

## Assessing the Influence of Food Bloggers on Egyptian Consumers' Restaurant Selection Attitudes: The Moderating Effect of Bloggers' Expertise

Mostafa Elsaqqa<sup>(1)(2)</sup>, Ahmed Abd Elmoaty<sup>(1)</sup>, Marwa Youssif<sup>(1)</sup>

(1) Hotel Studies Department, Faculty of Tourism and Hotels - Alexandria University, Egypt

(2) University of Technology and Applied Sciences-Salah - Oman

### ARTICLE INFO

**Received** 09 March 2024  
**Revised** 23 April 2024  
**Accepted** 30 October 2024

### JOURNAL ARTICLE



[10.21608/THALEXU.2024.346865.1138](https://doi.org/10.21608/THALEXU.2024.346865.1138)

### Keywords:

Blogger, Customer Trust, Information Quality, Entertainment, Homophily, Popularity, Expertise, Restaurant Selection

### ABSTRACT

The current study investigates the influence of blogger characteristics on customer trust and attitude within the context of Egyptian customers. Employing structural equation modelling (SEM) with a sample of 538 respondents, the research examines the direct relationships between a blogger's information quality, entertainment value, homophily, popularity, and customer trust, as well as the subsequent impact of trust on customer attitude. Furthermore, the study explores the moderating role of blogger expertise on these relationships.

The findings reveal that information quality, entertainment, homophily, and popularity all significantly and positively influence customer trust, which, in turn, positively affects customer attitude. Notably, blogger expertise significantly moderates the relationships between information quality and trust, and homophily and trust, indicating that perceived expertise amplifies the positive effects of these factors. However, expertise does not significantly moderate the influence of entertainment or popularity on trust. The study provides valuable theoretical implications for understanding online trust and influence, while also offering actionable managerial insights for businesses leveraging blogger collaborations to cultivate customer trust and foster positive attitudes. This research underscores the power of bloggers as influential actors in the online landscape and offers a robust framework for navigating the complexities of building and maintaining trust in the digital realm. Finally, suggestions for future research are provided to achieve more understanding of the topic

### Introduction:

Before the internet evolution, customers relied on traditional methods such as word-of-mouth (WOM) to gather the information required to support their purchase decisions. However, with the evolution of the internet, the traditional WOM became less important especially after the emergence of digital platforms such as social media and online review sites (Cong & Zheng, 2017). This shift has given rise to electronic word-of-mouth (e-WOM), where individuals share their experiences through digital channels, to support future consumers to make the right purchase decisions (AL-Qadi et al., 2020;

Cong and Zheng, 2017). Social media platforms now provide users with unlimited access to information and have become an integral part of the users' daily activities and interactions (Pentina et al., 2018).

The emergence of these digital communication channels especially social media platform played a significant role in the emergence of social media influencers (Lim et al., 2017), defined as "a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media" (Alwafi et al., 2022). Food bloggers emerged as an important type of social media influencers. Food bloggers often include individuals who post videos as well as

written content and photos (Nguyen et al., 2024). A food blogger creates videos about food, including recipes, restaurant reviews, and international food experiences while traveling (Luong and Ho, 2023). For the purpose of this study, we especially focus on food bloggers who share their dining experiences with their followers through engaging videos. People trust food bloggers' recommendations because they tend to be more credible than traditional advertisements (Lou & Yuan, 2019). Studies have also shown that trust in influencers is key in driving consumer engagement and purchase behavior, especially among younger audiences like Gen Z (Jin & Muqaddam, 2019).

These food bloggers have become an important marketing tool by developing engaging content that matches the preferences of their followers (Puspita & Hendrayati, 2020). A recent report by Sprout Social, which surveyed 2,000 consumers, found that almost half of them (49%) make purchases on a regular basis because of posts from social media influencers. Among various types of content, food and drink have the highest engagement, with 30% of people choosing to follow and interact with food-related content (Sprout Social, 2024).

Previous research has shown that several characteristics related to social media influencers can have a strong influence on consumers' level of trust and consequently on their purchase decisions (Lou and Yuan, 2019; Sokolova and Kefi, 2020; Cheung et al., 2021; Chu & Kim, 2011; De Veirman et al., 2017). For example, Lou and Yuan (2019) distributed an online survey for US social media users who follow at least one social media influencer and found that the credibility of the social media influencer, measured by factors such as trustworthiness, attractiveness, and perceived similarity, has a strong impact on social media users' level of trust which subsequently affect brand awareness and purchase intentions. In the context of food blogs, Mainolfi et al., (2022) found that both perceived homophily and enjoyment have a

significant impact on blog engagement for both American and Italian food blog readers, and this subsequently impact their willingness to visit the restaurant. In the beauty and fashion context, Sokolova and Kefi (2020) conducted a study among French female consumers and found that the credibility of female social media influencers is influenced by both physical and social attractiveness and the level of homophily with their followers. Moreover, credibility has a strong positive influence on purchase intention.

In the Egyptian context, Aisha et al., (2024) conducted a study on a sample of 354 fast-food restaurant customers and found that food bloggers' attributes such as experience, and recommendations, positively influence fast-food restaurant customers' willingness and intention to purchase. They also found that the relationship between food bloggers' attributes and customers' willingness and intention to purchase is moderated by content credibility, which is measured through various indicators such as accuracy, reliability, relevance, and importance of the information shared by the food blogger. In a similar context, Wang (2011) collected data from a sample of 329 Taiwanese customers who read gastronomy blogs to investigate the factors that affect their intention to taste the local food and beverages presented on the blog. Wang found that Taiwanese customers' willingness to taste local food and beverages is impacted by the gastronomy blog's characteristics, such as experiential appeal, presented guides, and social influence.

The current study is attempting to fill several research gaps. First, although there are many studies which results serve as the main base for studying the effect of food bloggers' attributes on customers' attitudes and purchasing intentions (e.g., Zhang et al. 2022; Filieri et al. 2023), there are few studies on the relationships between food bloggers' attributes and customers' attitudes, behaviors and purchasing intentions (Nurul & Muhammad (2020); Jesllyn et al, 2021; and Hutchinson et al, 2024). Additionally, there is a lack in studies on the relationship between food bloggers' attributes and customer trust.

Secondly, To the best of the authors' knowledge, there is no research on how food bloggers' expertise moderates the relationships between food bloggers' attributes (information quality, entertainment, homophily and popularity) and customers' trust.

To address these gaps, the main objective of this research is to assess the impact of food bloggers' attributes on consumers' attitudes towards restaurant selection and the role of trust in this relationship. Therefore, the current study aims to answer the following research questions:

- How do food bloggers' attributes, namely information quality, entertainment, homophily and popularity, influence customers' trust in restaurants?
- What is the effect of trust on customers' attitudes toward restaurant selection?
- Does the expertise of food bloggers moderate the relationships between their attributes and customer trust?

By addressing these questions, the study seeks to fill important theoretical and practical knowledge gaps. Moreover, this study will offer suggestions and recommendations for marketers and restaurant managers on how to make the best use of food bloggers as a marketing tool for their food products to attract more customers and increase their sales.

## 2. Literature review

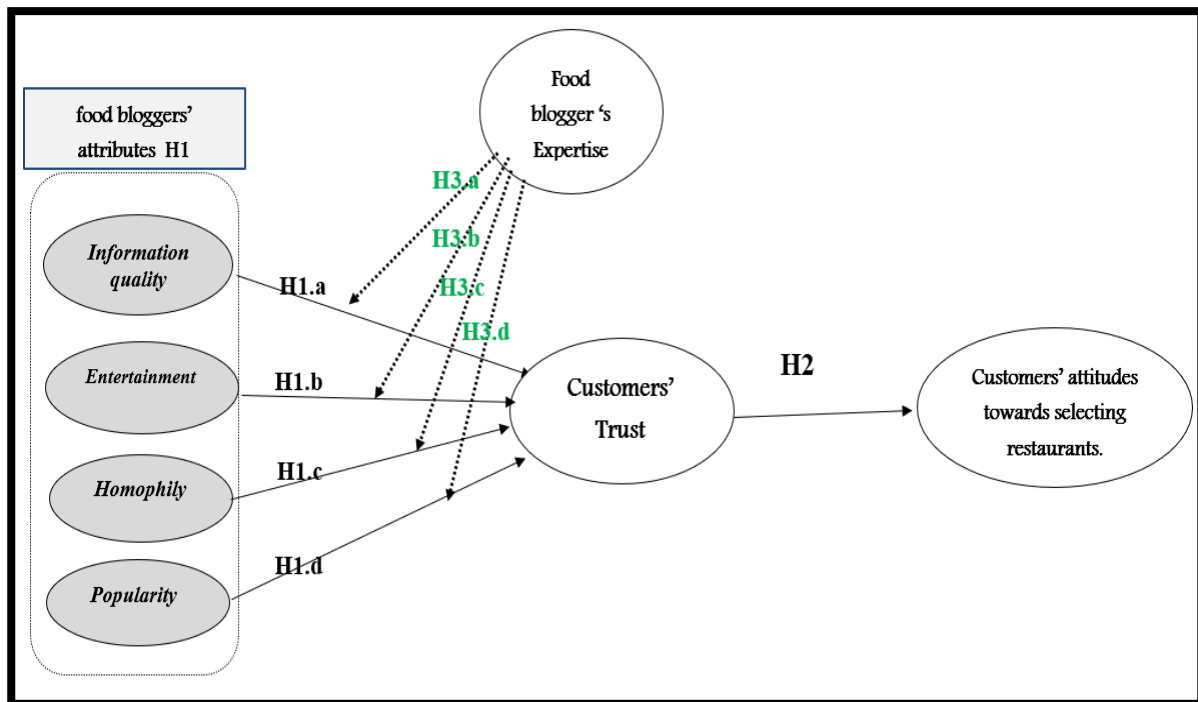
### 2.1. Theoretical background

The research model for the current study is developed based on the integration of two theories. First, the theory of planned behavior (TPB) (Ajzen, 1991), asserts that people's behaviors are impacted by several factors such their attitudes and subjective norms. On the other hand, attitudes are impacted by a number of background factors or external influences such as demographics, personality traits, values, past experiences, and external environmental conditions. In the context of influencer marketing, food bloggers can significantly shape consumers' attitudes

toward visiting a particular restaurant by presenting their experiences in an engaging and credible manner (Luong and Ho, 2023; Aisha et al., 2024).

However, while the TPB explains the decision-making process, it doesn't consider how trust, as an important mediator between the background factors and attitude (Lou & Yuan, 2019), develops from specific social media influencer attributes. To complete our theoretical model and determine the factors that shape restaurant customers' trust in food bloggers and ultimately influence their attitudes, we decided to integrate the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) with the TPB. The ELM suggests that individuals process the persuasiveness of any communication message using either the central route or peripheral route to persuasion. Petty and Cacioppo (1986, p. 191) stated that "one route is based on the thoughtful consideration of arguments central to the issue (central route), whereas the other is based on affective associations or simple inferences tied to peripheral cues in the persuasion context (peripheral route)". Based on an extensive review of the literature, we selected four characteristics of food bloggers that represent the routes of persuasion, namely information quality (central route), and entertainment, homophily, and popularity (peripheral route).

By integrating the TPB and ELM, the proposed conceptual model suggests that food bloggers' attributes (information quality, entertainment, homophily, and popularity) impact customers' trust, which in turn influences their attitudes toward restaurant selection. Additionally, it is predicted that food bloggers' expertise plays a moderating role in the relationship between food bloggers' attributes and customers' trust. The conceptual model for the current study is illustrated in figure (1), and the relationships are discussed in the following hypotheses development section.



**Figure 1.** The conceptual model

## 2.2 Hypotheses development

### 2.2.1. Food bloggers' attributes and customer trust

People today seek out new restaurants to hang out with friends and enjoy unique food experiences (Hanifati, 2015). As consumers navigate the abundance of dining options available, they turn to food bloggers not only for recommendations but also for a sense of connection and assurance in their culinary choices (Luong and Ho, 2023). Central to the success of food bloggers is the trust they foster with their audience (Lou and Yuan, 2019). According to Colucci and Cho (2014), online trust refers to “an individual’s belief that an online exchange partner is dependable, able to fulfill promised roles or obligations, genuinely interested in the welfare of consumers, and refrains from opportunistic behaviors if given that chance.” Based on this definition, we define trust in food bloggers as followers’ belief that a food blogger is credible, trustworthy, and shares genuine content with followers. Previous literature has adopted a number of food bloggers’ attributes that help customers trust them, such as content credibility, expertise, popularity, similarity

(homophily), attractiveness, and so on (Saravanakumar and SuganthaLakshmi, 2012; Lou and Yuan, 2019; Munnukka et al., 2016; Luo and Donthu, 2006). The current study adopts four attributes that make customers trust food bloggers: information quality, entertainment, homophily, and popularity. These four attributes were selected based on several factors, including previous research that highlighted their importance in building customer trust and their relevance to the context of the study.

Firstly, information quality is considered a significant predictor of trust in food bloggers. Filieri et al. (2023) defined **information quality** as “the judgment of the content shared by the food blogger as informative, accurate, correct, relevant, valuable, and timely”. In an empirical study on a sample of students in the USA, Park et al. (2010) found that information-seeking is the key motivation that urges consumers to engage in the digital environment, specifically when reading blogs. In the context of food bloggers, Filieri et al. (2023) stated that food bloggers should prioritize information quality to foster stronger relationships with their followers, maintain

credibility in the long term which afterward affects their behavior and attitudes. The influence of information quality on customers' trust in online settings has been demonstrated by previous researchers. For example, Kim et al. (2008) investigated how information quality affects consumer trust and decision-making in B-to-C retailer Websites. They found that information quality is one of the strongest predictors of trust which consequently impacted online consumers' purchase decisions. Similarly, Flanagan and Metzger (2000) found that credibility in online communication depends on multiple factors, including expertise, trustworthiness, and information quality. In the context of food bloggers, research has shown that information quality is a significant factor influencing customer trust. In the context of travel blogs, Ho and Lee (2015) found that information quality plays a significant role influencing e-trust and consequently e-satisfaction of readers of travel blogs in Taiwan. In the context of the current study, we assume that food bloggers who consistently provide accurate, reliable, and well-researched information are more likely to gain trust from their followers. Accordingly, the following hypothesis is formulated:

*H1.a: There is a significant correlation between food bloggers' Information quality and customers' trust.*

A second factor that is predicted to affect customers' trust is **entertainment** of the food blogger. Entertainment is "a form of activity that holds the attention and interest of an audience or gives pleasure and delight" (Karat et al., 2001). In today's digital age, where attention spans are fleeting and content is abundant, food bloggers must compete for their audience's attention (Verma et al. 2024). Park et al. (2010) found that entertainment-seeking is one of the key motivations for followers to engage digitally with blogs. That is to say, entertainment enables the blogger to hold the followers' attention (Younes, 2024). Moreover, entertainment plays a crucial role in fostering a sense of connection between bloggers and their followers. When followers

find a blogger's content entertaining, they are more likely to feel a personal connection with this individual behind the screen (Younes, 2024). This connection forms the foundation of trust. By entertaining the followers, food bloggers can cultivate a loyal fan base that trusts their recommendations and values their expertise (Clemons, 2020). However, some studies have treated the impact of bloggers' entertainment on the customers' trust and found that entertainment was less important than food bloggers' attributes in affecting the customers' trust (Lockie, 2019). In the Egyptian context, Younes (2024) conducted a study on a sample of 450 Egyptian youth, aged 18 to 40 years old, and found a strong correlation between the entertainment perceptions of consumers' and their attitudes toward food bloggers which in turn affects their purchasing intentions. Drawing on a sample of 527 Chinese social media users, Zhang et al. (2022) found that perceived entertainments of social media platforms is a significant predictor of social media users' trust in the platform. Accordingly, the following hypothesis is formulated:

*H1.b: There is a significant correlation between food bloggers' entertainment and customers' trust.*

A third predictor of trust investigated in the current study is **influencer-follower homophily**. Homophily is defined as "a tendency for friendships to form between those who are alike in some designated respect" (Turner, 1993). Besides, Eyal and Rubin (2003) defined homophily as "the degree to which people who interact are similar in beliefs, education, social status, and the like". In the context of food blogging, the customer tends to rely on the recommendations of food bloggers who have similar thoughts, opinions, actions, conditions and lifestyles because he feels that he is not the only one to think or act like this (Razak and Zulkifly, 2020; Filieri et al. (2023). Furthermore, previous studies found that demographic homophily can foster trust and improve communications between individuals (Freeman, 1996; Filieri et al., 2023). In the context of influencer marketing

in the food sector, Verma et al. (2024) collected data from a sample of 383 social media users to test and validate their research model and found that there is a positive influence of influencer–follower similarity on followers' perceived trust, which in turn affects followers' food choices as well as brand advocacy. Similarly, Filieri et al. (2023) found that source homophily is a significant predictor of followers' perception of the quality and trust of the content shared by the social media blogger among viewers of online videos of travel experiences. Accordingly, the following hypothesis is formulated:

*H1.c: There is a significant correlation between food bloggers' homophily and customers' trust.*

Fourthly, we predict food bloggers' **popularity** to be a significant predictor of followers' trust in the food blogger. Filieri et al. (2023) stated that perceived vlogger popularity refers to “the number of followers of a vlogger, the number of comments on every posted video, the number of likes taken by audiences, and the frequency of views based on YouTube algorithms”. For customers who visit bloggers' profiles for the first time, popularity data can serve as an objective judgement cue (Filieri et al., 2023). Previous researchers have tested the correlation between bloggers' popularity and their followers' perceived trust. For example, Huang (2015) stated that recommendations and information of popular bloggers are more well known and widespread than unpopular bloggers, which enhance their customers' trust and confidence. Similarly, Liu et al, (2018) found that customers tend to follow and interact more with popular bloggers. This suggests that followers tend to be influenced more by the recommendations and information of popular bloggers, whom they perceive as more credible and more trustworthy than less popular ones. Filieri et al. (2023) found that source popularity is a significant predictor of followers' perception of the quality and trust of the content shared by the social media blogger among viewers of online videos of

personal technology products. Accordingly, the following hypothesis is formulated:

*H1.d: There is a significant correlation between food bloggers' popularity and customers' trust.*

### **2.2.2. Customers' trust and their attitudes in selecting restaurants**

Customer trust is considered the key to success in online business (Pan et al., 2011; Huang, 2015). In the blogging context, customer trust refers to the sincere, honest, and truthful they receive when concerned about bloggers' information. According to Japariato and Adelia (2020) trust is considered as an important factor for the development and management of long-term relationships between online bloggers and their followers. Customer attitude is “the extent to which viewers of a blog develop positive feelings about the information that has been displayed by bloggers” (Hanifati, 2015). Previous researchers have linked customers' trust with their attitudes and behaviors (Ashghar and Nurlatifah, 2020; Harun and Ayu Salmah, 2020; Chu and Kamal 2008; Pan and Chiou, 2011). That is to say, when customers feel trust towards the food bloggers they follow, they tend to try and adopt their recommendations and food experiences. Following the above discussion, we propose the following hypothesis:

*H2: There is a significant correlation between customers' trust and their attitudes in selecting restaurants*

### **2.2.3. The moderating role of food bloggers expertise in the relationship between their attributes and customer trust**

Food bloggers' expertise refers to the qualifications and competence, which include the skills and knowledge about the subjects they publish in their blogs (Venciute et al., 2024). Moreover, Kelly et al. (1992) stated that “customers can evaluate the expertise of bloggers on the basis of their level of experience, ability, intelligence, achievement, status, and knowledge on a given topic or issue”. Some studies examined the relationship

between food bloggers' expertise and customer trust (Colucci and Cho, 2014). To explain, the higher customers perceived the expertise of food bloggers, the higher level of trust they gain, and the greater booming of information happens (Wangenheim and Bayón, 2004). Also, researchers (e.g., Venciute et al., 2024) found that the expertise of the social media influencer in the lifestyle and fashion industry is a strong predictor of purchase behavior among Instagram followers in Lithuania. Similarly, using a sample of 348 university students in the UK, Serman (2022) found that food bloggers' experience has a strong positive impact on followers' perceived credibility and trust in the blogger.

To the authors' knowledge, no studies have treated food bloggers' expertise as a moderator between their attributes and customer trust. Yet there is a good reason to anticipate this effect in the context of this study. We assume that food bloggers' expertise is not a direct predictor of trust and rather plays a moderating effect. That means, when customers believe that the food blogger is highly experienced, the relationship between food bloggers' attributes (information quality, entertainment, homophily and popularity) and trust will be stronger. On the other hand, when customers believe that the food blogger is less experienced, the relationship between food bloggers' attributes (information quality, entertainment, homophily and popularity) and trust will be weaker. Following the previous arguments, the following hypotheses are proposed:

*H3: Food Bloggers' Expertise moderates the relationships between food bloggers' attributes and customers' trust*

*H3.1. Food Bloggers' Expertise moderates the relationships between food bloggers' Information quality and customers' trust.*

*H3.2. Food Bloggers' Expertise moderates the relationships between food bloggers' entertainment and customers' trust.*

*H3.3. Food Bloggers' Expertise moderates the relationships between food bloggers' homophily and customers' trust.*

*H3.4. Food Bloggers' Expertise moderates the relationships between food bloggers' popularity and customers' trust.*

### **3. Methodology of the study**

The current study investigated the correlations between food bloggers' attributes (information quality, entertainment, homophily and popularity) and customers' trust and what is the effect of trust on customers' attitudes toward restaurant selection. More, this study proposed that the expertise of food bloggers moderates the relationships between their attributes and customer trust.

To achieve the objectives of the current study and test its theoretical model, a quantitative approach was adopted to collect and analyze the data. Data were gathered from social media's users, on various social media platforms: Facebook, Instagram, X, and WhatsApp, in order to provide insights regarding their perceptions of food bloggers' attributes, their trust and their attitudes toward restaurant selection.

#### **3.1. Questionnaire development**

An online questionnaire was employed to test the study hypotheses. The questionnaire is divided into three sections. The first section includes a brief abstract for the respondents regarding the topic of the study, its main purpose, and a 'Thank-you' message for their support and response. The second section includes questions about demographic characteristics (gender, age, education...) and the behavioral characteristics (number of times eating in restaurants, the most popular platforms for following food bloggers, and the most credible Egyptian food bloggers from the respondent's point of view). The third section was designed to measure the respondents' perceptions regarding food bloggers' attributes; including their experience, and customers' trust and their attitudes toward restaurant selection. Sentences which were used to measure information quality and entertainment (7 sentences) were adopted from (Wang, 2010; Aypar & Kazancıoğlu, 2020). Homophily was measured using sentences (4 sentences) adopted from (Wu, 2013). To

measure popularity, the study adopted a three-item scale from (Tamara et al., 2021). Sentences of food bloggers' expertise were adopted from (Wu, 2013). Six items from (Wu, 2013) were used to measure customers' trust and their attitudes toward restaurant selection. A 5-point Likert scale, ranging from 1 'Strongly Disagree' to 5 'Strongly Agree,' was used to assess all variables.

All scales used in this study were adopted from established and validated scales in similar contexts of studies. More, the reliability test (Cronbach's alpha) indicates high reliability for all the research constructs (Table 1).

Table 1. The reliability test (Cronbach's alpha)

Measures	N. of Items	Cronbach's Alpha
Information quality	3	<b>0.799</b>
Entertainment	4	<b>0.865</b>
Homophily	4	<b>0.785</b>
Popularity	3	<b>0.797</b>
<b>Expertise</b>	<b>3</b>	<b>0.710</b>
<b>Customers' trust</b>	<b>3</b>	<b>0.786</b>
<b>Customers' attitudes toward restaurant selection</b>	<b>3</b>	<b>0.802</b>

### 3.2. Data collection and analysis

This study utilized a convenience sampling technique to collect data through an electronic questionnaire which was designed on Google forms. Data collection process went through many stages. First, the questionnaire was translated into Arabic to increase the response rate. Second, as a preliminary step, the questionnaire was distributed to a number of academic experts as recommended by Olson (2010) to review the wording, accuracy of meaning, translation, and alignment with the goals of the questions. This stage provided valuable recommendations and insights that could enhance the structure and design of the questionnaire.

Third, to ensure an efficient data collection process, the researchers divided the study population (social media users) into groups: friends, relatives, academic experts, and members of Facebook pages about food and restaurant experiences. They then sent an online message that included greetings, a brief

description of the study topic, and the questionnaire link (in both Arabic and English). The questionnaire was distributed in February, 2024 till April, 2024.

After a series of follow-up messages, a total of 538 questionnaire responses were received with a response rate 99.07%. Valid responses were coded and entered into SPSS 25 statistical software. SMART-PLS 4.1.0.2 software were used to test structural equation modeling (SEM) using the partial least squares (PLS) path modeling.

## 4. RESULTS

### 4.1 Sample Characteristics

According to the first section of the questionnaire, responses of participants were divided into two categories: demographics and behavioral characteristics) (see Tables 2 & 3). As for respondents' demographics, men made up the largest group of participants (54.1%). The age range with the most respondents was (18-25), representing around 75% of the total. As for education, the largest percentage of participants are currently still at the university level, with a percentage of 70%.

Table 2 Demographic of respondents (N. = 538)

Demographic Characteristics	Frequency	%
<b>Gender</b>		
Male	216	61.2
Female	137	38.8
<b>Age</b>		
Less than 18 years old	4	0.7
From 18 to 25 years old	407	75.7
From 26 to 40 years old	98	18.3
From 41 to 55 years old	22	4.1
Above 55 years old	7	1.3
<b>Education</b>		
University student	378	70.3
Bachelor's degree	125	23.2
High school or less	17	3.2
Ph. D. degree	9	1.7
Master's degree	7	1.3
Others	2	0.4

Behavioral characteristics of respondents and their preferences indicated the following, 52% of respondents eat in restaurants from (1 to 3)



times in a month, 48.1% of respondents choose Morad Makram as one of the most credible Egyptian food bloggers, while Instagram and Facebook achieved nearly similar percentage as most used social media platforms to follow Egyptian food bloggers by 64.3% for Instagram and 63.9% for Facebook.

Table 3 Behavioral characteristics of respondents (N. of Responses= 538)

Respondents' preferences	Frequency	%
<b>No. of restaurants visits</b>		
1 to 3 times	284	52.79%
4 to 7 times	160	29.74%
8 to 12 times	47	8.74%
13 to 15 times	27	5.02%
more than 20 times	20	3.72%
<b>Most credible food bloggers</b>		
Morad Makram الأكيل	259	48.1
Mon3esh منعش	226	42
Amr Sherief المزاجي	162	30.1
Elmazangy حميدة	137	25.5
Hemidaa حميدة	109	20.3
Adham_singer	89	16.5
Amr Elhady	79	14.7
Garemt Akl	70	13.0
Essamyat	63	11.7
Abaza	51	9.5
Hesham Taha	33	6.1
others	13	2.4
<b>Most used social media platforms to follow food bloggers</b>		
Instagram	346	64.3
Facebook	344	63.9
TikTok	281	52.2
YouTube	204	37.9
Pinterest	29	5.4
Blogs/Forums	28	5.2
Twitter	19	3.5
other	2	0.4

## 4.2 Reliability and Validity of Research Variables

The reliability and validity of the variables were tested by conducting several appropriate tests for this purpose on the questionnaire

items that measure each variable of the study variables. These tests include Cronbach's alpha, Composite reliability ( $\rho_a$ ), Composite reliability ( $\rho_c$ ), and Average variance extracted (AVE). The SMART-PLS program was used to conduct these tests. The tests yielded positive indications of reliability and validity, as the scores recorded were higher than the minimum required to consider the variables to be reliable and valid, which is  $> 0.7$ .

Consequently, it was considered that the questionnaire items do indeed measure customer perceptions of the research variables valid and reliably. (Table 4) shows the results of the reliability and validity tests for each research variable.

Table 4 Reliability and validity

Research variables	Cronb ach's alpha	Composite reliability ( $\rho_a$ )	Composite reliability ( $\rho_c$ )	(AVE)
Customers' Attitude	0.802	0.812	0.883	0.717
Entertainment	0.865	0.870	0.908	0.713
Expertise	0.710	0.721	0.836	0.631
Homophily	0.785	0.786	0.861	0.607
Information Quality	0.799	0.803	0.882	0.714
Popularity	0.797	0.797	0.881	0.712
TRUST	0.786	0.790	0.903	0.823

## 4.3 Descriptive analysis

This section provides a summary of the key characteristics of the study variables using descriptive statistics generated with SPSS software. The analysis included 538 valid responses from participants. As shown in Table 5, Customer Attitude had the highest mean score (3.69), indicating a generally positive sentiment among respondents. The remaining variables all had mean scores between 3.38 (Expertise) and 3.58 (Trust), suggesting a moderate to slightly positive perception of these factors. Standard deviations for all variables ranged from 0.92 (Customer Attitude and Expertise) to 1.04 (Entertainment), indicating some variability in the responses.

Table 5 Descriptive analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Expertise	538	1.00	5.00	3.3897	.95172
information quality	538	1.00	5.00	3.4950	.95636
Entertainment	538	1.00	5.00	3.4619	1.04471
Homophily	538	1.00	5.00	3.4628	.93131
popularity	538	1.00	5.00	3.3804	1.03700
Trust	538	1.00	5.00	3.5143	.92749
Customer Attitude	538	1.00	5.00	3.6902	.96999

### 4.4 Hypotheses testing

Hypotheses testing for a research study with a sample size of 538 respondents conducted using structural equation modeling (SEM) using SMART-PLS software. Figure 4.1 indicates the resulted study model after

applying SEM using SMART-PLS and the significance of each hypothesized direct relationship as well as the significance of the hypothesized moderating effect of expertise on direct relationships between study variables.

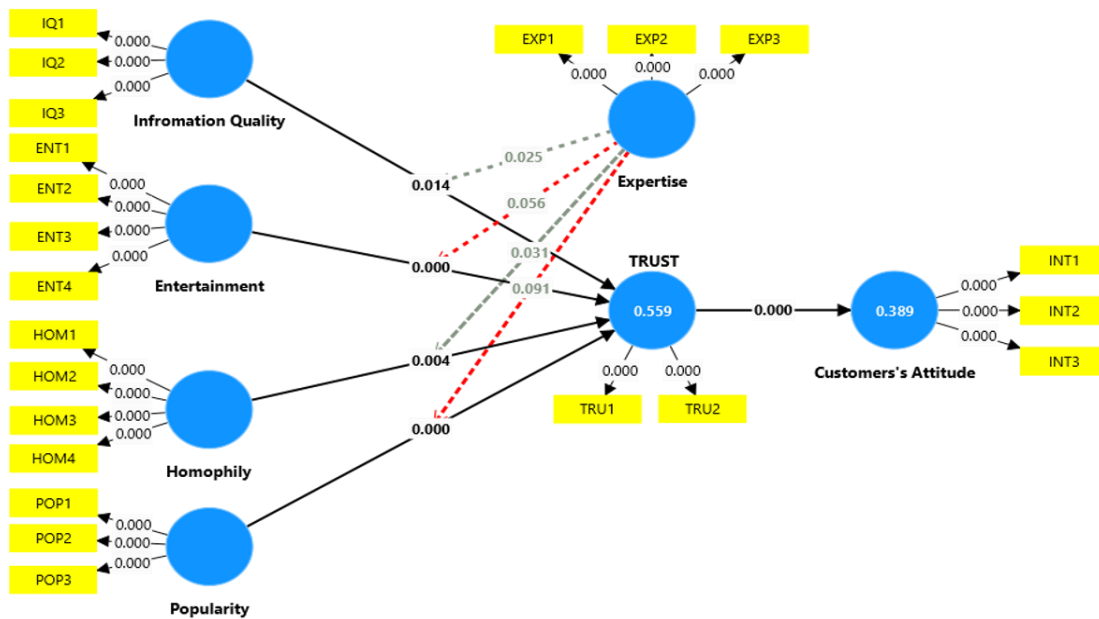


Figure (2) Measurement Model

Results provide strong support for most of the hypothesized relationships. All the direct relationships between the independent variables (information quality, entertainment, homophily, popularity, on trust) were found to be statistically significant ( $p < 0.05$ ).

Furthermore, direct relationship between customers' trust and customer attitude was found also to be statistically significant ( $p < 0.05$ ). (Table 6) shows the results of the direct relationships between the study variables.

Table 5 relationship between variables

Direct relationships between study variables	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values	Results of testing hypotheses
Information Quality -> Trust <i>(H1.a)</i>	0.058	2.452	0.014	<i>Supported</i>
Entertainment -> Trust <i>(H1.b)</i>	0.049	4.459	0.000	<i>Supported</i>
Homophily -> Trust <i>(H1.c)</i>	0.052	2.855	0.004	<i>Supported</i>
Popularity -> Trust <i>(H1.d)</i>	0.053	5.870	0.000	<i>Supported</i>
Trust -> Customers' Attitude <i>(H2)</i>	0.032	19.444	0.000	<i>Supported</i>

The moderating effects of expertise were also examined. The results indicate that expertise moderates the relationship between information quality and trust (H3.a), supporting the hypothesis that expertise enhances the positive effect of information quality on trust. It also moderates the relationship between homophily and trust

(H3.c), suggesting that expertise strengthens the positive influence of homophily on trust. However, expertise was not found to moderate the relationships between entertainment and trust (H3.b) or popularity and trust (H3.d). (Table 7) shows the results of testing the moderating effects of expertise on the direct relationships between study variables.

Table 7 the results of testing the moderating effects

Direct relationships between study variables	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values	Results of testing hypotheses
Expertise X Information Quality -> Trust (H3.a)	0.056	2.246	0.025	<i>Supported</i>
Expertise X Entertainment -> Trust (H3.b)	0.051	1.910	0.056	<i>Not Supported</i>
Expertise X Homophily -> Trust (H3.c)	0.062	2.159	0.031	<i>Supported</i>
Expertise X Popularity -> Trust (H3.d)	0.056	1.691	0.091	<i>Not Supported</i>

### 5. DISCUSSION

Food bloggers have become pivotal influencers in shaping consumers' decisions regarding restaurant selection. With their ability to engage audiences through information, entertainment, and personal connections, food bloggers significantly impact customer trust and attitudes. The primary aim of this research is to assess the influence of food bloggers' attributes—information quality, entertainment, homophily, and popularity—on customers' trust and how

this trust shapes their attitudes toward selecting restaurants.

To achieve this, the study addresses two key questions: (1) Do food bloggers' attributes influence customers' trust and, subsequently, their attitudes toward restaurant selection? (2) Does food bloggers' expertise moderate the relationships between their attributes and customers' trust? The hypotheses guiding the research include: (H1) a significant relationship between food bloggers' attributes and customer trust, with sub-hypotheses (H1.a, H1.b, H1.c, H1.d) examining the individual

effects of each attribute. Further, (H2) postulates a significant relationship between customers' trust and their attitudes, and (H3) explores the moderating role of food bloggers' expertise, with sub-hypotheses (H3.a, H3.b, H3.c, H3.d) assessing its moderating impact on each attribute.

As for the positive relationship between information quality and trust (H1.a) results conforms This is consistent with the elaboration likelihood model (Petty & Cacioppo, 1986), which suggests that individuals rely on substantive information when forming trust-based. Similarly, Tuncer and Kartal (2024) reveals a positive association between information quality and the importance attached to both participant and non-participant sharing on social media platforms, indirectly influencing customer trust and willingness to pay more (Tuncer & Kartal, 2024). Gomes et al. (2022) further supports this notion by highlighting the mediating role of blog content quality between trustworthiness and purchase intention in the context of fashion influencer marketing (Gomes et al., 2022).

Results also conforms with Kang and Namkung (2018) who demonstrated the significant influence of information quality on perceived usefulness and ease of use, which in turn affects customer trust in online to offline (O2O) commerce. Kim & Peterson, (2017) indicated that perceived information quality significantly enhances trust in online vendors. Similarly, Flavián et al. (2006) highlight that precise, relevant, and well-structured information directly builds user trust. Within the same context, Chai and Kim (2010) found a positive relationship between bloggers' trust and knowledge sharing practices. Furthermore, Ho and Lee (2015) demonstrated that information quality significantly influences online satisfaction and trust in travel blogs. Additionally, Ho and Lee (2015) identified the mediating role of e-satisfaction between e-trust and e-loyalty, emphasizing the importance of quality information in developing and

maintaining customer relationships through blogs.

As for the relationship between perceived entertainment and trust (H1.b). The results of the study are consistent with Liao et al., (2024) who found that perceived media value, including entertainment, significantly influences trust in media-based brands. digital entertainment, particularly through DIY content and video blogging, enhances customer engagement and trust (Ravi & Mondal, 2021). Khan & Bhutto, (2023) showed that entertainment, along with interaction and e-word of mouth, impacts purchase intention through brand trust and brand awareness (Khan & Bhutto, 2023). Another study demonstrated that both informativeness and entertainment in digital content marketing positively affect brand trust which suggests that entertaining content is crucial for establishing trust among consumers, particularly in competitive markets (Ramadhan, et al., 2021). A study in the fast-food industry found that the effect of entertainment on purchase decisions was insignificant, although brand trust mediated the relationship between other social media marketing features and consumer purchase decisions (Hanaysha, 2022). On the other hand, While informativeness, perceived relevance, and interactivity of social media marketing positively affect purchase decisions, entertainment's effect was found to be insignificant (Hanaysha, 2022).

Study results regarding the relationship between homophily and trust (H1.c) have much in common with other previous studies. Homophily of influencers was found to be positively influences customer value co-creation behavior, expected brand value, and purchase intention. (Bu et al., 2022). Trust emerges as a critical factor in influencer marketing, with authenticity, expertise, and homophily significantly contributing to building trust among followers (Bari et al., 2024). Additionally, homophily has been shown to impact consumer trust in hotels being reviewed on online review sites (Kusumasondjaja, 2015). Interestingly, while homophily plays a role in building trust, other

factors like information quality and consumer risk propensity also contribute to trust formation in online contexts (Kusumasondjaja, 2015). Research by Zhang et al. (2021) found that perceived homophily among members of online health communities increased trust and knowledge sharing. This trust serves as a crucial mediator, enhancing the effects of influencers' characteristics on both influencer and brand loyalty. Interestingly, negative publicity does not significantly moderate the relationship between trust and loyalty in some cultural contexts (Bari et al., 2024). However, Chu & Kim (2011) found a negative relationship between homophily and electronic word-of-mouth (eWOM) behavior in social networking sites. Interestingly Knobloch-Westerwick & Meng, (2011) indicated that some individuals might be more drawn to influencers who are different from them, while others might be more skeptical of those who seem "too similar"

As for hypothesis (H1.d), Weismueller et al. (2020) provides direct evidence of a positive relationship between the number of followers and customer trust in source. The study reveals that the number of followers positively influences source attractiveness, source trustworthiness, and purchase intention (Weismueller et al., 2020). This suggests that a higher follower count can enhance an influencer's perceived credibility and ultimately impact consumers' purchasing decisions. Interestingly, other papers highlight additional factors that mediate the relationship between follower count and customer decisions. For instance, Arrieta et al. (2019) introduces the concept of blogger social influence, which moderates the relationships between blogger interactive practices and intention to recommend the blogger, as well as between credibility and intention to follow their suggestions (Arrieta et al., 2019). On the other hand, Pittman and Abell (2021) found that lower popularity metrics can actually benefit "green influencers," leading to increased trust and purchase intentions. This contrasts with traditional assumptions about influencer reach.

As for hypothesis (H2) studies show that trust in social media influencers correlates positively with purchase intention, indicating that higher trust leads to increased likelihood of purchasing products endorsed by these influencers (Alkan & Ulaş, 2023). Studies have found that trustworthiness is a key factor contributing to consumer attitudes towards blogger recommendations, which in turn significantly influences purchase intention (Ing & Ming, 2018; Hsu et al., 2013). brand trust mediates the association between certain social media marketing features (interactivity and informativeness) and consumer purchase decisions in the fast-food industry (Hanaysha, 2022). In the travel blogging sphere, authenticity, transparency, and credibility are crucial factors in building trust and fostering loyalty among followers. The relationship between travel bloggers and their audience has significant implications for tourists' decision-making processes (Maggiore et al., 2022). Junior et al., (2022) indicated that in product review blogs, trust is influenced by the perceived credibility of the blog, which directly affects users' behavioral intentions, including their purchase decisions. However, Ing & Ming (2018) discovered that trustworthiness, while important for consumer attitudes, may not directly impact purchase intentions. Instead, attitude towards blogger recommendations mediates the relationship between trust and purchase intention.

Regarding hypothesis (H3) This study examined the moderating role of expertise on the relationship between various source characteristics and trust. The findings differed regarding the effect of bloggers' expertise regarding these relationships.

Specifically, the results indicate that expertise moderates the relationship between information quality and trust, supporting H3.a. This finding aligns with prior research demonstrating that individuals with higher levels of expertise are more discerning in evaluating information quality (e.g., Metzger & Flanagin, 2013). Expertise likely enables individuals to critically assess the accuracy and reliability of information, thereby enhancing the positive effect of information

quality on trust. source expertise positively moderates the impact of source trustworthiness on purchase intention (Kim et al., 2024). Similarly, in information systems, expertise positively moderates the influence of information quality on individual benefits (Sudirman et al., 2014). Interestingly, the moderating effect of expertise can vary depending on the context and type of information. For instance, in health education, individuals with high self-reported knowledge showed significant disapproval for messages with low argument quality (Lin et al., 2017). This suggests that expertise can enhance critical evaluation of information quality. However, in the context of online social communities, consumer expertise was found to have a negative moderating effect on the influence of social information cues on purchase decisions (Cheung et al., 2014). Furthermore, expertise was found to moderate the relationship between homophily and trust (H3.c). This suggests that when individuals perceive a source to be similar to themselves (homophily), the presence of expertise further strengthens this trust. This result can be interpreted in light of social identity theory (Tajfel & Turner, 1979), which posits that individuals favor those they perceive as belonging to their in-group. Expertise, in this context, may serve as an additional signal of in-group competence and reliability, amplifying the positive influence of homophily. Studies have shown that both homophily and expertise are important factors in building trust and influencing consumer behavior (Ismagilova et al., 2019; Kim & Kim, 2021). However, the relative importance of these factors can differ based on the context and the audience's needs.

Interestingly, the impact of homophily on trust may be more pronounced when the source's expertise is perceived as high. This is because audiences tend to trust sources they perceive as similar to themselves, but this trust is further reinforced when the source also demonstrates expertise in the relevant field (Alboqami, 2023). Conversely, in situations where expertise is crucial, such as in knowledge-intensive organizations, excessive

homophily might actually hinder performance and trust, especially for individuals in higher hierarchical positions (Ertug et al., 2022).

Interestingly, expertise did not moderate the relationships between entertainment and trust (H3.b) or popularity and trust (H3.d). This suggests that the influence of these characteristics on trust is less dependent on the perceived expertise of the source. It is possible that entertainment and popularity function as more heuristic cues, relying on affective responses rather than cognitive evaluation (Chaiken, 1980). Consequently, the role of expertise in these relationships may be less pronounced.

These findings contribute to our understanding of how expertise shapes trust formation in online environments. While expertise enhances the impact of information quality and homophily, its role appears limited when it comes to entertainment and popularity. Future research could explore the interplay of expertise with other source characteristics, such as source credibility and benevolence, to provide a more comprehensive understanding of trust dynamics.

## 6. CONCLUSION AND IMPLICATIONS

### 6.1 Conclusion

The current study, utilizing structural equation modeling with a robust sample of 538 respondents, provides compelling evidence for the significant role that bloggers play in shaping customer trust and subsequent attitudes. The findings clearly demonstrate that a blogger's perceived information quality, entertainment value, homophily, and popularity all positively contribute to building trust among their audience. Furthermore, the study highlights the critical role of trust as a key driver of positive customer attitudes. Importantly, the moderating effect of blogger expertise was confirmed for information quality and homophily, revealing that perceived expertise significantly strengthens the influence of these two factors on trust. While expertise did not moderate the impact of entertainment and popularity, their direct positive relationships with trust underscore their importance in influencing audiences.

## 6.2 Implications

study findings present many implications whether theoretical or managerial within the framework of the characteristics and qualities of food bloggers and their impact on customer trust and behavior.

**Theoretically**, the findings significantly contribute to the existing literature by demonstrating the crucial role played by a blogger's information quality, entertainment value, homophily, and popularity in shaping customer trust. The confirmed positive relationships between these factors and trust expand our understanding of how trust is built in online environments, specifically highlighting the multi-faceted nature of influence wielded by bloggers. Moreover, the study advances the theoretical framework by incorporating the moderating role of blogger expertise. The results indicate that a blogger's perceived expertise significantly amplifies the positive effects of information quality and homophily on trust, implying that audiences are more likely to trust bloggers who are perceived as both knowledgeable and relatable.

**Managerially**, these findings offer actionable implications for businesses collaborating with bloggers or developing their own blogging strategies. Marketers should prioritize partnering with bloggers who consistently deliver high-quality, accurate information, as this is a cornerstone of building customer trust. Additionally, selecting bloggers who can entertain their audience, demonstrate shared values and interests (homophily), and possess a degree of popularity will further enhance trust formation. The moderating effect of expertise underscores the importance of choosing bloggers who are perceived as experts in their respective fields, particularly when targeting audiences who value knowledge and credibility. However, it's noteworthy that a blogger's entertainment value and popularity appear to influence trust regardless of their perceived expertise. This suggests that leveraging entertaining content

and leveraging a blogger's existing popularity can be effective trust-building strategies across a broader audience. Ultimately, this research empowers businesses to make more informed decisions when selecting and collaborating with bloggers, leading to more effective marketing campaigns that cultivate trust and positively influence customer attitudes, achieving loyalty and positive word of mouth.

## 6.3 Future Research Directions

Building on the valuable insights gained from this study, several avenues for future research emerge. **Firstly, expanding the context** of this research would be beneficial. Future studies could investigate these relationships in different online environments, such as specific social media platforms (e.g., Instagram, TikTok, YouTube), or across different product or service categories. **Secondly, exploring other potential moderators** beyond expertise could enrich the model. Factors such as customer involvement, perceived risk, or platform-specific norms could influence the relationships between blogger characteristics and customer trust. **Lastly**, a more detailed analysis of the quality of the information is necessary. Future studies could look into particular aspects of information quality, like timeliness, accuracy, completeness, and objectivity, to see how important these are in influencing consumer trust. A more thorough and comprehensive understanding of the complex connections between blogger attributes, customer trust, and eventually, consumer behavior can be attained by following these research approaches.

## REFERENCES

- Aisha, F. M., Salem, A. E., Almkhayitah, M. Y., Ghazy, K., Al-Smadi, H. M., Gozner, M., & Elsayed, M. A. (2024). Understanding the influence of food value on fast-food customer behavior: a study on the mediating role of blogger reviews and moderating effect of content credibility. *Geo Journal of Tourism and Geosites*, 52(1), 9-19.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–

211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alboqami, H. (2023). Trust me, I'm an influencer!-Causal recipes for customer trust in artificial intelligence influencers in the retail industry. *Journal of Retailing and Consumer Services*, 72, 103242.
  - Alkan, Z., & Ulaş, S. (2023). Trust in social media influencers and purchase intention: An empirical analysis.
  - Al-Qadi, R., Al-Nojaidi, H., Alabdulkareem, L., Alrazgan, M., Alghamdi, N., & Kamruzzaman, M. M. (2020, October). How social media influencers affect consumers' restaurant selection: statistical and sentiment analysis. In 2020 2nd *International Conference on Computer and Information Sciences (ICCIS)* (pp. 1-6). IEEE.
  - Alwafi, H., Alwafi, R., Naser, A. Y., Samannodi, M., Aboraya, D., Salawati, E., ... & Almatrafi, M. (2022). The impact of social media influencers on food consumption in Saudi Arabia, a cross-sectional web-based survey. *Journal of Multidisciplinary Healthcare*, 2129-2139.
  - Ashghar, S. A., & Nurlatifah, H. (2020). Analisis pengaruh perceived ease of use, perceived usefulness, dan perceived risk terhadap keinginan membeli kembali melalui e-trust dan s-satisfaction (Studi kasus pengguna Gopay pada transaksi UMKM). *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(1), 40-52.
  - Bari, A., Angguna, W. M., Izzati, A. U., & Anindea, F. (2024). Loyalty to influencers and brands: Does negative publicity matter?. *Journal of Innovation in Business and Economics*, 8(01), 1-16.
  - Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. T. (2023). Factors affecting repurchase intention of organic food among generation Z (Evidence from developing economy). *Plos one*, 18(3), e0281527.
  - Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904.
  - Cacioppo, J. T., Petty, R. E., Kao, C. F., & Rodriguez, R. (1986). Central and peripheral routes to persuasion: An individual difference perspective. *Journal of personality and social psychology*, 51(5), 1032.
  - Chai, S., & Kim, M. (2010). What makes bloggers share knowledge? An investigation on the role of trust. *International journal of information management*, 30(5), 408-415.
  - Cheung, C. M., Xiao, B. S., & Liu, I. L. (2014). Do actions speak louder than voices? The signaling role of social information cues in influencing consumer purchase decisions. *Decision support systems*, 65, 50-58.
  - Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720.
  - Chu, S. C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. *Journal of interactive Advertising*, 8(2), 26-37.
  - Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.
  - Clemons, E. (2020). The Impact of Influencer Marketing on Purchase Decisions. *Journal of Marketing Communications*, 26(7), 1-16
  - Colucci, C., & Cho, E. (2014). Trust inducing factors of Generation Y blog-users. *International Journal of Design*, 8(3), 113-122. Retrieved from <https://www.ijdesign.org/index.php/IJDesign/article/view/1504/658#:~:text=In%20terms%20of%20content%2C%20authenticity,trust%20factor%20by%20most%20interviewees>
  - Cong, Y., & Zheng, Y. (2017). A literature review of the influence of electronic word-of-mouth on consumer purchase intention. *Open Journal of Business and Management*, 5(03), 543.
  - De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.
  - Ertug, G., Brennecke, J., Kovács, B., & Zou, T. (2022). What does homophily do? A review of the consequences of homophily. *Academy of Management Annals*, 16(1), 38-69.



- Eyal, K., & Rubin, A. M. (2003). Viewer aggression and homophily, identification, and parasocial relationships with television characters. *Journal of Broadcasting & Electronic Media*, 47(1), 77-98.
- Filieri, R., Acikgoz, F., & Du, H. (2023). Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products. *Journal of Business Research*, 160, 113774.
- Filieri, R., Acikgoz, F., & Du, H. (2023). Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products. *Journal of Business Research*, 160, 113774.
- Flanagin, A. J., & Metzger, M. J. (2000). Perceptions of Internet information credibility. *Journalism & Mass Communication Quarterly*, 77(3), 515–540
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & management*, 43(1), 1-14.
- Freeman, L. C. (1996). Some antecedents of social network analysis. *Connections*, 19(1), 39-42.
- Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 13(3), 187-204.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Hanifati, A. N. (2015). The impact of food blogger toward consumer's attitude and behavior in choosing restaurant. *International Journal of Humanities and Management Services*, 3(3), 149–154.
- Harun, A., & Salmah, N. N. A. (2020). Determinan keputusan pembelian pelanggan berdasarkan kepercayaan dan kemudahan melalui aplikasi Shopee. *Jurnal Media Wahana Ekonomika*, 17(2), 114-126.
- Ho, C. I., & Lee, P. C. (2015). Are blogs still effective to maintain customer relationships? An empirical study on the travel industry. *Journal of Hospitality and Tourism Technology*, 6(1), 5-25.
- Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69-88.
- Huang, L. S. (2015). Trust in product review blogs: The influence of self-disclosure and popularity. *Behaviour & Information Technology*, 34(1), 33-44.
- Hutchinson, W., Djafarova, E., Liu, S., & Abdelrahman, M. (2024). Investigating the impact of food tourism vlogger entrepreneurs' language characteristics on audiences' attitude and behaviours. *International Journal of Entrepreneurial Behavior & Research*, 30(2/3), 735-772.
- Ing, G. P., & Ming, T. (2018). Antecedents of consumer attitude towards blogger recommendations and its impact on purchase intention. *Asian Journal of Business and Accounting*, 11(1), 293-323.
- Ismagilova, E., Hughes, L., Dwivedi, Y. K., & Raman, K. R. (2019). Smart cities: Advances in research—An information systems perspective. *International journal of information management*, 47, 88-100.
- Japariato, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Jesllyn, D., Wibisono, D. A., Shahreza, M. S., & Prasetyaningtyas, S. W. (2021). The Effect of Food Vlogger's Attribute on Purchasing Intention of Culinary Product in Jakarta, Bogor, Depok, Tangerang and Bekasi. *EPH-International Journal of Business & Management Science*, 7(3), 37-47.
- Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: “Do brands need influencers, or do influencers need brands?” The role of influencers in brand building and consumer engagement on social media. *Journal of Brand Management*, 26(5), 522-537.
- Kang, J. W., Lee, H., & Namkung, Y. (2018). The impact of restaurant patrons' flow experience on SNS satisfaction and offline purchase intentions. *International Journal of*

- Contemporary Hospitality Management*, 30(2), 797-816.
- Karat, C.-M., Pinhanez, C., Karat, J., Arora, R., & Vergo, J. (2001). Less clicking, more watching: Results of the iterative design and evaluation of entertaining web experiences Symposium conducted at the meeting of the Proceedings of Interact 2001: *The Eighth TC.13 IFIP International Conference on Human-Computer Interaction, Amsterdam, Netherlands*.
  - Kelly, J. A., St Lawrence, J. S., Stevenson, L. Y., Hauth, A. C., Kalichman, S. C., Diaz, Y. E., ... & Morgan, M. G. (1992). Community AIDS/HIV risk reduction: the effects of endorsements by popular people in three cities. *American Journal of Public Health*, 82(11), 1483-1489.
  - Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544-564.
  - Kim, E. K., Kwon, Y. S., Kim, S., Lee, J. Y., & Park, Y. H. (2021). Agrifood consumer competency and organic food purchase intentions according to food-related lifestyle: based on data the 2019 Consumer Behavior Survey for Food. *Nutrition Research and Practice*, 16(4), 517-526.
  - Kim, J. (2024). Prediction of determinants affecting consumer purchase intentions for mackerel in the Korean domestic market. *Fishes*, 9(8), 301.
  - Kim, Y., & Peterson, R. A. (2017). A Meta-analysis of Online Trust Relationships in E-commerce. *Journal of interactive marketing*, 38(1), 44-54.
  - Knobloch-Westerwick, S., & Meng, J. (2011). Reinforcement of the political self through selective exposure to political messages. *Journal of Communication*, 61(2), 349-368.
  - Kusumasondjaja, S. (2015). Information quality, homophily, and risk propensity: Consumer responses to online hotel reviews. *Journal of Economics, Business, and Accountancy Ventura*, 18(2), 241-252.
  - Liao, C. H., Hsieh, J. K., & Kumar, S. (2024). Does the verified badge of social media matter? The perspective of trust transfer theory. *Journal of Research in Interactive Marketing*, 18(6), 1017-1033.
  - Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influences on purchase intention and the mediation effect of customer attitude. *Asian journal of business research*, 7(2), 19-36.
  - Lin, T. C., Hwang, L. L., & Lai, Y. J. (2017). Effects of argument quality, source credibility and self-reported diabetes knowledge on message attitudes: An experiment using diabetes related messages. *Health Information & Libraries Journal*, 34(3), 225-235.
  - Liu, Y., Luo, X., & Cao, Y. (2018). Investigating the influence of online interpersonal interaction on purchase intention based on stimulus-organism-reaction model. *Human-centric Computing and Information Sciences*, 8, 1-15.
  - Lockie, M. A. (2019). In vlogs we trust: Consumer trust in blog and vlog content (Doctoral dissertation, Auckland University of Technology).
  - Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
  - Luo, X., & Donthu, N. (2006). Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity and Shareholder Value. *Journal of Marketing*, 70(4), 70-91. <https://doi.org/10.1509/jmkg.70.4.70>
  - Luong, T. B., & Ho, C. H. (2023). The influence of food vloggers on social media users: A study from Vietnam. *Heliyon*, 9 (7), e18259.
  - Maggiore, G., Lo Presti, L., Orłowski, M., & Morvillo, A. (2022). In the travel bloggers' wonderland: mechanisms of the blogger-follower relationship in tourism and hospitality management—a systematic literature review. *International Journal of Contemporary Hospitality Management*, 34(7), 2747-2772.
  - Mainolfi, G., Marino, V., & Resciniti, R. (2022). Not just food: Exploring the influence of food blog engagement on intention to taste and to visit. *British Food Journal*, 124(2), 430-461.
  - Metzger, M. J., & Flanagin, A. J. (2013). Credibility and trust of information in online

- environments: The use of cognitive heuristics. *Journal of pragmatics*, 59, 210-220.
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182-192. <https://doi.org/10.1108/jcm-11-2014-1221>
  - Nguyen, T. M. N., Le, B. N., Leenders, M. A., & Poolsawat, P. (2024). Food vloggers and their content: understanding pathways to consumer impact and purchase intentions. *Journal of Trade Science*.
  - Nurul, I., & Muhammad, I. Z. (2020). The impacts of food vlog attributes on para-social interaction and customers' response behaviours. *Journal of Tourism, Hospitality and Culinary Arts*, 12(1), 435-445.
  - Olson K (2010) An examination of questionnaire evaluation by expert reviewers. *Field Methods* 22(4): 295–318.
  - Pan, L. Y., & Chiou, J. S. (2011). How much can you trust online information? Cues for perceived trustworthiness of consumer-generated online information. *Journal of interactive marketing*, 25(2), 67-74.
  - Park, B., Ahn, S., & Kim, H. (2010). Blogging: mediating impacts of flow on motivational behavior. *Journal of Research in Interactive Marketing*, 4(1), 6-29.
  - Pentina, I., Guilloux, V., & Micu, A. C. (2018). Exploring social media engagement behaviors in the context of luxury brands. *Journal of Advertising*, 47(1), 55-69.
  - Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.
  - Pittman, M., & Abell, A. (2021). More trust in fewer followers: Diverging effects of popularity metrics and green orientation social media influencers. *Journal of Interactive Marketing*, 56(1), 70-82.
  - Puspita, G. T., & Hendrayati, H. (2020, February). Food blogger review on Instagram as an alternative for helping consumer purchase decision. In *3rd Global Conference On Business, Management, and Entrepreneurship (GCBME 2018)* (pp. 16-20). Atlantis Press.
  - Ramadhan, R. F., Komaladewi, R., & Mulyana, A. (2021). Online Purchase Decision Model From A Trust And Ease Of Use Perspective In The Online Marketplace:(Case Study At Tokopedia. Com). *Journal of Business Studies and Mangement Review*, 5(1), 155-160.
  - Raposo Junior, A. E., Mainardes, E. W., & Cruz, P. B. D. (2022). Antecedents of trust in product review blogs and their impact on users' behavioral intentions. *The International Review of Retail, Distribution and Consumer Research*, 32(3), 266-292.
  - Ravi, S., & Mondal, S. R. (2021). Digital entertainment based do it yourself content & advertisement as a factor of driving force for trust & customer patronage. *Digital Entertainment: The Next Evolution in Service Sector*, 127-146.
  - Razak, N. I. A., & Zulkifly, M. I. (2020). The impacts of food vlog attributes on para-social interaction and customers' response behaviours. *Journal of Tourism, Hospitality & Culinary Arts*, 12(1), 435-445.
  - Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life Science Journal*, 9(4), 4444-4451.
  - Serman, Z. E. (2022). Believe it or not: What factors affect the blog readers' perception of bloggers' credibility and blog readers' trust in bloggers' recommendations (Doctoral dissertation, Birkbeck, University of London)
  - Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
  - Sprout Social. (2024). *The 2024 Influencer Marketing Report: In Influencers We Trust*. Sprout Social. Retrieved from <https://sproutsocial.com/insights/data/influencer-marketing-report1/>
  - Sudirman, I., Govindaraju, R., & Pratiwi, A. A. (2014). Information System Quality and Its Impact on Individual Users' Benefit: Analysing the Role of Knowledge Enablers. *Jurnal Teknik Industri: Jurnal Keilmuan dan Aplikasi Teknik Industri*, 16(2), 65-72.
  - Tuncer, İ., & Kartal, A. S. (2024). Do the importance of influencer-and customer-generated content on social media affect willingness to pay more for potential customers?. *Journal of Consumer Behaviour*, 23(2), 1002-1013.

- Turner, J. C., Brown, R. J., & Tajfel, H. (1979). Social comparison and group interest in ingroup favouritism. *European journal of social psychology*, 9(2), 187-204.
- Turner, J. R. (1993). Interpersonal and Psychological Predictors of Parasocial Interaction with Different Television Performers. *Communication Quarterly*, 41(4), 443-453.
- Urrutikoetxea Arrieta, B., Polo Peña, A. I., & Martínez Medina, C. (2019). The moderating effect of blogger social influence and the reader's experience on loyalty toward the blogger. *Online Information Review*, 43(3), 326-349.
- Van Esch, P., Arli, D., Castner, J., Talukdar, N., & Northey, G. (2018). Consumer attitudes towards bloggers and paid blog advertisements: what's new?. *Marketing Intelligence & Planning*, 36(7), 778-793.
- Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023). The role of influencer-follower congruence in the relationship between influencer marketing and purchase behaviour. *Journal of Retailing and Consumer Services*, 75, 103506.
- Verma, S., Kapoor, D., & Gupta, R. (2024). Role of influencer-follower congruence in influencing followers' food choices and brand advocacy: mediating role of perceived trust. *British Food Journal*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BFJ-12-2023-1146>
- Wang, H. Y. (2011). Exploring the factors of gastronomy blogs influencing readers' intention to taste. *International Journal of Hospitality Management*, 30(3), 503-514.
- Wangenheim, F. V., & Bayón, T. (2004). The effect of word of mouth on services switching: Measurement and moderating variables. *European Journal of Marketing*, 38(9/10), 1173-1185.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian marketing journal*, 28(4), 160-170.
- Younes, H. (2024). Egyptian youth's exposure to food bloggers' content via social media and its relationship to purchasing intention. *Journal of Mass Communication Research*, 72(2), 1161-1218.
- Zhang, K., Zhang, M., & Li, C. (2021). Effects of celebrity characteristics, perceived homophily, and reverence on consumer-celebrity para-social interaction and brand attitude. *Frontiers in Psychology*, 12, 711454.
- Zhang, M., Xu, P., & Ye, Y. (2022). Trust in social media brands and perceived media values: A survey study in China. *Computers in Human Behavior*, 127, 107024.