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The influence of food vlogger attributes on content sharing intention and attitudes toward products with emotional bond moderation

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ABSTRACT

In recent years, the profession of food vlogging has gained increasing popularity and has become an influential source of information for audiences seeking recommendations on culinary products. Food vloggers play an important role in introducing various types of food and beverages, as well as providing insights into local culinary specialties through digital platforms. Their content not only serves as entertainment but also functions as a reference for consumers in forming perceptions and evaluations of food products. This study aims to examine the influence of food vlogger attributes—namely, attractiveness, trustworthiness, and expertise—on content-sharing intention and attitude toward products, with emotional bonding positioned as a moderating variable. Furthermore, this research investigates the impact of content-sharing intention and product attitude on purchase intention. Data were collected from 320 respondents in Yogyakarta using an online questionnaire distributed via Google Forms with a purposive sampling technique. The collected data were analyzed using the SPSS software. The results indicate that food vlogger attributes have a significant positive effect on content-sharing intention and attitude toward products. Emotional bonding strengthens the relationship between food vlogger attributes and attitudes toward products. Additionally, content-sharing intention positively influences attitudes toward products, which in turn significantly affects purchase intention. These findings suggest that food vloggers with strong personal attributes and emotional connections with their audience can effectively shape consumer attitudes and encourage purchasing decisions.

Keywords: attitude toward products; emotional bond; food vlogger attributes; intention to share content; purchase intention

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1. INTRODUCTION

A vlog, or video blog, refers to audiovisual content centered on a particular theme and typically presented using a journalistic or documentary style. The concept of vlogging emerged in the early 2000s and began to gain popularity in Indonesia around 2004. The term “vlog” was first introduced by blogger Adam Kontras and later popularized by Adrian Miles, who incorporated video into his blog entries and described the format as a vlog (Agustin, 2020). Generally, vlogs showcase everyday experiences, personal perspectives, and lifestyle expressions, produced using accessible recording tools such as smartphones, digital cameras, or affordable video devices equipped with microphones (David et al., 2017)

Marketing has utilized influencer support (YouTubers and vloggers) on social media to increase consumer attitudes and purchase intentions. Attitude is a learned tendency to react to product offerings in both favorable and unfavorable situations in a consistent manner (Daryanto, 2013). According to Schiffman and Kanuk (2015), purchase intention indicates the extent to which people are willing to buy. This is because intention is a consideration consumers make before deciding to choose a product, starting with the need to search for information, followed by evaluation, which ultimately leads to the intention to buy.

The credibility of a source, or in this case, the attributes of a vlog, can be measured by attractiveness, trustworthiness, and expertise (Choi & Lee, 2019; Ananda & Wanddebori, 2016). When consumers (viewers) are provided with information that is presented in an attractive manner, communicated effectively, and is able to create familiarity, as well as demonstrating shared views or opinions with viewers regarding a product, an emotional bond will form between viewers and vloggers, causing consumers to readily accept the product. Information presented in an engaging manner, supported by effective communication that conveys similarity in perspectives between vloggers and viewers, can foster emotional bonding. Such emotional connections enhance viewers’ receptiveness toward promoted products. Vlogs can function as a medium that makes vloggers feel closer to viewers (Febriana & Yulianto, 2018). By watching videos, people will feel a more real interaction (Khuong & Duyen, 2016).

In addition, the effectiveness of an influencer is closely linked to their level of experience and product-related knowledge. Influencers who demonstrate high expertise and credibility are more likely to gain audience trust. This trust subsequently influences purchase intention, actual purchasing decisions, and the willingness to recommend products to others.

Previous studies support these relationships. Ananda and Wanddebori (2016) highlight that trustworthiness and expertise, along with exposure to product-related content, contribute to shaping consumer attitudes, which in turn affect purchase intention. Similarly, Sarashadi and Dewi (2018) found that attractiveness, trustworthiness, and expertise positively influence consumer attitudes. Furthermore, Syafaruddin et al. (2016) demonstrated that electronic word-of-mouth (e-WOM) significantly enhances purchase intention, indicating that greater exposure to e-WOM leads to stronger consumer interest in a product.

Moreover, Chapple and Cownie (2017) argue that vloggers’ lifestyles are often perceived as credible by loyal audiences. The combined effect of attractiveness, trustworthiness, and expertise strengthens source credibility, which subsequently fosters positive attitudes, increases purchase intention, and encourages content-sharing behavior. In line with this, Kartika and Kusuma (2016) show that an endorser’s physical attractiveness positively affects consumers’ attitudes toward the promoted brand, with appropriate endorser selection amplifying its impact on purchase intention.

However, most prior studies examining the effects of attractiveness, trustworthiness, and expertise have predominantly focused on beauty and fashion vloggers, often within female consumer segments. In contrast, this study extends the literature by focusing on food vloggers on YouTube. Specifically, it investigates how vlogger attributes influence product attitudes and content-sharing intentions while incorporating emotional bonding as a moderating variable.

2. LITERATURE REVIEW

2.1. Vlog Attributes

Content creators, particularly vloggers, have gained substantial audience attention by sharing videos that highlight personal experiences as well as product evaluations. Such content drives increased viewer engagement and search activity among followers and broader audiences. Consequently, vloggers now function as influential opinion leaders and serve as significant information sources within contemporary social media platforms (Lee & Watkins, 2016). Ananda and Wandebori (2016) explain that the credibility of influencers (YouTubers and vloggers) in the concept of Online Consumer Reviews can be measured by attractiveness, trustworthiness, and expertise.

Vloggers frequently post videos featuring personal experiences or product reviews, which attract attention and drive audience searches. Consequently, they have emerged as influential opinion leaders in today's social media landscape (Lee & Watkins, 2016). Ananda and Wandebori (2016) explain that the credibility of influencers (YouTubers and vloggers) in providing accurate information can be proven by the concept of Online Consumer Reviews. This can be measured through attractiveness, trustworthiness, and expertise.

2.1.1. Attractiveness

Attractiveness refers to the elements inherent in celebrities, which include several characteristics that can be observed by the public, such as physical attractiveness, intelligence, personality traits, and lifestyle (Mubarok, 2016). The appeal of information sources is categorized into two types: physical appeal and psychological appeal. The concept of appeal does not only require physical appeal. Zafar and Rafique (2012) also state that celebrity appeal is important in determining the effectiveness of advertising as a result of consumers wanting to be like the endorser and wanting to identify themselves with the endorser. In addition, physical attractiveness determines the first impression of a moment, a certain appearance that has a significant influence on building human relationships.

Meanwhile, physical attractiveness determines the first impression of a moment and has a significant influence on building human relationships. In particular, as the formation of impressions via social media is a common phenomenon today, attractiveness has become a key factor in social media (Kim et al., 2019). The attractiveness of an endorser tends to influence consumer attitudes rather than their intention to purchase. It has been found that attractiveness has a positive and significant effect on consumer attitudes (Sallam, 2011).

2.1.2. Trustworthiness

According to de Nobile et al. (2013), trustworthiness can be defined as the extent to which an influencer (whether a YouTuber or a food vlogger) is perceived as trustworthy, honest, and reliable. The greater the extent of these qualities, the higher the likelihood that the influencer will be chosen by advertisers. Trustworthiness refers to an influencer's integrity and reliability. Companies seek to identify influencers who are widely viewed as trustworthy and who are regarded as honest, reliable, and dependable.

Furthermore, Shimp and Andrews (2013) argue that trustworthiness refers to the honesty, integrity, and reliability of the source. The level of honesty or trustworthiness of an influencer depends on the audience's perception of the endorser's intentions. If consumers believe that an influencer is motivated purely by personal interest, that influencer is less persuasive; the opposite is also true.

2.1.3. Expertise

Expertise refers to the extent to which an endorser is perceived to possess adequate knowledge, experience, and skills to effectively promote a product, as well as being regarded as a credible source in delivering persuasive messages (Sertoglu et al., 2014). Endorsers with a high level of expertise are likely to exert a substantial influence on consumer attitudes. Prior studies suggest that effectiveness is not solely driven by physical attractiveness; rather, expertise plays a decisive role in shaping persuasive

outcomes. Endorsers perceived as knowledgeable in a particular domain tend to be more convincing in influencing consumers' attitudes and evaluations (de Nobile et al., 2013).

Furthermore, expertise enhances the perception that an influencer, as the source of a message, is capable of delivering accurate and reliable information. This perception is reflected in influencers demonstrated experience, competence, and domain-specific knowledge. Consistent with this view, Lestari and Asdinardju (2015) found that the expertise of celebrity endorsers significantly influences consumers' attitudes toward both the brand and advertisement.

2.2. Content Sharing Intention

Becoming a YouTube content creator seems to be a business opportunity that is in high demand these days. Consequently, many new names have emerged as YouTube influencers (Kim, 2012). For example, a food vlogger exports a variety of culinary delights as content on his YouTube account. Engaging and credible content sparks viewers' interest and indirectly shares it with family, friends, acquaintances, and others. Consumers express their feelings about the content exposed in vlogs through e-WOM. Electronic word-of-mouth (eWOM) refers to the sharing of product- and service-related information among individuals who communicate via digital platforms or social media. eWOM circulates among friends, family members, and interest-based communities through social networking platforms such as WhatsApp, Facebook, Instagram, Twitter, and other online sites (Sulthana & Vasantha, 2019).

The driving force of eWOM is its function as a channel through which both consumers and businesses communicate their evaluations of purchased products or services. Opinions conveyed through this medium may reflect either satisfaction or dissatisfaction. When someone (a customer) has a positive opinion of a product featured in a vlog, they tend to share content with others, especially those closest to them, or vice versa.

2.3. Attitudes Toward Products

Analyzing consumer behavior in all its actions means paying attention to the factors that influence consumer behavior, one of which is attitude, which refers to the stable patterns of evaluation, emotion, and predisposition that shape how a person relates to an idea or object (Kotler & Armstrong, 2018). Attitude is a fundamental factor for consumers in driving certain behaviors, such as whether they will make a purchase (Valentine, 2016). Viewers' attitudes towards food product advertisements in vlogs can influence their product attitudes and purchase intentions towards the products exposed in the vlogs (Choi & Lee, 2019).

Generally, consumers make purchases after watching vlogs because they are interested and curious to try the product. This is due to the vlogger's skill in advertising or reviewing the product in a very informative manner, which makes consumers believe in it. The higher the value of the vlog attributes, the more they can influence attitudes towards the product and generate interest in purchasing, purchasing decisions, and the potential for content-sharing intentions.

2.4. Purchasing Intention

Zarrad and Debabi (2015) explain that purchase intention functions as an internal drive that guides a person's behavioral decisions. Purchase intention can be understood as an internal motivational force that encourages behavior and is shaped by favorable perceptions and emotional responses toward a product (Kotler, 2011). Furthermore, according to Kotler and Keller (2016), purchase intention is a consumer's decision regarding their preference for brands within a set of choices. Consumer purchase decision-making does not occur in isolation; rather, it is strongly influenced by a range of factors, including cultural, social, personal, and psychological dimensions

Peter and Olson (2013) states that there are two things that can help activate purchase intent, namely: (1) consumer memory of the product brand, which is useful as a decision plan when consumers are faced with a purchasing situation and (2) its availability, which is achieved through integration when consumers make purchasing decisions, for example through sales offers and promotions. Thus, it can be

understood that purchase intent is a feeling of interest in a product or service in order to obtain it. Therefore, people usually make a purchase after first forming an intention to buy an item.

2.5. Emotional Bond

As social networking services continue to grow and evolve, digital communication takes place through multiple channels, giving rise to various forms of human interaction (Choi & Lee, 2019). Vlogging is an effective way to communicate and interact with viewers because it allows viewers to focus on the emotions, body language, accents, and tones of vloggers (Safko, 2013). Parasocial interaction refers to the perceived sense of intimacy and emotional connection formed by audiences with media figures, despite the absence of direct physical interaction. The growing prevalence of social media has heightened academic interest in parasocial interaction in recent years (Lee & Watkins, 2016).

According to Stever and Lawson (2013), parasocial interaction is well suited to explain the bond that develops between vloggers and viewers. As this ongoing sense of engagement strengthens, audiences tend to perceive vloggers as credible information providers. Evidence from earlier studies suggests that emotions function as a key mechanism through which perceived attributes influence behavioral responses. In this study, the emotional bond is positioned as a moderating variable that influences the strength of the relationship between attitude towards a product and content-sharing intention (see Figure 1).

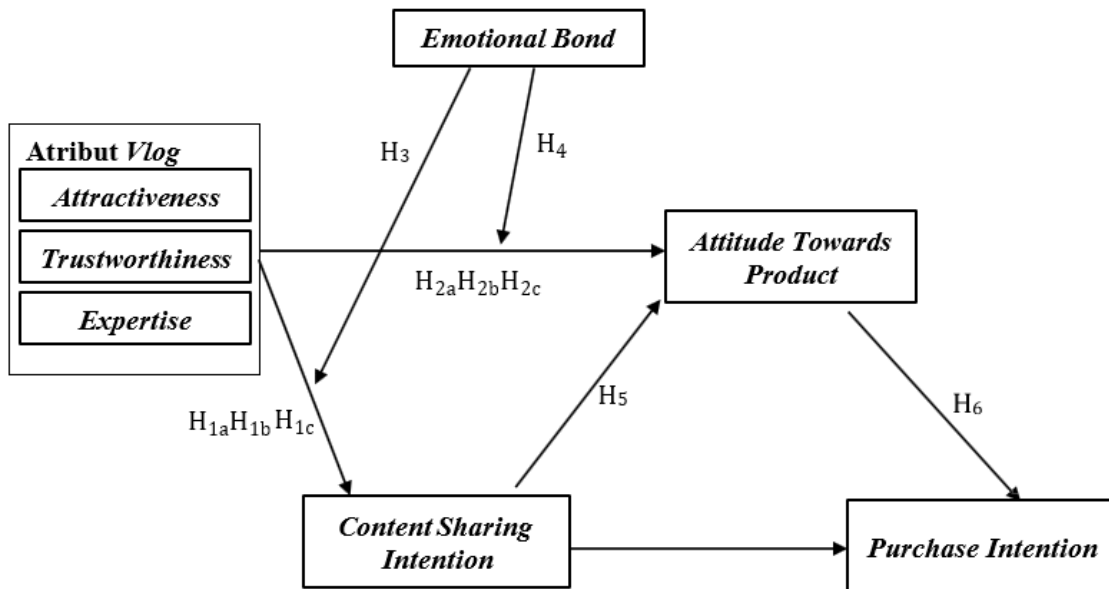


Figure 1. Research Model

Source: Choi & Lee (2019)

This study adopts the research framework developed by Choi and Lee (2019). Their model includes several key variables, namely attractiveness, trustworthiness, expertise, emotional bonding, content-sharing intention, attitudes toward the product, and purchase intention. The results of their study show that the attributes of vloggers—particularly attractiveness, trustworthiness, and expertise—positively influence both viewers’ intention to share content and their attitudes toward promoted products.

In addition, emotional bonding played a moderating role, although its effects were not uniform across all relationships. Emotional bonding strengthened the influence of trustworthiness on content-sharing intention but did not significantly affect the relationship between attractiveness or expertise and content-sharing intention. A similar pattern was observed in relation to product attitudes, in which emotional bonding enhanced the effects of attractiveness and trustworthiness but not expertise.

Moreover, both content-sharing intention and attitudes toward the product significantly contribute to purchase intention. However, attitudes toward the product appear to have a stronger impact than content-sharing intention.

Referring to this framework, this study employs the same set of variables—attractiveness, trustworthiness, expertise, emotional bonding, content-sharing intention, attitudes toward the product, and purchase intention—while focusing specifically on food vloggers as the research context.

3. RESEARCH METHOD

According to Sugiyono (2018), the study object refers to specific characteristics of an individual, entity, or activity that are intentionally selected and varied by the researcher for investigation, from which conclusions are subsequently derived. The object used in this study was food vloggers. Arikunto (2016) defines the subject of research as an object, thing, or person to which the data for the research variables are attached and which is the subject of the research. The subjects used in this study were the viewers of food vloggers or culinary consumers in Yogyakarta. Population refers to the entire group of people, events, or other things that are interesting and worth researching (Sekaran & Bougie, 2020).

The population in this study consists of consumers in the city of Yogyakarta or tourists who are viewers of food vloggers. Mustakini (2013) states that sampling is an important process in research. Sampling greatly influences the conclusions drawn. Non-probability sampling techniques are used because not all populations have the same chance of being selected as samples. Purposive sampling is a technique in which participants are deliberately selected according to specific criteria established by the researcher (Sekaran & Bougie, 2020). According to Hair et al. (2018), the sample size cannot be analyzed if it is less than 50; as a general rule, the sample must consist of 100 or more participants.

Sugiyono (2018) explains that sampling according to Roscoe 1975 is that if the analysis in the study uses multivariate (correlation or multiple regression), then the sample size must be at least 5 times the number of variables/indicators or even 10 times the number of variables/indicators being studied. Because this study is a multivariate study (multiple linear regression analysis), the sample size was as follows: $S = 5 \times 32$ indicators = 180 respondents or $S = 10 \times 32$ indicators = 320 respondents. Based on the above calculation, the sample size to be studied was 320 respondents. The criteria for respondents in this study were as follows: (1) individuals aged 18 to 34 years, as they are millennials who actively use gadgets; (2) individuals who are studying or working in Yogyakarta, as well as tourists; and (3) individuals who actively use YouTube and are viewers of food vlogger accounts. A structured questionnaire based on a Likert-type scale was utilized to gather data. Data analysis was performed using IBM SPSS Statistics for Windows, version 25.0, including assessments of validity and reliability as well as multiple linear regression procedures.

Table 1 summarizes the operational definitions and measurement indicators employed in this study. All constructs were adapted from prior validated studies and measured using a five-point Likert scale.

Table 1. Operational Definition and Measurement of Variables

Variable	Definition	Indicators	Measurement Scale
Attractiveness	Attractiveness refers to the characteristics of a vlogger, including its physical appeal, personality, intelligence, and lifestyle as well as the extent to which viewers perceive similarity and familiarity with the source (Heruwati, 2010; Shimp & Andrews, 2013).	<ol style="list-style-type: none"> 1. I frequently watch food vloggers' reviews. 2. The reviews of food vloggers are interesting. 3. I am attracted to culinary reviews by food vloggers. 4. I am interested in purchasing products featured by food vloggers. 5. The vlogger appears to be enjoying the food. 6. These reviews are persuasive. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)
Trustworthiness	Trustworthiness refers to the extent	<ol style="list-style-type: none"> 1. The food vlogger was reliable. 	5-point Likert

	to which a vlogger is perceived as honest, reliable, and credible as a source of information (Zur et al., 2012).	<ol style="list-style-type: none"> 2. The vlogger honestly reviews products. 3. I trust the reviews of food vloggers. 4. The reviews are convincing. 5. The vlogger consistently reviews products. 	scale (1 = Strongly Disagree to 5 = Strongly Agree)
Expertise	Expertise reflects the extent to which a vlogger possesses sufficient knowledge, experience, and skills to provide valid and accurate product information (Sertoglu et al., 2014).	<ol style="list-style-type: none"> 1. Vloggers have reviewed many culinary products. 2. The vlogger is skilled at reviewing food products. 3. The vlogger has good knowledge of the products. 4. The vlogger demonstrated strong reviewing skills. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)
Emotional Bonding	Emotional bonding refers to the emotional connection between viewers and vloggers formed through interactions, such as comments and communication (Choi & Lee, 2019).	<ol style="list-style-type: none"> 1. Interaction builds emotional bonds. 2. Sharing information on YouTube creates emotional connections. 3. Communication between viewers and vloggers strengthens bonds. 4. Watching vlogs builds an emotional attachment. 5. Responsive vloggers create a sense of closeness among themselves. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)
Content Sharing Intention	Content-sharing intention refers to the likelihood that viewers will share vlog content with others (Wiedmann et al., 2010).	<ol style="list-style-type: none"> 1. This video is worth sharing. 2. Others would be interested if I share it. 3. Users have similar interests. 4. I intend to share videos online. 5. I intend to repost the video. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)
Attitude Toward Product	Consumers' attitude toward a product reflects their overall evaluation of the product based on information received from the vlog (Valentine, 2016).	<ol style="list-style-type: none"> 1. Interactions create positive product attitudes. 2. Responsive vloggers foster positive attitudes. 3. Useful information builds positive attitudes. 4. Positive perceptions arise from clear reviews. 5. Honest reviews improve attitudes. 6. Attractiveness of the vlogger enhances product perception. 7. Dishonest reviews can lead to negative attitudes. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)
Purchase Intention	Purchase intention refers to a consumer's willingness and likelihood to purchase a product after exposure (Lamb et al., 2011).	<ol style="list-style-type: none"> 1. Interested in searching culinary information on YouTube. 2. Willing to try food based on reviews. 3. Frequently purchase products reviewed. 4. Recommend products to others. 	5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)

Source: Processed from primary data (2020)

4. RESULT AND DISCUSSION

4.1. Result

4.1.1. Validity Test

This analysis was used to determine the accuracy of a test in measuring its function. The higher the validity of the measuring instrument, the more accurate the measurement is in achieving its target. The validity test results for all questions in this study had a correlation coefficient (rhitung) > 0.109; therefore, it can be concluded that all questions in this study are valid or legitimate. Thus, it can be said that the questionnaire can be used as research material (see Table 2).

Table 2. Series of Questionnaire Item Validity Tests

Variable		Item	Calculated r	Table r	Description
Attribute Vlog	Attractiveness (A)	A1	0,734	0,109	Valid
		A2	0,700	0,109	Valid
		A3	0,654	0,109	Valid
		A4	0,637	0,109	Valid
		A5	0,576	0,109	Valid
		A6	0,643	0,109	Valid
	Trustworthiness (I)	T1	0,770	0,109	Valid
		T2	0,776	0,109	Valid
		T3	0,790	0,109	Valid
		T4	0,546	0,109	Valid
		T5	0,682	0,109	Valid
	Expertise (E)	E1	0,635	0,109	Valid
		E2	0,799	0,109	Valid
E3		0,693	0,109	Valid	
E4		0,574	0,109	Valid	
Emotional Bond		EB1	0,763	0,109	Valid
		EB2	0,856	0,109	Valid
		EB3	0,842	0,109	Valid
		EB4	0,881	0,109	Valid
		EB5	0,674	0,109	Valid
Attitude Toward Product		ATP1	0,788	0,109	Valid
		ATP2	0,877	0,109	Valid
		ATP3	0,830	0,109	Valid
		ATP4	0,858	0,109	Valid
		ATP5	0,839	0,109	Valid
		ATP6	0,724	0,109	Valid
		ATP7	0,389	0,109	Valid
Purchasing Intention		PI1	0,843	0,109	Valid
		PI2	0,860	0,109	Valid
		PI3	0,930	0,109	Valid
		PI4	0,705	0,109	Valid
Content Sharing Intention		CSI1	0,727	0,109	Valid
		CSI2	0,738	0,109	Valid
		CSI3	0,722	0,109	Valid
		CSI4	0,730	0,109	Valid
		CSI5	0,470	0,109	Valid

Source: Data processed using SPSS 25 (2020)

4.1.2. Reliability Test

See [Table 3](#) for detail.

Table 3. Series of Cronbach's Alpha Value Tests in Reliability Testing

Variable		Coef Alpha Cronbach	Limit of Alpha Cronbach	Description
Attribute Vlog	Attractiveness	0,762	0,60	Reliable
	Trustworthiness	0,784	0,60	Reliable
	Expertise	0,765	0,60	Reliable
Emotional Bond		0,807	0,60	Reliable
Attitude Toward Product		0,784	0,60	Reliable
Purchasing Intention		0,825	0,60	Reliable
Content Sharing Intention		0,767	0,60	Reliable

Source: Data processed using SPSS 25 (2020)

According to [Sekaran and Bougie \(2020\)](#), a variable is considered reliable if it has a Cronbach's alpha coefficient (α) > 0.60. The reliability analysis indicates that each variable achieved a Cronbach's alpha coefficient exceeding 0.60, demonstrating that all constructs are internally consistent, and that the indicators used to measure the latent variables provide reliable data.

4.1.3. Multiple Linear Regression Analysis

4.1.3.1. The Influence of Attractiveness, Trustworthiness, and Expertise on Content Sharing Intention

Table 4. Regression Results of Vlog Attribute (Attractiveness, Trustworthiness, and Expertise) on Content Sharing Intention

Variable	Standardized Coefficient	T	Sig	Description
	Beta			
(Constant)	4,761	3,975	0,000	Significant
Attractiveness	0,087	1,832	0,068	Not Significant
Trustworthiness	0,279	5,497	0,000	Significant
Expertise	0,437	6,062	0,000	Significant
Calculated F	53.454			
Adjusted R ²	0,330			
Probability	0,000			

Source: Data processed using SPSS 25 (2020)

Based on [Table 4](#), the regression analysis indicates an adjusted R-square value of 0.330, suggesting that the model explains 33% of the variance in content-sharing intention, while the remaining variance is influenced by factors outside the model. The results of the simultaneous test show a significant overall effect ($p < 0.05$), indicating that attractiveness, trustworthiness, and expertise jointly influence content-sharing intention. The partial regression results reveal that attractiveness does not have a significant effect on content-sharing intention. In contrast, trustworthiness and expertise exhibit positive and significant effects on content-sharing intention. Accordingly, the hypothesis related to attractiveness is not supported, whereas the hypotheses concerning trustworthiness and expertise are supported

4.1.3.2. The Influence of Attractiveness, Trustworthiness, and Expertise on Attitude toward Product

Table 5. Regression Results of Vlog Attribute (Attractiveness, Trustworthiness, and Expertise) on Content Sharing Intention

Variable	Standardized Coefficient	T	Sig	Description
	Beta			
(Constant)	0,705	0,387	0,699	Not Significant
Attractiveness	0,339	4,685	0,000	Significant
Trustworthiness	0,326	4,219	0,000	Significant
Expertise	0,840	7,665	0,000	Significant
Calculated F	84.321			
Adjusted R ²	0,439			
Probability	0,000			

Source: Data processed using SPSS 25 (2020)

Based on Table 5, the regression analysis shows an adjusted R-square value of 0.439, indicating that 43.9% of the variance in attitude toward the product is explained by attractiveness, trustworthiness, and expertise. The simultaneous test confirms that the model is statistically significant ($p < 0.05$), demonstrating that the three variables jointly influence attitude toward the product. The partial regression results reveal that attractiveness has a positive and significant effect on attitude toward the product ($\beta = 0.339$; $p < 0.05$), supporting H2a. Similarly, trustworthiness ($\beta = 0.326$; $p < 0.05$) and expertise ($\beta = 0.840$; $p < 0.05$) also show positive and significant effects on attitude toward the product. Therefore, H2b and H2c are supported.

4.1.3.3. Emotional Bond Moderates the Relationship between the Influence of Vlog Attributes (Attractiveness, Trustworthiness and Expertise) and Content Sharing Intention

Table 6. Results of the Moderating Effect Test of Emotional Bonds between Vlog Attributes and the Intention to Share Content

Variable	R Square Before	R Square After
Attractiveness	0,174	0,369
Trustworthiness	0,215	0,342
Expertise	0,232	0,359

Source: Data processed using SPSS 25 (2020)

Based on Table 6, the moderation analysis demonstrates that emotional bond strengthens the relationship between vlog attributes and attitude toward product. Prior to the inclusion of the moderating variable, the relationship between attractiveness and attitude toward product explains 29.2% of the variance ($R^2 = 0.292$). After incorporating emotional bonds, the explained variance substantially increases to 64.4% ($R^2 = 0.644$). A similar pattern is observed for trustworthiness and expertise. The R^2 values for trustworthiness and expertise increase from 0.217 to 0.612 and from 0.327 to 0.629, respectively, following the inclusion of emotional bonds. These findings indicate that emotional bonds amplify the effects of attractiveness, trustworthiness, and expertise on attitude toward product, confirming their role as moderating variables.

4.1.3.4. Emotional Bond Moderates the Relationship between the Influence of Vlog Attributes and Attitudes Towards Products

Table 7. Results of the Moderating Effect Test of Emotional Bonds between Vlog Attributes and the Attitudes Towards Products

Variable	R Square Before	R Square After
Attractiveness	0,292	0,644
Trustworthiness	0,217	0,612
Expertise	0,327	0,629

Source: Data processed using SPSS 25 (2020)

Based on [Table 7](#), Findings from the moderation analysis reveal that emotional bonding amplifies the effect of vlog attributes on attitudes toward the product. Before emotional bonding was introduced into the model, attractiveness accounted for 29.2% of the variance in product attitude ($R^2 = 0.292$). After incorporating emotional bonding into the model, the explained variance increased substantially to 64.4% ($R^2 = 0.644$). A similar pattern was observed for trustworthiness and expertise. The explanatory power of trustworthiness increased from $R^2 = 0.217$ to 0.612, while that of expertise increased from $R^2 = 0.327$ to 0.629 following the inclusion of emotional bonding. These findings demonstrate that emotional bonding amplifies the effects of attractiveness, trustworthiness, and expertise on product attitudes, confirming its role as a moderating variable.

4.1.3.5. The Influence of Content Sharing Intention on Attitudes Towards Products

Table 8. Regression Results of the Effect of Content Sharing Intentions on Attitude Toward Product

Variable	Standardized Coefficient	T	Sig	Description
	Beta			
(Constant)	13,590	8,443	0,000	Significant
Content Sharing Intention	0,339	9,965	0,000	Significant
Calculated F	99.310			
Adjusted R ²	0,236			
Probability	0,000			

Source: Data processed using SPSS 25 (2020)

Based on [Table 8](#), the regression analysis indicates an adjusted R-square value of 0.236, suggesting that 23.6% of the variance in attitude toward the product is explained by content-sharing intention. The results further show that content-sharing intention has a positive and significant effect on attitude toward the product ($\beta = 0.339$; $p < 0.05$). Accordingly, H5 is supported.

4.1.3.6. A Positive Attitude Towards the Product Has A Positive Effect on Consumer Purchase Intention

Table 9. Regression Results The effect of Positive Attitude Towards the Product on Consumer Purchase Intention

Variable	Standardized Coefficient	T	Sig	Description
	Beta			
(Constant)	2,999	4,33	0,000	Significant
Content Sharing Intention	0,471	20,457	0,000	Significant
Calculated F	418,494			
Adjusted R ²	0,567			
Probability	0,000			

Source: Data processed using SPSS 25 (2020)

Based on [Table 9](#), the regression analysis indicates that content-sharing intention explains 23.6% of the variance in attitude toward the product (Adjusted R² = 0.236). The results further show that content-sharing intention has a positive and significant effect on attitude toward the product ($\beta = 0.339$; $p < 0.05$); thus, H5 is supported. Furthermore, the analysis reveals that attitude toward the product has a strong explanatory power on purchase intention, with an Adjusted R² value of 0.567, indicating that 56.7% of the variance in purchase intention is explained by consumers' attitudes toward the product. A positive and significant regression effect was identified ($\beta = 0.471$; $p < 0.05$), offering empirical validation for H6.

4.2. Discussion

4.2.1. The Influence of Attractiveness, Trustworthiness, and Expertise on Content Sharing Intention.

The second hypothesis (H2a) states that there is a positive influence between parasocial relationships and the intention to share content; this was also supported by the empirical results. These results are similar to those of previous research conducted by [Choi and Lee \(2019\)](#), who found that vlog attributes (trust and expertise) have a significant positive effect on the intention to share content. [Saleem and Ellahi \(2019\)](#) also found that trust and expertise are the main factors that influence the intention to share content online (eWOM). When viewers perceive a vlogger as honest and knowledgeable, they are more confident in the information presented and more willing to share it with others. This behavior can be interpreted as a form of social endorsement, in which sharing content reflects both trust in the source and the perceived value of the information.

Meanwhile, Hypothesis H1a revealed the opposite result, namely that vlog attributes (attractiveness) do not have a positive effect on the intention to share content. These findings are inconsistent with those of [Choi and Lee \(2019\)](#), who found that attractiveness has a positive effect on the intention to share content. However, these test results are consistent with those of [Sarashadi and Dewi \(2018\)](#), who found that consumers, in this case, viewers, will have a positive assessment if a food vlogger is considered trustworthy and skilled in their field. In the context of food vlogging, viewers are typically motivated by practical considerations, such as the credibility of the review, taste descriptions, and relevance of the information provided. While attractiveness may capture initial attention, it does not necessarily lead to behavioral actions such as sharing. This suggests that viewers adopt a more utilitarian evaluation process, in which the perceived usefulness of the content outweighs aesthetic appeal when deciding whether to engage in e-WOM behavior.

4.2.2. The Influence of Attractiveness, Trustworthiness, and Expertise on Attitudes Toward Product

The second hypothesis (H2a, H2b, and H2c), which states that there is a positive influence between vlog attributes (attractiveness, trustworthiness, and expertise) and attitude toward the product, is supported statistically and empirically. This is in line with the research conducted by [Choi and Lee \(2019\)](#), who found that there is a positive influence between vlog attributes (attractiveness, trustworthiness, and expertise) and attitude toward the product. [Sarashadi and Dewi \(2018\)](#) also concluded that the attractiveness, trustworthiness, and expertise of vloggers can have a positive influence on consumer attitudes. Furthermore, the results of this study support [Chapple and Cownie's \(2017\)](#) opinion that the attractiveness, trustworthiness, and expertise of vloggers play an important role in determining the credibility of a source, thereby eliciting positive attitudes from viewers.

This suggests that while attractiveness may not directly trigger sharing behavior, it still contributes to shaping favorable perceptions. In this case, attractiveness operates more at the affective level, influencing how viewers feel about a product than how they behave.

4.2.3. Emotional Bond Moderates the Relationship between the Influence of Vlog Attributes (Attractiveness, Trustworthiness and Expertise) and Content Sharing Intention.

H3, that emotional attachment moderates the relationship between the influence of vlog attributes (attractiveness, trust, and expertise) on the intention to share content, is supported. These results are in line with those of [Choi and Lee \(2019\)](#), who found that emotional attachment moderates the relationship between vlog attributes (trust) and the intention to share content. However, the results of this study for the attractiveness and expertise indicators are not in line with those of [Choi and Lee \(2019\)](#), in which emotional bonds did not moderate the relationship between vlog attributes (attractiveness and expertise) and the intention to share content.

A key contribution of this study is the role of emotional bonding as a moderating variable. The results indicate that emotional bonding strengthens the influence of vlogger attributes on consumer responses, particularly in shaping attitudes toward the product. When viewers feel a sense of closeness or connection with a vlogger, the information delivered becomes more personally relevant and persuasive. This emotional attachment reduces psychological distance and increases the likelihood that viewers will internalize the message.

4.2.4. Emotional Bond Moderates the Relationship between the Influence of Vlog Attributes (Attractiveness, Trustworthiness and Expertise) and Attitudes Toward Product.

Hypothesis H4, which states that emotional attachment moderates the relationship between the influence of vlog attributes (attractiveness, trustworthiness, and expertise) and attitudes towards the product, was supported statistically and empirically. The results of this study are partly supported by those of [Choi and Lee \(2019\)](#), who found that emotional attachment moderates vlog attributes (attractiveness and trust). This suggests that emotional connections primarily enhance relational trust rather than objective evaluations of competence. In other words, viewers may recognize a vlogger's expertise regardless of emotional attachment, but trust becomes more influential when supported by an emotional connection.

The results of this study support [Febriana and Yulianto's \(2018\)](#) statement that when consumers (viewers) are given information with an attractive appearance, through good communication and the ability to create familiarity, as well as showing similarities in views or opinions with viewers towards a product, an emotional bond will develop between viewers and vloggers that will make consumers more receptive to the product.

4.2.5. The Influence of Content Sharing Intention on Attitudes Towards Products

In the fifth hypothesis (H5), it was found that the intention to share content had a positive effect on attitudes towards the product. These findings are in line with [Choi and Lee's \(2019\)](#) research, which found that the intention to share content has a positive effect on attitudes towards products exposed in

vlogs. Generally, consumers make purchases after watching vlogs because they are interested and curious to try the product. This is because vloggers are skilled at reviewing products in a very informative manner, which makes consumers trust them.

When products shared by food vloggers receive positive responses from viewers, positive eWOM occurs. This positive eWOM leads to positive attitudes towards the product from new customers (friends, family, and acquaintances) who are recommended the product, which in turn influences their interest in purchasing the product exposed in the vlog. This finding emphasizes that influencing consumer perception is a critical step before translating engagement into actual purchase intention.

4.2.6. A positive attitude towards the product has a positive effect on consumer purchase intention

In the sixth hypothesis (H6), it was found that a positive attitude towards a product has a positive effect on consumer purchase intention. These findings are in line with [Sarashadi and Dewi's \(2018\)](#) research, which found that a positive attitude towards product advertising has a positive effect on purchase intention. [Choi and Lee \(2019\)](#) also found that attitudes towards products have a positive effect on the purchase intention of fashion products exposed in vlogs. The attitudes of food vlogger viewers have a positive effect on the purchase intention of culinary products exposed in vlogs ([Sarashadi & Dewi, 2018](#)). Consumers who have a positive assessment of an advertised product will tend to intend to purchase that product. The positive attitude of viewers towards products exposed in vlogs by a food vlogger directs viewers towards their purchase intention. They will take the initiative to try it based on information from the food vlogger. This is because consumers utilize the experiences of others when they want to buy something before finally deciding to purchase a product or service ([Evans & McKee, 2013](#)).

5. CONCLUSION

This study shows that the credibility of food vloggers plays an important role in shaping consumers' responses to culinary products exposed through vlogs. The results reveal that vlog attributes, such as trust and expertise, have a positive effect on the intention to share content, whereas attractiveness does not show a significant effect. In addition, attractiveness, trust, and expertise have been proven to have a positive effect on consumers' attitudes towards products reviewed in vlogs. Further findings indicate that emotional attachment strengthens the relationship between vlog attributes and the intention to share content as well as attitudes towards products, thus acting as a moderating variable. Furthermore, the intention to share content has a positive effect on attitudes towards products, and positive attitudes towards products significantly increase consumer purchase interest. Overall, the results of this study confirm the importance of credibility and emotional attachment in influencing consumer attitudes and behaviors in the context of culinary vlogs.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

JBW conceptualized the research framework and phenomena, and was responsible for data collection and data analysis. ES contributed to manuscript writing and the development of the literature review.

Disclosure statement

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Data Availability Statement

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