

## Influence of Food Vlogs on Guest Perceptions and Dining Preferences: An Extended Technology Acceptance Model Study

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### Abstract

India is a country with “unity in diversity.” It is rich in food and lifestyle. The food vlogs have become the important platforms in the consumer’s choice of restaurants during the digital age. In contrast to conventional advertisement, food vlogs give authentic information about a dining experience through visual appeal, accessibility, and reviews. This paper investigates the effects of food vlogging on the attitude and intention to dine among restaurant visitors based on the Technology Acceptance Model (TAM) extension. A descriptive correlational research methodology is applied, and a total of 196 visitors to restaurants in Pune City who utilize food vlogs in their decision making were surveyed. Four factors were measured, namely, perceived ease of use, usefulness, enjoyment, and credibility. Results showed that food vlogs significantly affect attitude and intention to dine. Of the four, usefulness has the highest level of significance. Entertainment, accessibility, and credibility can significantly improve the effectiveness of food vlogs.

**Keywords:** Food Vlogging, Consumer Behaviour, Technology Acceptance Model (TAM), Dining Intentions, Perceived Usefulness, Credibility, Hospitality Industry

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### 1. Introduction

The explosive growth of digital platforms like YouTube and Instagram has greatly changed how consumers find out about, assess and choose restaurants. Using vivid visuals and personal reviews and feedback, food bloggers affect the attitude of guests through reduced information asymmetry and enhanced perceived credibility (Hudson & Thal, 2013). In light of this phenomenon, the Technology Acceptance Model is an ideal theory that can explain how perceived usefulness and perceived ease of use play a role in the acceptance of digital content and its effects on behavioural intentions (Davis, 1989). This paper takes advantage of the Technology Acceptance Model and proposes to include more constructs, namely perceived enjoyment, source credibility, and electronic word-of-mouth, in order to investigate the impact, they all have on guest decision making in the hospitality industry (Filiari, 2015). In general terms, this paper focuses on the influence that food vlogging has in the consumer behaviour pattern through digital consumption of content and its persuasive nature (Xiang & Gretzel, 2010).

### 2. Rationale of Study

The emergence of new technology at high speed has significantly impacted consumer behaviour when choosing places to eat by ensuring that digital information is the major source of evaluation and research. Today, modern consumers use online platforms with the help of which they seek reviews, ratings, and experiential videos to improve their choice and make it more reliable. In other words, the use of digital platforms and data to make decisions is a characteristic feature of the current time period. One may say that food vlogging is becoming popular because the process of consuming video content can be much more appealing than conventional types of media. The combination of audio and visual information in food vlogging allows people to feel more involved and confident

while making decisions based on the available material (Hudders et al., 2021). In addition to this, food vlogs can be spread widely thanks to various social media channels (Dwivedi et al., 2021). The credibility of the information shared is reinforced through the authenticity of vloggers, who are often seen as independent content creators rather than influencers sponsored by brands. Such factors play an important role in building trust, which is essential in shaping consumer behaviour online (Lou & Yuan, 2019). Additionally, the notion of parasocial interaction also contributes to establishing closer relationships between the viewer and vlogger, thus increasing the level of engagement and persuasiveness (Casaló et al., 2018). Furthermore, algorithm-based recommendations on content sharing platforms like YouTube and Instagram add to the popularity of food vlogs, thus increasing their influence on consumer behaviour. Users engage with food vlogs through likes, comments, shares, and subscriptions, thereby contributing to content dissemination and social validation. This interactive engagement fosters a sense of community and co-creation of value, where audiences not only consume but also influence the narrative surrounding dining experiences (Dessart et al., 2016). Furthermore, engagement metrics serve as indicators of content quality and reliability, influencing how new viewers interpret and evaluate food vlogs. Along with incorporating emotional and trust-based constructs, the study provides a comprehensive understanding of how such digital content influences restaurant selection decisions in contemporary consumer markets (Venkatesh & Davis, 2000).

### **3. Background of Study**

The hospitality and food service industry has undergone a profound transformation due to the rapid integration of digital technologies, particularly in the domain of consumer decision-making. Traditionally, restaurant choices were influenced by word-of-mouth communication and conventional advertising; however, the emergence of digital platforms has shifted this paradigm toward data-driven and experience-centric evaluation processes. Consumers now actively seek detailed information online, including visual content, peer reviews, and experiential narratives, before making dining decisions. This shift reflects the growing importance of electronic word-of-mouth (eWOM). The proliferation of smartphones and high-speed internet has further accelerated this trend, enabling real-time access to diverse content formats such as videos, blogs, and social media posts (Filiari et al., 2018). In this evolving digital ecosystem, user-generated content has emerged as a credible and influential source of information, often surpassing traditional marketing communications in terms of trust and relatability (Xiang, Du, Ma, & Fan, 2017). Unlike static reviews or textual descriptions, food vlogs provide dynamic audio-visual content that captures the sensory and emotional aspects of food consumption, thereby enhancing consumer involvement and perception formation. The influence of such content is further amplified by social media interactivity, where viewers engage with vloggers and fellow audiences, creating a participatory environment that strengthens trust and credibility. (Harrigan, Evers, Miles, & Daly, 2017).

### **4. Objectives of the Study**

- To examine the influence of food vlogging on consumers' attitudes toward restaurants in the hospitality industry
- To analyze the impact of perceived usefulness of food vlogs on consumers' intention to dine at specific restaurants
- To determine the combined influence of key TAM constructs (usefulness and ease of use) along with enjoyment and credibility on dining intentions
- To provide the valuable insights for hospitality marketers on leveraging food vlogging as an effective digital marketing tool

### **5. Review of Literature**

Existing literature suggests that digital content significantly reduces perceived risk and enhances decision confidence among consumers, especially in service-oriented industries where intangible attributes are difficult to evaluate prior to consumption (Filiari, 2016). Furthermore, as consumers increasingly rely on experiential content rather than static information, the relevance of studying food vlogging becomes more pronounced in understanding contemporary consumption patterns. Additionally, the increasing influence of younger, digitally active consumers who actively engage with social media content highlights the need for research that captures these evolving behavioural dynamics (Smith, Fischer, & Yongjian, 2012). By addressing these gaps, the study not only contributes to theoretical advancement but also offers practical insights for marketers and hospitality professionals to design more effective, transparent, and engaging digital communication strategies (Leung, Law, Van Hoof, & Buhalis, 2013).

Food vlogs, as a form of user-generated content, combine visual storytelling, experiential narration, and real-time interaction, making them highly persuasive compared to traditional promotional tools. Research indicates that consumers increasingly rely on such content to evaluate restaurants before visiting, as it reduces perceived risk and enhances decision confidence. Empirical evidence suggests that visual appeal, authenticity, and informational richness embedded in food vlogs significantly shape viewers' attitudes and behavioral intentions toward dining establishments (Truong et al., 2025). Additionally, studies on online consumer reviews highlight that credibility and perceived trustworthiness are key determinants influencing how users interpret and act upon digital content.

From a theoretical standpoint, the Technology Acceptance Model (TAM) provides a robust framework for explaining how consumers adopt and rely on food vlogging as a decision-support tool. The model posits that perceived usefulness and perceived ease of use significantly influence users' attitudes and intentions toward technology adoption. Subsequent extensions of TAM emphasize the integration of additional constructs to better capture behavioral dynamics in digital environments. (Venkatesh & Bala, 2008). Thus, extending TAM to include enjoyment and credibility provides a comprehensive framework for analysing the effectiveness of food vlogging.

The interactive nature of social media platforms significantly amplifies the influence of food vlogging by fostering active user participation and engagement. Unlike traditional media, social media enables users to like, comment, share, and co-create content, thereby enhancing the perceived authenticity and social validation of information. Studies on consumer engagement indicate that such interactions not only increase the visibility of content but also strengthen its persuasive impact on consumer attitudes and purchase intentions (Uthaisar et al., 2023). The integration of social proof, emotional appeal, and interactive engagement makes food vlogging a powerful marketing tool in the digital era. Therefore, existing literature strongly supports the argument that food vlogging.

## **6. Research Methodology**

The present study adopts a descriptive and quantitative research design to examine the influence of food vlogs on guest attitudes and dining intentions within the framework of the Technology Acceptance Model. Primary data were collected through a structured questionnaire administered to 196 restaurant visitors in Pune who actively use food vlogs as part of their dining decision-making process, selected using a non-probability convenience sampling technique. The instrument was designed to measure key constructs including perceived ease of use, perceived usefulness, perceived enjoyment, and perceived credibility, along with attitude toward food vlogs and intention to dine. Responses were recorded using a five-point Likert scale, and the collected data were analyzed.

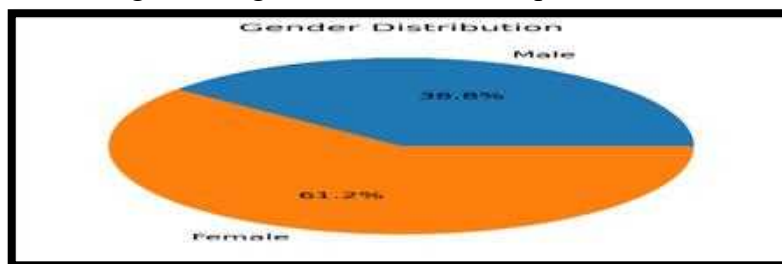
## **7. Data Analysis**

### **Gender Distribution of Respondents**

The gender-wise distribution shows that **female respondents constitute the majority (61.2%)**, while **male respondents account for 38.8%** of the total sample.

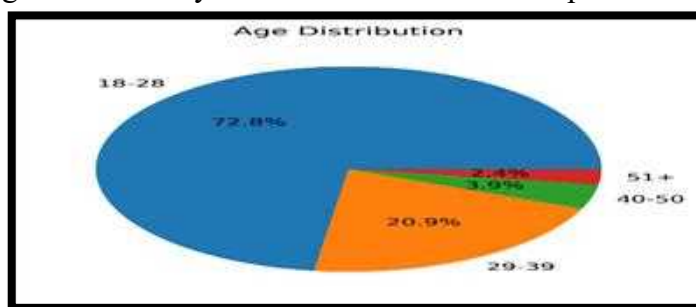
This indicates that female guests in Pune are more actively engaged with food vlogging content and are more likely to rely on food vlog reviews when selecting restaurants. The result suggests a stronger influence of digital food content on female consumers in urban dining decisions.

Figure 1: Age Distribution of Respondents



The age-wise analysis reveals that a significant proportion of respondents belong to the **18–28 years age group (72.8%)**, followed by **29–39 years (20.9%)**. Respondents aged **40 years and above collectively represent less than 7%** of the sample.

Figure 2: Monthly Income Distribution of Respondents



The income-wise distribution shows that: **49.0%** of respondents earn **below ₹20,000 per month**; **35.9%** earn between **₹20,000–₹29,999**; A smaller proportion earns above ₹30,000

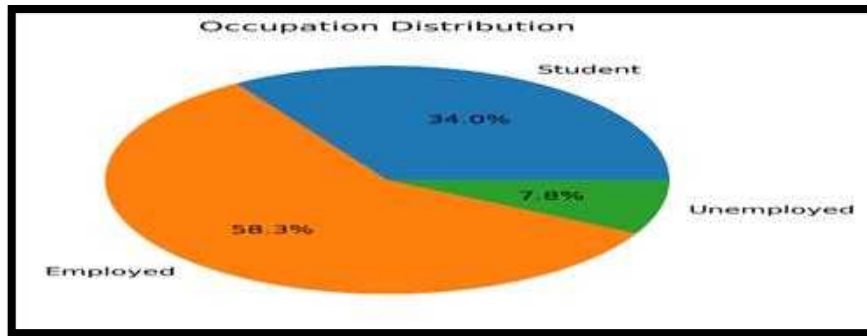
This suggests that **food vlogging strongly influences price-conscious consumers**, who actively seek value-for-money dining options. Food vlogs help such consumers assess affordability, portion size, and overall experience before visiting a restaurant.

Figure 3: Occupation Distribution of Respondent



The occupational profile indicates that: **58.3%** of respondents are **employed professionals** **34.0%** are **students**; **7.8%** are unemployed. The findings imply that **working professionals and students together form the core audience of food vlogs in Pune**, using them both as entertainment and as a decision-support tool for dining out.

Figure 4: Occupation



**Table 1: Mean Scores of Food Vlogging Factors (Bar Graph)**

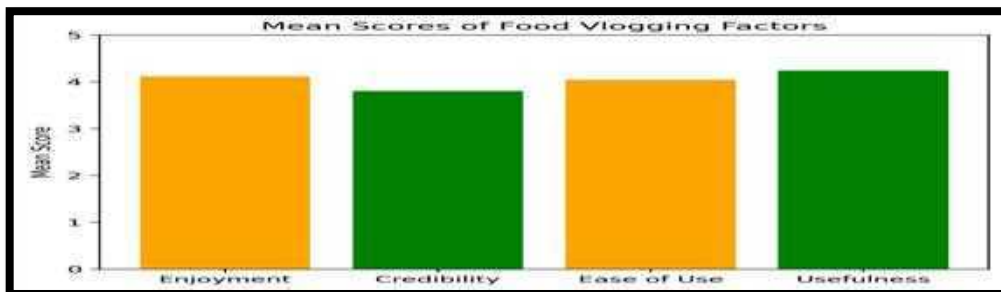
The bar graph presents the mean values of the four food vlogging factors:

Factor	Mean Score	Interpretation
Perceived Usefulness	4.24	Strongly Agree
Enjoyment	4.11	Agree
Perceived Ease of Use	4.04	Agree
Credibility	3.80	Agree

**Perceived usefulness recorded the highest mean score**, indicating that guests find food vlogs extremely helpful in identifying restaurants, understanding menu options, and making informed dining choices.

**Credibility received the lowest mean score**, suggesting that although viewers enjoy and rely on food vlogs, some skepticism exists regarding the authenticity and honesty of reviews highlighting the importance of transparency in influencer marketing.

Figure 5: Mean Score Analysis



Perceived usefulness has the highest score, which means: People use food vlogs as a helpful tool when deciding where to eat. It lowers the risk of making a wrong choice. It increases confidence in selecting a restaurant. Credibility has the lowest score, which suggests: People are becoming more aware of paid promotions. There is a growing need for honest and ethical influencer marketing. Authentic and genuine content is becoming more important to viewers.

**8. Finding of Study**

- The findings of the study reveal that food vlogging has a significant and positive influence on consumers’ attitudes toward restaurants and their intention to dine. The analysis indicates that exposure to food vlog content enhances awareness, reduces uncertainty, and improves confidence in decision-making among viewers. Respondents who frequently watch food vlogs demonstrate a higher likelihood of selecting restaurants featured in such content, highlighting the persuasive power of visual and experiential digital media. This suggests that food vlogging acts as an effective informational and promotional tool within the hospitality industry.
- Among the key determinants examined, perceived usefulness emerged as the most influential factor affecting dining intentions. Viewers place high value on content that provides practical, relevant, and detailed information about food quality, pricing, location, and overall experience.

Perceived ease of use also showed a positive impact, indicating that accessible and user-friendly platforms enhance engagement and facilitate decision-making.

- The study further highlights the critical role of credibility in shaping consumer trust and behavioral outcomes. While food vlogs are generally perceived as engaging and informative, the authenticity and transparency of the content significantly determine their effectiveness. Viewers are more likely to trust and act upon recommendations when vloggers are perceived as honest and unbiased.

## 9. Conclusion

The study shows that food vlogging has grown to be an important and influential medium influencing consumers' behaviour in the hospitality industry. With the combination of technology, visual communication, and user-generated content, food vlogs provide rich insight on dining environments that help minimize risk-taking and build confidence. In doing so, they emerge as an important decision support mechanism among active digital consumers. As such, the use of the extended Technology Acceptance Model (TAM) in this paper indicates that consumers' attitudes and dining intentions are influenced by perceived usefulness, perceived ease of use, enjoyment, and credibility of food vlogs. However, among the identified factors, perceived usefulness is a dominating one since consumers prefer informative videos when deciding where to eat. While enjoyment makes videos more engaging, credibility becomes crucial in ensuring the impact and usefulness of food vlog recommendations. This means that marketing efforts should focus on providing consumers with entertaining yet credible content. Practically, these results imply the importance of collaboration between marketers of hospitality businesses and trusted food vloggers.

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