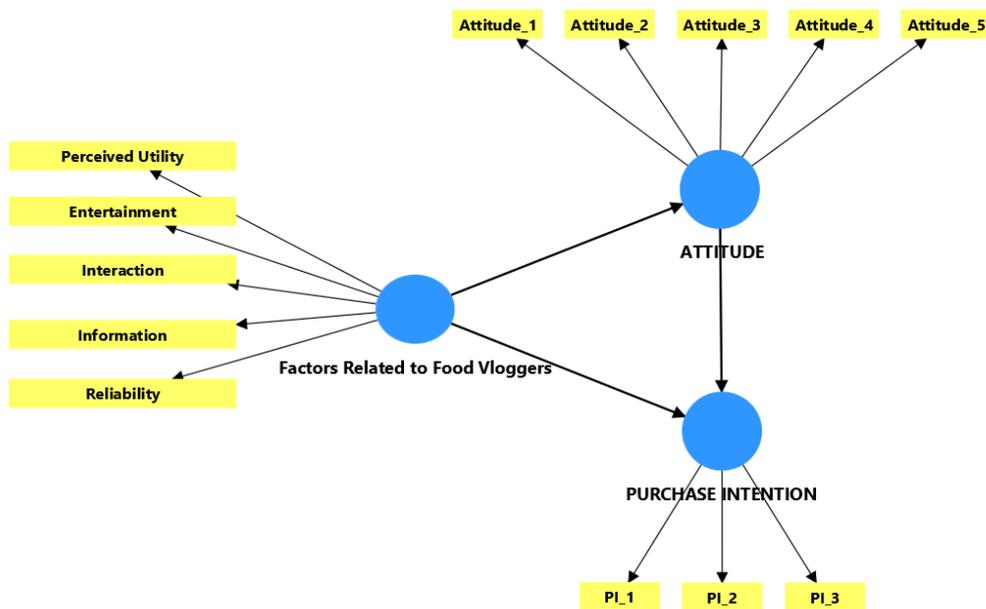
When Table 6 is examined, it is seen that the goodness-of-fit values obtained from the model (SRMR<0.080; Chi-Square<5; NFI>0.80) are within acceptable limits (Byrne, 2016; Yıldız, 2021). Figure 2 shows the research model of the sub-level constructs



**Figure 2:** Research Model (Lower Level Constructs)

Source: Created by the author.

The relationships among the lower-level constructs in the research are shown in Figure 2. The research model, consisting of high-level constructs, is shown in Figure 3.



**Figure 3:** Research Model (High-Level Constructs)

Source: Created by the author.

**Table 7:** Validity Values and Descriptive Findings for High-Level Scales

Top Level	Variables	Factor Load Values	VIF	Cronbach's Alpha	CR	AVE	rho_A
Factors related to food vloggers	Perceived Utility	0.775	1.269	0.785	0.710	0.690	0.750
	Information	0.936	1.799				
	Interaction	0.728	1.195				
	Entertainment	0.628	1.604				
	Reliability	0.708	1.301				
Purchase Intention	PI_1	0.915	2.812	0.897	0.915	0.782	0.868
	PI_2	0.907	2.675				
	PI_3	0.827	1.757				
Attitude	Attitude_1	0.885	2.896	0.859	0.924	0.710	0.908
	Attitude_2	0.811	2.037				
	Attitude_3	0.743	1.691				
	Attitude_4	0.894	3.057				
	Attitude_5	0.870	2.721				

Source: Created by the author.

In Table 7, the internal consistency of the high-level constructs was evaluated using Cronbach's Alpha and Composite Reliability (CR), and all values exceeded the 0.70 threshold. In addition, AVE values above 0.50 indicate that the scales have convergent validity. rho\_A values are also at acceptable levels, which supports the reliability findings. Table 8 shows the Fornell-Larcker and HTMT results for the top-level structures.

**Table 8:** Fornell-Larcker and HTMT Criteria Values for High-Level Structures

Fornell-Larcker			
	Factors related to food vloggers	Purchase Intention	Attitude
Factors related to food vloggers	0.590		
Purchase Intention	0.213	0.884	
Attitude	0.252	0.645	0.843
HTMT Criteria Values			
Factors related to food vloggers			
Purchase Intention	0.233		
Attitude	0.263	0.728	

Source: Created by the author.

### Measurement model fit

After verifying the reliability and validity of the measurement model, the structural model is evaluated. The statistics regarding the explanatory and predictive power of the research's structural model are given in Table 9.

**Table 9:** Statistics on the Explanatory and Predictive Power of the Structural Model

	R <sup>2</sup>	R <sup>2</sup> adjusted	Q <sup>2</sup>
Attitude	0.395	0.391	0.390
Purchase Intention	0.419	0.416	0.398

Source: Created by the author.

Table 9 presents the explanatory and predictive power of the structural model. The results indicate that the R<sup>2</sup> value for Attitude is 0.395, indicating that approximately 39.5% of Attitude's variance is explained by the independent variables in the model. Similarly, the R<sup>2</sup> value for Purchase Intention is 0.419, indicating that the model explains nearly 41.9% of the variance in purchase intention. According to established guidelines, these values indicate moderate to substantial explanatory power for the structural model. The predictive relevance of the model was assessed using the Q<sup>2</sup> (Stone-Geisser) values obtained through the blindfolding procedure. The results show that Q<sup>2</sup> values for Attitude (0.390) and Purchase Intention (0.398) are both greater than zero and exceed the commonly accepted threshold of 0.30, indicating a high level of predictive relevance. These findings suggest that the structural model not only explains a substantial portion of the variance in the endogenous constructs but also demonstrates strong predictive capability for unseen data. Overall, the results confirm that the proposed model exhibits adequate explanatory power and strong predictive validity, in line with the recommendations of Hair et al. (2014).

## Hypothesis tests

The partial least squares (PLS) path analysis method was used to test the hypotheses. The data were analysed using SmartPLS 4 software.

**Table 10:** Hypothesis Test Results

Hypothesis	Relationship	$\beta$	t	p value	Conclusion
H1	Factors Related to Food Vloggers → Attitude	0.252	2.937	0.003	Accepted
H1a	Perceived Utility → Attitude	0.092	1.647	0.100	Rejected
H1b	Entertainment → Attitude	0.237	3.268	0.001	Accepted
H1c	Interaction → Attitude	0.154	3.438	0.001	Accepted
H1d	Information → Attitude	0.209	3.354	0.001	Accepted
H1e	Reliability → Attitude	0.138	3.098	0.002	Accepted
H2	Factors Related to Food Vloggers → Purchase Intention	0.213	3.212	0.001	Accepted
H2a	Perceived Utility → Purchase Intention	0.017	0.394	0.694	Rejected
H2b	Entertainment → Purchase Intention	0.135	2.225	0.026	Accepted
H2c	Interaction → Purchase Intention	0.169	2.323	0.019	Accepted
H2d	Information → Purchase Intention	0.201	3.108	0.001	Accepted
H2e	Reliability → Purchase Intention	0.118	2.931	0.003	Accepted
H3	Attitude → Purchase Intention	0.631	17.433	0.000	Accepted

Source: Created by the author.

When the results of the hypothesis tests in Table 10 are analysed, it is determined that the factors related to food vloggers have a positive, statistically significant effect on attitude ( $\beta = 0.252$ ;  $t = 2.937$ ;  $p = 0.003$ ). Analyses at the sub-dimension level showed that the effect of perceived utility on attitude was not statistically significant ( $\beta = 0.092$ ;  $t = 1.647$ ;  $p = 0.100$ ). On the other hand, entertainment ( $\beta = 0.237$ ;  $t = 3.268$ ;  $p = 0.001$ ), interaction ( $\beta = 0.154$ ;  $t = 3.438$ ;  $p = 0.001$ ), information ( $\beta = 0.209$ ;  $t = 3.354$ ;  $p = 0.001$ ) and reliability ( $\beta = 0.138$ ;  $t = 3.098$ ;  $p = 0.002$ ) dimensions were found to have statistically significant effects on attitude. When the effect of factors related to food vloggers on purchase intention is analysed, the top-level structure is found to have a positive and significant effect on purchase intention ( $\beta = 0.213$ ;  $t = 3.212$ ;  $p = 0.001$ ). When the sub-dimensions are analysed, it is determined that the effect of perceived utility on purchase intention is not statistically significant ( $\beta = 0.017$ ;  $t = 0.394$ ;  $p = 0.694$ ). On the other hand, entertainment ( $\beta = 0.135$ ;  $t = 2.225$ ;  $p = 0.026$ ), interaction ( $\beta = 0.169$ ;  $t = 2.323$ ;  $p = 0.019$ ), information ( $\beta = 0.201$ ;  $t = 3.108$ ;  $p = 0.001$ ) and reliability ( $\beta = 0.118$ ;  $t = 2.931$ ;  $p = 0.003$ ) showed statistically significant effects on purchase intention. Finally, the effect of attitude on purchase intention was found to be positive and statistically significant ( $\beta = 0.631$ ;  $t = 17.433$ ;  $p < 0.001$ ). In Table 11, the last hypothesis of the study, hypothesis H4, is presented.

**Table 11:** Mediation Analysis

	Relationship	$\beta$	t	p-value	Conclusion
H4	Factors related to food vloggers → Attitude → Purchase Intention	0.159	2.830	0.005	Accepted

Source: Created by the author.

Finally, the mediating role of attitude in the relationship between factors related to food vloggers and purchase intention was analysed. The analysis indicated that the indirect effect was statistically significant ( $\beta = 0.159$ ;  $t = 2.830$ ;  $p < 0.05$ ). In line with this finding, hypothesis H4 is accepted, and it is concluded that attitude plays a significant mediating role in the relationship between factors related to food vloggers and purchase intention. Factors related to food vloggers and purchase intention. As a result of the analyses conducted to determine the mediating role of attitude in the relationship between attitude and attitude, it was found that the indirect effect was statistically significant ( $\beta = 0.159$ ;  $t = 2.830$ ;  $p < 0,05$ ). Since the direct effect ( $\beta = 0,213$ ) was also significant, the total effect was calculated, yielding a VAF of 0,43. A VAF value between 0.20 and 0.80 indicates that attitude partially mediates the relationship between factors related to food vloggers and purchase intention (Kinaş, 2021). Accordingly, hypothesis H4 is accepted.

## Conclusion and discussion

In this study, the relationship between Generation Z consumers' evaluations of food vloggers, their attitudes towards online food vlogs, and their purchase intentions for food/beverage products recommended in vlogs was examined. In the model developed within the scope of the study, it was observed that the factors related to food vloggers (perceived utility, entertainment, interaction,

information, and reliability) had significant effects on both attitude and purchase intention, although not all sub-dimensions were significant.

According to the findings, the factors related to food vloggers (perceived utility, entertainment, interaction, information, and reliability) have a positive, statistically significant effect on attitude. This result aligns with previous studies (Briliana et al., 2020; Nguyen et al., 2024), which found that perceptions of digital content as useful, informative, and reliable positively shape consumers' attitudes. When the sub-dimensions were analysed, it was observed that the entertainment, interaction, information, and reliability dimensions had significant effects on attitude, whereas perceived utility did not. This suggests that Generation Z consumers do not focus solely on utilitarian elements when evaluating food vlogs, but rather on the content experience, interaction, and reliability of the creator. Similarly, Lou and Yuan (2019) and Sokolova and Kefi (2019) emphasise that the interaction and reliability dimensions are especially decisive for young consumers' attitudes.

The findings regarding purchase intention are also consistent with the literature. It was determined that the factors related to food vloggers have a positive and significant effect on purchase intention. At the sub-dimension level, the entertainment, interaction, information, and reliability dimensions have significant effects on purchase intention, whereas perceived utility has no direct effect. This result aligns with studies showing that the purchase intentions of Generation Z consumers are primarily shaped by emotional and social factors (Djafarova & Rushworth, 2017; Villanueva et al., 2024). In particular, the effects of reliability and information dimensions on purchase intention support the literature's emphasis on the importance of source reliability in influencer marketing.

The study also found that attitude towards food vlogs has a strong and significant effect on purchase intention. This finding is consistent with the theoretical assumption that attitude is one of the main determinants of behavioural intention within Ajzen's (1991) Theory of Planned Behaviour. Previous studies in the context of food vlogs also reveal that positive attitudes towards vlogs and vloggers increase purchase intention (Nguyen et al., 2024; Maderazo et al., 2022).

The results of the mediation analysis show that attitude partially mediates the relationship between factors related to food vloggers and purchase intention. This finding coincides with the mediation structure revealed by Nguyen et al. (2024). The fact that the direct effect remains significant indicates that the purchase intentions of Generation Z consumers are shaped not only by attitudes but also by direct evaluations of content and the content creator. This situation reflects Generation Z's tendency to make fast and multidimensional decisions about digital content.

In line with the research findings, various suggestions can be made for both practitioners and future academic studies. In practice, it is suggested that restaurant businesses and food and beverage brands prioritise collaborating with food vloggers in their digital marketing strategies for Generation Z. In particular, the production of entertaining, informative and highly interactive content can positively affect consumers' attitudes and strengthen purchase intentions. For vloggers, maintaining reliability and sincerity seems to be critical for long-term follower loyalty and persuasiveness. Content producers should not only focus on product promotion. Instead, it is recommended to develop formats that increase experience sharing, transparency in evaluations, and interaction with followers. In addition, maintaining high-quality information and keeping content up to date are among the factors that can increase the effect on purchase intention.

From an academic perspective, future studies should compare across generations, incorporate cultural differences into the model, and conduct platform-based analyses (e.g., YouTube, Instagram, TikTok). In addition, mixed-methods research designs can contribute to a deeper understanding of consumers' perceptions of food vlogs.

Despite the contributions of this study, it has certain limitations. Firstly, the research employed a cross-sectional design and collected data via online self-report surveys. This situation may introduce limitations, such as common-method bias and the social desirability effect. Secondly, the sample consists solely of Generation Z individuals living in Türkiye and was selected through convenience sampling. Therefore, the generalisability of the findings to different generations or cultural contexts is limited. Thirdly, although the study addressed multidimensional structures related to food vloggers, content types or individual vlogger characteristics were not examined in detail. Finally, the research does not include a platform-based distinction, and possible differences between different social media platforms such as YouTube, Instagram, and TikTok have not been analysed. These limitations should be taken into account when interpreting the findings and offer new avenues for future research.

**Peer-review:**

Externally peer-reviewed

**Conflict of interests:**

The author has no conflict of interest to declare.

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