

Trust matters: exploring how video and brand attitudes drive purchase intention in food vlog

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Abstract

This study investigates the effect of food vloggers' content value on viewers' attitudes (video attitude and brand attitude) and purchase intention with trust as a moderating variable. The rise of food vlogging as a digital marketing tool has transformed how consumers engage with culinary content and make purchasing decisions. As viewer trust becomes increasingly important in influencing attitudes and behaviour, understanding content value impacts consumer responses through the S-O-R model is essential for marketers and creators alike. This study targets individuals who actively consume content from three prominent Indonesian food vloggers. Data was collected through an online survey from 335 respondents and analysed using Partial Least Square-Structural Equation Model (PLS-SEM). The results show that informative and entertainment value positively influence video attitude. Video attitude positively influences brand attitude and purchase intention. Trust strengthened the relationship between video attitude and purchase intention, as well as brand attitude and purchase intention. The findings offer insights for marketers and content creators, emphasising the importance of engaging content and trust in shaping consumer behaviour, especially for those interested in exploring Indonesian culinary offerings.

Keywords:

content value; food vloggers; purchase intention; trust; viewers attitude.

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Introduction

Social media is a vital part of modern life, influencing communication, social interaction, business, and information access (Ausat, 2023). It has become a lifestyle that shapes new patterns of engagement across these areas. Compared to traditional channels, social media offers a more efficient approach to marketing

such as newspapers, TV, and radio because it is cheaper and provides greater accessibility and wide content (Akayleh, 2021). Social media and marketing through influencers are now crucial tools in formulating marketing strategies (Leite & Baptista, 2022).

Through social media, individuals as food vlogger can reach wide audiences, gain popularity, and become influential figures known as social media influencers (SMIs) (Vrontis et al., 2021). They can change others' consumer purchasing behaviour or opinions on products based on their authority, expertise, status, or relationship with their audience (Jin et al., 2019). The impact of food vloggers' content on consumer behaviour does not occur in a straightforward manner (Misra et al., 2024). Although the value of content strongly influences consumer attitudes, its effect can be strengthened by various factors (Lou & Xie, 2021). One of the most critical factors is trust, which reflects the consumer's confidence in the content creator's credibility and honesty (Davis et al., 2021; Lod & Tessa, 2020). Yousaf (2022) emphasises that food vloggers exert greater influence when audiences perceive shared values, trustworthiness, and expertise. Consequently, when food vloggers present engaging and positive content, they foster trust and emotional connection, ultimately leading to audience loyalty (Lacsina, 2023).

The growing use of the internet and social media has significantly increased consumers' exposure to a continuous stream of information (Settle, 2023). This development has contributed to the rapid expansion of sponsored content and influencer marketing in the digital environment, thereby intensifying concerns related to authenticity and transparency (Kapitan et al., 2022). As a result, consumers have become more discerning and critical, particularly perceive a vlogger as highly trustworthy, the persuasive power of content is substantially enhanced, leading to stronger impacts on consumer decision-making (Tolunay & Ekizler, 2021). Thus, trust emerged as a fundamental determinant of purchase intention (Wang et al., 2022).

In the context of food marketing, trust plays a particularly vital role due to the unique characteristics of the culinary industry (Wu et al., 2021). As food is inherently a sensory product, effective digital content relies heavily on visual, textual, and experiential elements to convey quality and appeal (Krishna & Elder, 2021). Food vloggers, who present themselves as evaluators of taste, quality, and overall dining experience, are therefore expected by consumers to provide accurate and honest representations (Vita et al., 2021). In this regard, trust serves as a key factor linking the content created by vloggers to consumers' intention to purchase (Chen et al., 2022; Sheng et al., 2022). Without trust, even content that is informative or entertaining fails to convert audiences into actual buyers (Lou & Yuan, 2019).

Food vloggers have gained a greater role in contributing to consumer beliefs, attitudes, and purchase behaviours regarding food, but which behavioural mechanisms exist (especially concerning trust) are less evident. In a digital ecosystem flooded with paid media and influencer content, consumers have become more discerning than ever, and trust has evolved into the key metric that drives how audiences view media (Jaitly & Gautam, 2021). This absence of knowledge on the way that relies upon how trust moderated the connection between food vlogger content and purchase intention reveals a major limitation for marketers to leverage influencer marketing successfully.

While previous studies have highlighted the importance of trust in influencer marketing and its role in shaping consumer decision-making, limited research has examined how trust moderates the relationship between content value (informative and entertainment), attitudes (toward video and brand), and purchase intention—especially within the food vlogging context using the Stimulus-Organism-Response (S-O-R) model (e.g., Lou & Xie, 2021; Hmoud, 2022; Arora & Agarwal, 2019). This study offers novelty by empirically examining trust as a moderating variable in the relationship between content value, viewer attitudes, and purchase intention, an area that has been underexplored, particularly in the context of food vloggers promoting regional cuisine, i.e., Indonesian culinary content, to a global audience.

This study examines the impact of the content value generated by food vloggers on viewers' attitudes and purchase intentions, with a particular focus on the moderating effect of trust. This study, explains how trust enhances and suppresses the role of viewers' attitudes on purchase intention by conducting online survey to food vlogger audiences in Indonesia. These insights contribute to the expanding body of literature on influencer marketing by elucidating how consumers' trust in digital content creators influences their expectations and responses to influencer-generated content.

Literature review

Stimulus-organism-response

This study adopts the Stimulus-Organism-Response (S-O-R) framework to explain purchase intention. The S-O-R model systematically shows how individuals respond to external stimuli that influence their cognitive and emotional states (Guo et al., 2022; Hussain et al., 2023; Jeong et al., 2022). The S-O-R model posits that external stimuli (in this case, informative and entertainment value) influence internal organismic states (video and brand attitude), which then lead to responses (purchase intentions). In this model, content value serves as the stimulus, viewer attitudes represent the organismic state, and purchase intention acts as the response. Trust moderates the relationships among these variables and, therefore, may amplify or reduce the impact of content value on viewer attitude and purchase intention. The S-O-R model has been adopted in online and physical environments to study how environmental stimuli influence consumer behaviours (Cui et al., 2022). According to Zhang et al. (2023), the S-O-R model considers unique aspects of online shopping behaviour and helps build a robust and structured model to develop consumer responses triggered by direct interaction as external stimuli in the user experience.

Food vlogger

The proliferation of social media has significantly transformed content creation, with video blogging (vlogging) emerging as a dominant trend (Khuram, 2024). Platforms such as YouTube, Facebook, and Instagram have become central to this phenomenon, offering users the ability to create, share, and interact with video content. Since its inception in 2005, YouTube has rapidly evolved into a global cultural platform, attracting millions of users and becoming a powerful space for content creators (Hussain et al., 2023; Olukumoro et al., 2022). Prominent vloggers on YouTube can garner millions of subscribers and generate substantial

revenue, positioning vlogging as both a creative outlet and a professional career path (Zhang, 2018; Zhang, 2022).

Each platform plays a unique role in facilitating vlogging practices. YouTube supports long-form content and community engagement through comments and subscriptions. Facebook enhances audience interaction and self-presentation, enabling vloggers to foster deeper connections with their viewers through entertainment and continuous engagement (Zhang, 2018). Meanwhile, Instagram, with its multimedia-rich environment, allows content creators to visually promote their personal brand and showcase curated portfolios, leading to greater audience engagement and improved information retention (Raja, 2024).

One rapidly expanding niche within the vlogging ecosystem is food vlogging, which has garnered widespread attention and influence in recent years. Food vloggers, often overlapping with food bloggers, create visual narratives centred on meals, restaurant experiences, and culinary reviews (Luong & Ho, 2023). These creators significantly impact consumer behaviour, particularly in terms of restaurant visitation. For instance, Briliana et al. (2020) found that food vloggers stimulate restaurant turnout by generating curiosity and encouraging viewers to explore recommended food venues. On platforms like Douyin (the Chinese version of TikTok), food vloggers influence viewers' intentions to visit dining locations by increasing taste awareness and building credibility through engaging and trustworthy content (Guo et al., 2024). Vivid storytelling, emotional expression, and aesthetic presentation contribute to the effectiveness of food vlogs in shaping consumer preferences (Truong et al., 2025). Food vlogging content is typically structured to highlight meals, provide summarised reviews, and promote specific dining experiences. A popular subgenre, known as "What I Eat in a Day" (WIEIAD) vlogs, has gained considerable traction. Despite efforts by influencers to promote body positivity, these videos often include weight-normative messaging, which can subtly reinforce idealised body standards (Kwon, 2020). Nonetheless, they remain highly engaging, often concluding with calls to action such as liking, commenting, and subscribing. Beyond informative content, food vloggers often incorporate personal anecdotes, emotional cues, and visual aesthetics to establish authenticity and foster trust with their audience. This authenticity is key to enhancing viewer engagement and can directly influence consumer decision-making, particularly in areas such as dining preferences and brand loyalty (Lacsina, 2023).

Advertising content value

The effectiveness of food vlogs as persuasive communication tools lies largely in the perceived value of their content. Advertising content value is defined by the degree to which content is seen as informative, entertaining, and credible, all of which are essential for shaping audience engagement and influencing consumer attitudes (Nguyen et al., 2024; Luong & Ho, 2023).

Informative content provides audiences with relevant, accurate, and useful insights that facilitate decision-making. In the context of food vlogging, such content enhances viewers' knowledge about food quality, preparation, pricing, and location. Studies have shown that the informativeness of food vlogs significantly impacts consumer attitudes and purchase intentions. For example, Bhagat et al. (2024) demonstrated that high-quality information shared by food vloggers

positively influences consumer interest and intent to purchase street food. In addition to informativeness, entertainment plays a pivotal role in sustaining viewer interest. Entertainment elements such as humour, vivid imagery, music, and storytelling heighten emotional arousal, making content more appealing and memorable (Dolan et al., 2019). Although entertainment boosts engagement levels, it does not always directly influence viewers' attitudes toward the vlog content (Luong & Ho, 2023). Nonetheless, narrative features like self-referencing and the inclusion of positive values can foster emotional connections with the audience, thereby increasing engagement, particularly in sponsored content (Elshazly et al., 2024). Credibility is another essential component of content value, often determining whether viewers trust the information provided. According to Hmoud (2022), credible and relevant information about the product's use and benefits plays a central role in shaping customer attitudes toward purchase decisions.

Viewer's attitude

Food vloggers play a crucial role in shaping brand attitudes and behaviours through their reach and appeal (Abell & Biswas, 2023). The effectiveness of food vloggers marketing relies on user trust, enhancing interaction and purchase intentions (Aldoghan & Arshad, 2023). Positive brand attitudes grow through social media entertainment, such as games, competitions, and giveaways (Florenthal, 2019). Short videos in marketing create realistic experiences, strengthen brand imagery and culture, and boost brand recognition (Kumar et al., 2023). Positive brand attitudes in ads are influenced by message engagement and creativity (Buana et al., 2020). Engaging content improves cognition, emotions, and brand understanding through participative interactions (Liu et al., 2019). Brand integration within positively received videos allows the brand to be naturally embedded into the content, making it less intrusive and more relatable to the audience. As a result, when the video generates favourable reactions, the positive sentiment can transfer to the brand, leading to an enhanced brand evaluation (Davtyan & Taschian, 2021). Positive attitudes toward branded content strengthen consumer connection and relationships with the brand (Youn et al., 2024). This study posits the following hypotheses.

H1: Food vloggers' informative value has a positive effect on viewers' attitudes toward the videos.

H2: Food vloggers' entertainment value has a positive effect on viewers' attitudes toward the videos.

H3: Viewers' attitudes toward the videos has a positive effect on viewers' attitudes toward the featured brand.

Purchase intention

Taillon et al. (2020) found a strong link between follower-influencer attitude alignment and purchase intention, where greater similarity leads to higher purchase likelihood. Emotional ads trigger consumer affective responses, influencing purchase desires (Gahlot et al., 2019). In other context, User-Generated Content (UGC) videos enhance online shopping experiences and significantly boost purchase intention. Live video streaming reduces psychological distance and uncertainty, promoting online purchase intentions in B2C and B2B contexts (Zhang et al., 2020).

Brand attitudes play a key role in decision-making, with positive experiences leading to preferences and higher purchase intention (Lee et al., 2017). Positive brand attitudes predict future purchase behaviour, especially with direct interactions (McClure & Seock, 2020). Positive consumer attitudes toward a brand significantly enhance purchase intention (Abzari et al., 2014). Positive attitudes also influence willingness to pay premium prices, making brand perception crucial in purchase decisions (Kudeshia & Kumar, 2017). Effective advertising impacts brand and ad attitudes, both of which drive purchase intentions (Paul & Bhakar, 2018). This study outlines the following hypotheses.

H4: Viewers' video attitude has a positive effect on purchase intention.

H5: Viewers' brand attitude has a positive effect on purchase intention.

Trust

Viewer trust in vloggers reflects their belief in the vlogger's honesty, credibility, and reliability (Aslam et al., 2022). Trust influences how audiences accept a vlogger's information and recommendations (Lou & Yuan, 2019). High trust levels make viewers more likely to be influenced by content, shaping attitudes and purchase intentions (Choi & Lee, 2019).

Audience attitudes toward food vloggers' videos are shaped by the content's informativeness and entertainment value (Chen & Dermawan, 2020). Informative and entertaining videos generate positive viewer attitudes (Sabuncuoğlu-İnanç et al., 2020). Trust strengthens the link between vlogger characteristics and purchase intentions (Han & Chen, 2022). High trust in a food vlogger enhances the impact of positive attitudes on purchase intentions (Kim & Benbasat, 2009; Balaban, 2020).

Trust also moderates the relationship between brand attitudes and purchase intentions, amplifying positive effects when trust in the vlogger is strong (Nga & Tuan, 2019; Munnukka et al., 2019). Consumer trust in endorsers increases their influence on brand attitudes and behaviours (Chen et al., 2020). Viewers' video attitudes will have a positive effect on purchase intention. The research advances the following hypotheses.

H6a: Viewers' video attitude has a positive effect on purchase intention moderated by the trust.

H6b: Viewers' brand attitude has a positive effect on purchase intention moderated by the trust.

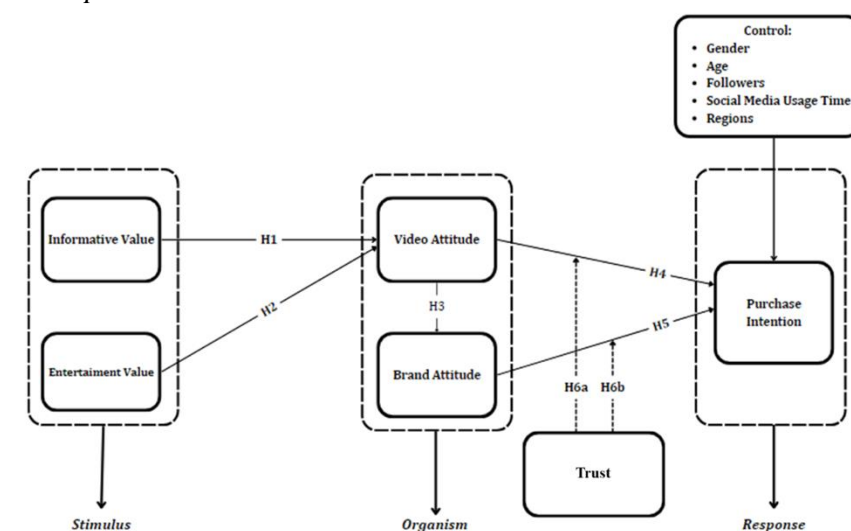
Research method

Sample and data collection

The population in this study consisted of active viewers of food vloggers Farida Nurhan, Nex Carlos, and Magdalena Fridawati on YouTube with more than 14.6 million subscribers. This study employed a purposive sampling method, targeting individuals who frequently engaged with the vloggers' content—such as watching, liking, commenting, and subscribing. Several inclusion criteria were applied to define the sample: participants had to be at least 18 years old, required to be active users of social media platforms such as YouTube and to have followed or regularly watched popular Indonesian food vloggers, namely Farida Nurhan, Nex Carlos, or Magdalena Fridawati. Data were collected through an online survey using Google Form. A total of 335 valid responses met the specified criteria and

were included in the final analysis. Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 3 was employed to analyse the data, as it is appropriate for explanatory research that aims to examine complex causal relationships between latent variables. This method is particularly effective for testing theoretical models and assessing both the measurement model (outer model) and the structural model (inner model). In addition, PLS-SEM is suitable for studies with predictive objectives and relatively small to medium sample sizes, offering robust estimation even when data distribution assumptions are not strictly met (Hair et al., 2021).

Figure 1.
Conceptual model



Source: Authors' work (2024)

Measures

The measures used in this study were adapted from the study of Luong & Ho (2023), and the responses were also evaluated on a 5-point Likert scale response format, anchoring 1 as "strongly disagree" and 5 as "strongly agree." Content value was assessed through two dimensions: the first, informative value, which evaluates the extent to which the videos provide useful information about Makassar's culinary offerings; and the second, entertainment value, which measures the degree of enjoyment and engagement the videos deliver to the audience. Attitudes were divided into two dimensions: the first, attitude toward the video, which reflects viewers' emotional and cognitive responses to the content; and the second, attitude toward the brand, which measures viewers perceive the culinary brand as influenced by the video content. Trust, as a moderating variable, was assessed regarding the credibility and perceived honesty of the food vloggers. Purchase intentions were gauged by assessing the likelihood of viewers trying Indonesian culinary offerings after watching the videos.

Result

Characteristics respondents

The sample in Table 1 is highly dominated by females, with 80% female respondents and 20% males. Most respondents were between 18 and 24 years old,

followed by those in the 25-34 age brackets. A minor portion was in the 35-44 age group. For food vloggers, Farida Nurhan took the most significant portion, followed by Nex Carlos and Magdalena Fridawati.

Regarding social media usage, most respondents spend 3-5 hours daily on social media, while a smaller portion uses it for less than one hour or more than five hours. The respondents are distributed across various regions in Indonesia, with the largest concentration residing in Java, followed by Sumatra, and a minor representation from Bali, Kalimantan, Sulawesi, and Papua. This demographic highlights the widespread interest in food vlogging content across diverse regions in Indonesia.

Table 1.

Characteristics respondents

Variables	Item	Frequency	Percentage (%)
Gender	Male	67	20
	Female	268	80
Age	18-24	180	53.73
	25-34	130	38.81
	35-44	25	7.46
	45-54	0	0.00
	55 years and above	0	0.00
Followers	Farida Nurhan	155	46.27
	Magdalena Fridawati	79	23.58
	Nex Carlos	101	30.15
Social media usage time	Less than 1	11	3.28
	Hour 1-3 hours	104	31.04
	3-5 hours	216	64.48
	More than 5 hours	4	1.1
Regions	Sumatra	69	20.60
	Java	168	50.15
	Bali & Nusa Tenggara	25	7.46
	Kalimantan	23	6.87
	Sulawesi	36	10.75
	Papua & Maluku	14	4.18

Source: Authors' work (2024)

Data analysis results

Validity and reliability test result

The measurement model in Appendix 1 including reliability and validity assessments through factor loadings, Cronbach's alpha, Average Variance Extracted (AVE), and Composite Reliability (CR). All item loadings exceed the threshold of 0.70, indicating good convergent validity. Furthermore, all constructs show Cronbach's alpha and CR values above 0.70, confirming strong internal consistency. The AVE values are also recommended level of 0.50, suggesting that more than half of the variance in the indicators is captured by the respective latent constructs (Hair et al., 2019).

In terms of descriptive statistics, the mean values of the constructs such as informative value, entertainment value, video attitude, brand attitude, purchase intention, and trustworthiness range from moderate to high. Purchase intention records the highest mean score (M = 4.096), indicating that respondents generally have a strong intent to purchase products featured in food vlogs. This is further

supported by their positive perceptions of the videos' informative and entertaining qualities.

Appendix 2 shows the discriminant validity of the constructs based on the Fornell-Larcker criterion. The square roots of AVE (in bold along the diagonal) are higher than the corresponding correlations between constructs, which demonstrates acceptability (Fornell & Larcker, 1981). For example, the square root of AVE for informative value is 0.911, which is greater than its correlations with entertainment value (0.754) and video attitude (0.706). This indicates that each construct is empirically distinct and captures phenomena not represented by other constructs in the model.

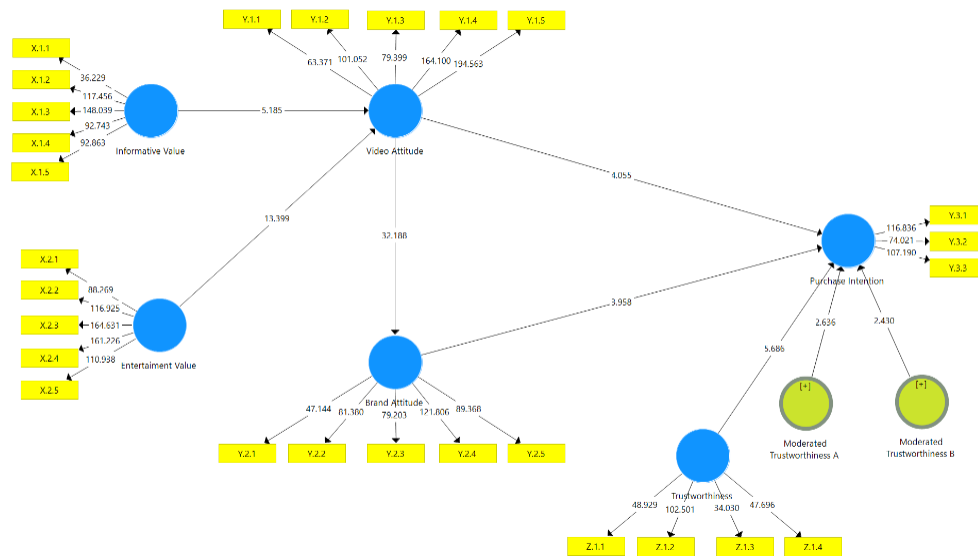
Structural equation model

As shown in Table 1, relationships between variables were quantified through PLS-SEM results, augmenting comprehensive understanding. It is obvious from this result that all proposed hypotheses were supported, and the interrelations between the models are strong. Therefore, the result indicates that the informative value significantly predicts attitude towards a video with ($\beta = 0.256$, $t = 5.167$, $p < 0.001$). In other words, the more informative content quality, the better the viewer's attitude toward a video. Also, in the same breath, viewers will have a more positive disposition toward the video. Video attitude is also positively affected significantly by entertainment value ($\beta = 0.596$, $t = 13.286$, $p < 0.001$), which means that the better the content entertaining value is perceived, the more favourable attitudes are given towards it simultaneously. It also indicates that informative and entertaining content shapes viewers' perceptions of the videos.

Attitude toward the video has a strong effect on brand attitude ($\beta = 0.750$, $t = 32.941$, $p < 0.001$), meaning the more positive attitude formed from the video leads to favourable attitudes towards the brand. In addition, the effect of attitude towards video on purchase intention is also significant ($\beta = 0.276$, $t = 4.039$, $p < 0.001$), providing instances where a positive attitude toward video may have increased viewers' intention to purchase. This relates to the path model between constructs as brand attitude also plays an important role in predicting consumer purchase intention with a total effect of ($\beta = 0.254$, $t = 3.906$, $p < 0.001$). The perception of a brand, in the context of a single purchase decision, is critical.

Trust here has a moderating role that is important for understanding these dynamics. Trust also moderated the effect of video attitude on purchase intentions ($\beta = -0.182$, $t = 2.614$, $p < 0$), showing that at higher levels of trust, the effect of video attitude on purchase intentions was reduced. On the other hand, trust positively moderates the path from brand attitude to purchase intentions ($\beta = 0.164$, $t = 2.419$, $p = 0.016$), meaning that with more trust, the impact of brand attitude on purchase intentions is increased.

The model's predictive ability is shown in Table 5. These R^2 values represent a total of 65.2% and 56.3% of explainable variance in brand attitudes and purchase intentions, respectively, attributable to the video attitudes. The Q^2 , which estimates the out-of-sample predictive relevance of the model, are 0.563 for attitudes toward dance videos, 0.455 for attitudes toward the brands and 0.339 for intentions to purchase. These results indicate that the model can predict a lot of the variance in outcomes, mostly how video attitudes shape brand and purchase intentions.

Figure 2.*PLS-SEM Output of assessment of measurement model*

Source: Authors' work (2024)

Figure 2 shows the structural model that both informative and entertaining video content positively influence viewers' attitudes toward the video, which in turn enhance brand attitude and purchase intention. A positive brand attitude further strengthens purchase intention, indicating its mediating role. Additionally, trust not only directly boosts purchase intention but also moderates the relationship, making the effect of video and brand attitudes on purchase behaviour stronger when the source is perceived as credible. These results support the Stimulus-Organism-Response (S-O-R) model, highlighting the importance of content value and trust in shaping consumer behaviour.

Table 3 provides an overview of the predictive capability of the model using R^2 and Q^2 values for the endogenous constructs such as video attitude, brand attitude, and purchase intention. The R^2 value for video attitude is 0.652, indicating that 65.2% of the variance is explained by the predictors. Brand attitude has an R^2 of 0.563 and purchase intention has 0.428, which are both categorised as moderate predictive power. In addition, all Q^2 values exceed the threshold of 0.35, suggesting the model demonstrates good predictive relevance (Hair et al., 2019). These findings support the model's strength in explaining how vlog content value (informativeness and entertainment) influences viewer attitudes toward the video and the brand, ultimately leading to purchase intentions.

Discussion

The findings of this study indicate that the informative value of food vloggers' content has a significant positive effect on viewers' attitudes toward the videos, thereby supporting H1. Informative value refers to how effectively the content delivers useful, accurate, and relevant information about culinary topics, in this case, Indonesian food scene. Viewers tend to form more favourable attitudes when the videos provide clear, structured, and insightful content. This result is consistent with previous study showing that well-organised and meaningful information

enhances viewer engagement and cognitive processing, which in turn influences their evaluative responses toward the content (Luong & Ho, 2023).

Table 2.
Results of the structural model

Hypothesis	Relationship	Beta	Std dev	T-value	P values	Decision
H1	Informative value → video attitude	0.256	0.050	5.167	0.000	Supported
H2	Entertainment value → video attitude	0.596	0.045	13.286	0.000	Supported
H3	Video attitude → brand attitude	0.750	0.023	32.941	0.000	Supported
H4	Video attitude → purchase intentions	0.276	0.068	4.039	0.000	Supported
H5	Brand attitude → purchase intentions	0.254	0.065	3.906	0.000	Supported
H6a	Video attitude*trust → purchase intentions	-0.182	0.070	2.614	0.009	Supported
H6b	Brand attitude*trust → purchase intentions	0.164	0.068	2.419	0.016	Supported

Source: Authors' work (2024)

Table 3.
Predictive capability

Construct	R ²	Q ²
Video attitude	0.652	0.563
Brand attitude	0.563	0.455
Purchase intentions	0.428	0.339

The study also confirms that entertainment value positively influences viewers' attitudes, thus validating H2. Entertainment value encompasses the emotional and experiential aspects of content consumption, including enjoyment, amusement, and the ability to captivate attention. When food vloggers create content that is not only informative but also entertaining, viewers are more likely to respond positively and develop stronger affective attitudes. This is in line with earlier research demonstrating that entertainment enhances viewer satisfaction and emotional connection, leading to more favourable content evaluations (Logan et al., 2012; Nguyen et al., 2024).

A significant and positive relationship between intrinsic motivation and creative behaviour, been provided empirically support for H3. The finding is in line with the theoretical perspective that intrinsic motivation, defined as the innate desire to engage in an activity for its own sake, serves as a fundamental driver of creativity. Intrinsically motivated individuals tend to exhibit greater cognitive flexibility, persistence, and engagement, all of which are important components of creative outcomes. The empirical evidence obtained in this study reinforces the idea that personal interest, enjoyment, and internal satisfaction significantly influence the extent to which individuals engage in innovative and original thinking. These results are consistent with the findings of Schivinski et al. (2019) and Kim and Kim (2022), which underscore the influence of internal evaluations and positive affective responses in shaping behavioural intentions and attitudinal outcomes. Both studies emphasize that when individuals perceive value or satisfaction from

either media content or task engagement, these internal states often translate into meaningful behavioural expressions. This study conclude that video attitude positively influences purchase intention, directly persuading the fact that engaging and informative content plays an important role in making engagement behaviour. This idea is in line with [Shahbaznezhad et al. \(2021\)](#), who emphasise that engaging media content not only shapes user attitudes but also stimulates behavioural engagement through internal psychological mechanisms.

Viewer attitudes toward videos serve as a foundational link to brand evaluation and purchase intention. Content that evokes enjoyment and relevance cultivates favourable emotional responses, which extend to the featured products and brands. This reinforces the idea that consumer engagement with content is a critical factor in shaping brand attitudes. In line with the findings of [Filieri et al. \(2015\)](#) and [Zhang & Wang \(2021\)](#), consumer trust in the information source further supports the development of these positive evaluations. When attitudes toward video content are strong, they translate into more favourable brand impressions and greater purchase likelihood, provided the content maintains a level of authenticity and consistency.

Moreover, attitude towards a brand influences purchase intention ([Machi et al., 2022](#)), making it an essential predictor of purchasing decisions ([Cheung & Thadani, 2012](#); [Chang et al., 2005](#); [Bhandari et al., 2021](#)). Content that produces a positive brand image is more likely to increase purchase intention, thus emphasising the importance of content in affecting consumers' behaviour ([Elseidi & El-Baz, 2016](#)). This suggests that when consumers develop a favourable perception of a brand, whether through direct experience or mediated content, they are more likely to progress from passive observers to active buyers. A positive brand attitude fosters trust, reduces uncertainty, and builds emotional connection, all of which contribute to stronger buying intentions. Additionally, consistent and compelling brand messaging particularly through digital platforms can reinforce these attitudes and guide consumer behaviour more effectively. These empirical findings support to H5, which posits that viewers' brand attitude has a positive effect on purchase intention, highlighting the strategic value of cultivating brand equity through content-driven engagement.

Trust is confirmed to play a moderating role in the relationships between attitude toward video and purchase intention, as well as between brand attitude and purchase intention. High levels of trust may dilute the influence of a single video's appeal on purchase behaviour, as consumers rely more on accumulated credibility over time ([Pan & Chiou, 2011](#)). However, trust significantly strengthens the effect of brand attitudes on purchase intention, confirming previous studies on the importance of credibility and perceived authenticity in influencing consumer decisions ([Li & Lu, 2010](#); [Dam, 2020](#)). In this light, long-term trust built through consistent, transparent messaging and alignment between influencer and brand values becomes a central component in shaping consumer behaviour ([Wang & Emurian, 2005](#)).

A comparison of trust reveals that trust plays a significant moderation role in the relationship between attitude towards video and purchase intention and attitude toward brand and purchase intention. Trust mitigates the transfer of video attitude to purchase decisions ([Wongkitrungrueng & Assarut, 2020](#)), meaning viewers might value their trust in the vlogger more than their pure attitudes towards the

video itself when trust emanating from the vlogger (Bayazit, 2017). This indicates that trust acts as a psychological filter, determining whether a viewer's positive response to video content will effectively translate into purchase behaviour. In cases where trust in the content creator is low, even a high-quality and engaging video may not lead to consumer action. Conversely, when trust is present, it reinforces the influence of video attitude by enhancing credibility and emotional connection, making viewers more confident in acting upon their positive impressions. These findings empirically support H6a, which posits that viewers' video attitude has a positive effect on purchase intention moderated by trust. Hence, trust is not merely complementary but essential in maximizing the persuasive power of video content in digital marketing.

In contrast, trust enhances brand attitude and affects purchase intentions, suggesting that positive attitudinal resonance is more likely to lead to buying behaviour with viewers who trust the brand (Chu & Chen, 2019). Trust is considered a major factor in creating and maintaining successful and long-lasting relationships (Pennanen et al., 2007). This indicates that trust serves as a reinforcing mechanism that strengthens the impact of a consumer's favourable brand attitude on their intention to purchase. When trust in a brand is present, consumers are more likely to perceive the brand as credible, reliable, and consistent, which increases their willingness to act on their positive perceptions. In essence, trust builds a psychological safety net that encourages commitment and reduces perceived risks in the decision-making process. The moderating effect of trust in this context highlights its essential role in turning brand affinity into actual purchasing behaviour. These insights empirically support Hypothesis 6b, which states that viewers' brand attitude has a positive effect on purchase intention moderated by trust.

Conclusion, limitation, and future research

This study explain food vloggers content influence audience attitudes and purchase intentions, highlighting trust as a key moderating factor. Focusing on viewers of YouTube creators like Farida Nurhan, Nex Carlos, and Magdalena Fridawati, the findings show that both informative and entertaining content drive positive viewer attitudes. Informative content enhances attitude, while entertainment fosters emotional engagement, both of which shape favourable brand perceptions and increase the likelihood of purchase. Trust plays a subtle but important role, strengthening the direct link between video attitudes and purchasing decisions. These findings contribute to the literature using the Stimulus–Organism–Response (S–O–R) framework, offering practical implications for food vloggers and marketers: content should be not only credible and informative but also engaging and aligned with audience values.

However, the study has limitations. It only examined a specific sample of viewers of food vlogs from one city, so the findings may not apply to other geographic areas. Moreover, cultural, demographic, and personal factors were not explored. Future research should include broader, different food content, and use longitudinal or experimental methods. Real purchase behaviour should also be tracked to see how intention translates into action. Including other moderating factors, such as cultural background or influencer credibility, would further enhance understanding of digital consumer behaviour in this context.

Author contribution

Muhammad Nur Fajri: Conceptualisation, Investigation, Formal Analysis, Resources, Writing-Original Draft. **Wilopo:** Supervision. **Inggang Perwangsa Nuralam:** Supervision.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1.

The results of the measurement model and descriptive analysis

Constructs/items	Factor Loadings	Cronbach's Alpha	AVE	Composite Reliability	Mean
Informative value		0.963	0.831	0.961	3.532
IV1	0.789				3.179
IV2	0.942				3.606
IV3	0.952				3.57
IV4	0.937				3.603
IV5	0.927				3.704
Entertainment value		0.963	0.872	0.971	3.49
EV1	0.886				3.346
EV2	0.938				3.576
EV3	0.957				3.502
EV4	0.952				3.490
EV5	0.935				3.537
Video attitude		0.942	0.871	0.971	3.552
VA1	0.904				4.191
VA2	0.940				3.292
VA3	0.908				3.415
VA4	0.962				3.385
VA5	0.950				3.478
Brand attitude		0.878	0.814	0.956	3.448
BA1	0.812				3.827
BA2	0.921				3.304
BA3	0.919				3.346
BA4	0.934				3.316
BA5	0.920				3.445
Purchase intention		0.878	0.804	0.925	4.096
PI1	0.924				4.042
PI2	0.861				4.075
PI3	0.904				4.17
Trust		0.878	0.726	0.914	3.325
T1	0.861				3.31
T2	0.892				3.275
T3	0.810				3.307
T4	0.842				3.406

Source: Authors' work (2024)

Appendix 2.

Discriminant validity of the measurement model

Variable	1	2	3	4	5	6
Informative value	0.911					
Entertainment value	0.754	0.934				
Video attitude	0.706	0.790	0.933			
Brand attitude	0.580	0.658	0.750	0.902		
Purchase intentions	0.414	0.381	0.574	0.552	0.897	
Trust	0.319	0.309	0.388	0.360	0.450	0.852

Source: Authors' work (2024)