

Millennials Purchase Intention based on Food Vlogger Reviews – A Micro Study at Palghar District, Maharashtra

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Abstract: *Advancement in technology has helped many businesses to enter and prosper in digital world. Many of the business are presenting their culinarians and services through vlogs to attract more customers. Millennials are the major users of these vlogs to get awareness and information on food and restaurants service updates. Therefore, the objective of this study is to identify and examine the factors that impacts the Millennials to access food vlogger reviews. Primary data was collected by structural questionnaires distributed to 400 millennials from Palghar District, Maharashtra State who have subscribed for food vlogs in YouTube and have purchased food items based on online reviews. The data was run through SMARTPLS 3.0 for analysis. Secondary data sources were referred from journal papers, books and writeups. The results of the study states smart phone app usefulness, perceived benefit and perceived enjoyment influences millennials attitude towards purchase intention, however, subjective norms have no influence on millennials attitude towards purchase intentions based on food vloggers review. The study helps in understanding the factors affecting the millennials to buy the food products- pre-consumption and post-consumption based on food vlogs reviews.*

Keywords: YouTube vlogs, Perceived benefit, Perceived enjoyment, Millennial's attitude, food vlogger reviews.

Introduction:

Millennials, often known as Generation Y, as they play a crucial role in growth of social media as a platform of creating awareness of any product information. Millennials are the smart user of social media which continues to inflates with their discretionary income; having grown up socialising and buying products online. For Millennials, computers and mobile gadgets are not just ubiquitous, but also crucial for making any purchase decision. Moreover, these millennials frequently seek purchase-related information from their friends and, their digital connectivity facilitates them to get the required information.

Millennials, in reality, use social media on a regularly and connect with many vendors all over the world for any product purchase. Therefore, these growing experiences with digital media, millennials are a driving force in digital interactions. They may wield control over the market economy through the Online by sharing their views in a range of online arenas that can impact their and retailers' behaviour (Frederick & Parappagoudar, 2021). Moreover, they create a significant market demand for a variety of products and services. They anticipate their purchase-related habits, which they develop at such a young age, to serve as a basis for their

purchasing patterns. In addition to their anticipation, product online reviews play a crucial role for future purchase decision. Therefore, their purchase decision and online product reviews are precisely connected. As a result, the goal of this study is to understand more about their purchase-related interactions which relates to online video appraisals in relation to food.

Since a year, Covid-19 pandemic has globally impacted public health and new policies were adopted for safety concerns which have influenced the change in lifestyle pattern of an individual. This change has most significantly influenced the people's social affairs, and this lifestyle transition has affected the economy at macro level. Lockdowns and physical separation measures implemented by government have made people rely on e-technology to satisfy their social and economic needs and desires. Of late, as an alternate to physical social gathering, many individuals have become Tech savvy with use of smartphones to socialize by using varied social media platforms. Moreover, this pandemic has turned an individual's life captured or confined to operate his social and professional activities from home leading to an individual use's social media platforms for marketing, interactive learning, and entertainment purposes via YouTube, Instagram, Facebook, WhatsApp, etc. Millennials, who were born between 1981 and 1996; between the ages of 24 and 39 are propelled by digital economy. YouTube users now account for 88 percent of all Internet users creating it the furthestmost popular social media website. YouTube has the benefit of allowing the users to upload videos and share it to Instagram through the YouTube app. These have given rise for millennials to use more of this platform. In India, street food is swiftly escalating as more people seek interest towards it. This popularity stems

from the Indian's affection for fast food and diversity in the cultures that give rise to many varieties of food. The diverse culture makes India a country; rich in spices and tasty food which are seen in various Indian cuisines. Moreover, street food is a component of India's cultural lifestyle and has raised a potential to attract many tourists which would benefit the economy. Electronic Word-of-Mouth (e-WOM) means that a individual have the ability to impact the decisions of others. Prior research studies found that in tourism industry, attitude towards e-WOM of the tourist or visitors towards various food items is influenced by advice and views expressed by experienced tourism experts(Zainal, Harun & Lily, 2017).

Apart from street food, the majority of Millennials spend their cash on restaurant meals (Nyheim, Zhang & Mattila, 2015). Their primary motive for dining out is to have a nice dining experience. Therefore, restaurateurs must be aware of their buying expectations and behaviour (Briliana&Silaen, 2018). Therefore, Social Media posts have become a powerful method of communication for customers who intend to make purchases based on shared information or personal opinions given in social media apps(Jalilvand&Samiei, 2012); (Briliana, 2019); (Mumuni, Lancendorfer, O'Reilly & MacMillan, 2019), like hotel mobile apps(Lee, 2018), cosmetic products on social media platforms (Liu, et.al.,2019), food app, etc. Further, a restaurant can partner with different online food deliverers to reach many customers by appropriate information on their food products(Frederick & Bhat, 2022). This behaviour has led to rise in e-WOM which in the form of online customer evaluations (Briliana, 2019).

Online Reviews as an Influence for Millennials for Purchase Decision:

Social media is a medium used for disseminating and getting data, which influences the process of decision-making. Therefore, it can significantly influence the consuming process such as awareness of the quality of food items and restaurants, information, attitudes, to frame decision, and after purchase assessment (Mangold & Faulds, 2009). Word-of-mouth has surpassed all other forms of communication as most effective (Keller, 2007) and therefore, it is well acknowledged as it has a momentous impression on product purchase (Walsh, et al., 2004). It is considered as more trustworthy than advertising because it has gone through the scrutiny of 'people like me' (Allsop, et al., 2007). Of late, advancement in Information and Communication Technology (ICT), many users prefer e-WOM as influencer for purchase decision. It consists of reviews posted by individuals by the use of ICT to create product knowledge through online reviews influenced by personal usage experiences (Yubo & Jinhong, 2008). Presently, this trend, consumer product reviews are very trendy in developing market spectacle which is fetching increasingly important element resulting in people's purchase decisions. Moreover, by usage of social media platforms and virtual communities' arenas, people are able to express widely on how they felt about a company or its product and spread e-WOM as internet is considered as fastest-growing phenomena (Parent, et al., 2011). Of late, Millennials who are the major buyer of food online refer to watch vloggers or video bloggers before buying a food. Vloggers give recommendations for the food products and services they use every day, both ordered via online and offline modes, in the form of product reviews. These food items suggestions are posted on various social media sites via Facebook,

Twitter, blogs and YouTube. In addition, these reviews are also a big part of search engine-related numerous sites like Bing Local, Google Maps, and Yahoo Local.

Millennials benefit from abundance and accessibility of food product reviews offered by different restaurants and places; interested ones may quickly make the purchase. Therefore, social media facilitates the development and exchange of user-generated content. Millennials' willingness to engage in online interactions has become increasingly important for promotional success of the marketers (Shepherd & Edelman, 2001). This means social media is required to be a component of their whole marketing strategy. Millennials follow the information given in different social media via online reviews prior making purchase decision (Vollmer & Precourt, 2008); (Frederick, (2022)). In addition, marketers can use neuro-marketing strategies prior fixing prices to the food products to induce the customers for repurchase (Liu, et al., 2011). Such an evaluation assist an individual in developing criteria's for assessing a item and lowering expenses associated with purchasing choice (Liu, et al., 2011); (Dsouza & Bhat, 2021). Therefore, food providers should develop and implement good set of tactics with use of different strategic tools of analysis to find the best alternative to attract more consumers (Frederick, 2022). Online food Vloggers which create the food reviews assist in; creating an impartial knowledge of food items, develop a set of standards for assessing a quality of food and restaurants, helps in making an accurate decision and minimise the costs of making wrong decision. Consumer Survey done by Nielsen's Global Online, reports seventy percent of online buyers' reliance evaluations posted by individuals whom they have never seen or met (Global Advertising Consumers Trust Real Friends and Virtual Strangers the Most, 2009). The number of reviews posted online is

frequently employed like an indicator of product fame since it is thought to indicate the product's performance in market (Chevalier & Mayzlin, 2006). Consumers are, in fact, joining together to analyse the avalanche of information accessible present days. This dependence on regular customers is an important component of marketplace's process of communication. Consumers now have greater power in the information exchange process as these new channels of communication; they not only have easy access to company and product information, and also have the capacity to post and share to regulate the flow of information(Fournier & Avery, 2011). This change is having a profound impact on how customers receive and respond to market information (Singh, Veron-Jackson& Cullinane,2008). Consumer experiences are increasingly used to generate product knowledge in the marketplace. This 'groundswell' is giving consumers greater influence and influencing the purchasing process(Li & Bernoff,2008). Consumers have the power to redefine corporations by buying from people who share their experiences, beliefs, principles, charitable and ecological businesses which are being rewarded. According to Gerzema and D'Antonio (2011), People simply don't feel powerful as alone; they find the strength of numbers as well.

As a result, customers are banding together to exert influence over how businesses function(Gerzema &D' Antonio, 2011).

Theoretical Framework for the Study:

The study has made an attempt to frame constructs referring Technology Acceptance Model (TAM) propounded by Fred Davis (1986). This theory tries to anticipate how well a new technology will be received by potential customers. Perceived ease of use and Perceived usefulness are the two determinant which influences the customer attitude and behavioural intention. These factors are main influencer of attitudes of users towards different kinds of actions as web retailing (O'cass& Fenech, 2003); (Cha, et.al., 2007), online tax filing (Wang, Y. S. (2003); (Fu, et.al., 2006), digital libraries (Hong, et.al., 2002), e-learning (Liu, El Saddik & Georganas, 2003); (Roca, et.al., 2006), online food orders. In addition to the TAM theory, the study considers Subjective Norms as an additional construct as the opinion of family members and friends also influences the millennials attitude and purchase intention.

Conceptual Framework

The study has developed the conceptual model depicted in Figure1.

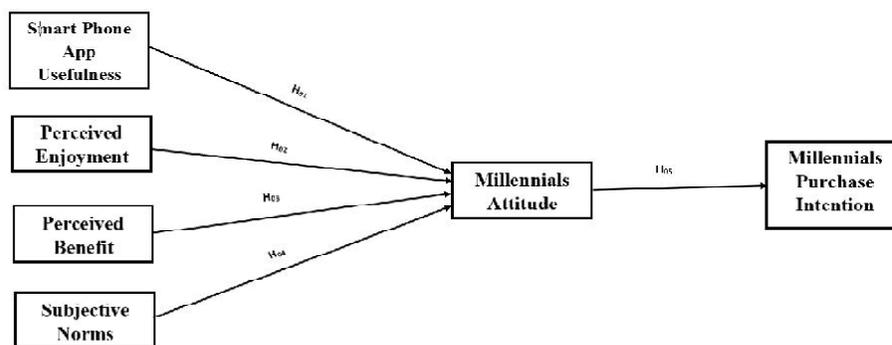


Figure 1: Conceptual Model

Source: Author

Related Work

Kelley created the collaboration model, known as attribution theory (1967). As per the theory, attribution process connects beliefs to perceptual process, later characteristics can be assigned to persons or the environment such as dispositional and situational. Millennials, for example, enjoy watching specific YouTube series, therefore there are two options. The first option is for them to

say that the programme is truly entertaining (external attribution), and the second is for them to say that they are indeed pleased, thus they enjoy the YouTube show (internal attribution) (Kelley, 1967). Some of the scholarly papers contribution towards this research study are exhibited in Table 1.

Table 1: Contribution of different authors from scholarly articles

S. No	Contribution	Author Name
1.	Millennials like reading and discussing fascinating tales that come up in the comments section. They find it amusing to observe such exchange of knowledge because it validates their identification as seasoned customers who like sharing pleasant experiences with others who share their hobbies, namely, eating. The studies found that tourists intentions to accept the advice of experienced tourism experts were impacted by their opinions about e-WOM.	Frederick & Parappagoudar (2021).
2.	When customers visit particular websites, they are said to have perceived delight. If the customers enjoy more online shopping on a specific site, he/she will be willing to do purchases. Millennials have developed a tendency of focusing on social media for the sole purpose of having fun or seeking support for their actions via eWOM.	Briliana & Silaen (2018).
3.	When millennials going on a holiday, mobile app is an ideal way to obtain relevant information at their place and time of convenience, such as discovering a restaurant site, menu varieties, operating hours and costs, as well as information for reserving hotel accommodation and learning about locations.	Briliana, V. (2019).
4.	Customers are becoming particularly dependent on and respectful of the views expressed in online product reviews given by others (e.g. relatives or friends). As online reviews is perceived to be informed and experienced, impacting client perceptions of certain media.	Mumuni, et.al., (2019).
5.	Customers feel compelled to seek information about a product on social media and find it helpful by examine reviews on online sites, prior making a choice for purchase especially in concern with product quality.	Mumuni, et.al., (2019).
6.	Viewers with greater motivations (defined as the satisfaction they derive from viewing vlogger presentations) are more likely to watch videos with similar information, making them more associated to the vloggers.	Lin, et.al., (2019)
7.	When people have pleasant and helpful experiences using mobile applications, they frequently use it. For example, mobile application that displays Instagram and YouTube channels and includes food vlogger reviews in relevant section which usually written as food stalls or a restaurant site then it is linked to the Google map app to assist people in finding more places. Links will be given the description box. This makes it much easier for users to locate information that isn't related to the original search	Ho, S. Y. (2012)
8.	Millennials do not download any apps activities as they are on Google Play which can be used as per necessity. When Millennials intend to travel independently, they use smartphone apps like Google Maps, transit, reservation apps accommodations and e-ticket purchasing apps.	Briliana, V. (2019); Bellman, et.al.,(2011)
9.	Consumers can quickly compare costs and benefits due to digital technology. Food vlogger evaluations and suggestions are easily available on YouTube. Therefore, before making a purchasing choice, potential buyers may utilise the web to evaluate the different features and pricing of the services and products.	Carmana, &Ewing (2010).

10.	Mobile apps can be contributory, experiential, social, and identity-related which has added to new flavour to the change in lifestyle and benefitted the customers at large.	Larivière, et.al., (2013).
11.	Basically, when visitors are planning a trip for vacation, they seek guidance and suggestions from online social networks since the opinions of trustworthy peer group and others are shared via social media.	Oliveira, Araujo & Tam (2020).
12.	Customers with identical preferences in a behaviour, such as reading, and sharing experiences and information in the purchase and consumption of goods selections, accept product reviews (including visual content) from people who have tried and rated a product.	Munar & Jacobsen (2014)
13.	Customers are compelled to obtain information on Instagram for a variety of reasons; they understand it and are eventually willing to buy the things available on the site. People watch YouTube shows to learn about vlogger evaluations of local cuisine, such as menu varieties and suggestions, price, how to eat the cuisine, opening and closing time, and the decor. Vloggers in the food industry start by displaying how the food is cooked and presented, then go on to spontaneous talks with suppliers or chefs. Sharing the virtually eaten experience becomes crucial for encouraging purchasing decisions when the food vlogger is one of the sources for inducing purchases.	Kusumasondjaja & Tjiptono (2019).
14.	Social media sites providing interesting contents with positive messages, viewers get more connected to and confident in the people who are broadcasting the messages, increasing the audience's sense of proximity to the vloggers. Some viewers may get more connected to or even reliant on the vlogs as a consequence of this, culminating in fans who watch the videos on a daily basis and perhaps even subscribe.	Yuan, Kim & Kim (2016).
15.	Millennials are becoming increasingly engaged in the promotion and growth of products and companies due to the Internet, social media, and interactive technology. When it comes to understanding the value of a product and website, millennials mostly turn to their known group of people such as friends. Therefore, food industry should go for efficient business process management in preparation and delivering through different technology to boost sales.	Mangold & Faulds (2009); Dsouza, Nayak & reddy (2021).
16.	People trust the views of their peers and other customers more than corporate sources of product information.	Foux, G. (2006); Gremler, et.al., (2001); Sheth, J. N. (1999); Tax, et.al., (1993).

Research Gap

This researcher seeks to investigate the process of purchase intention of the customers, when they get the food related information on local cuisines and restaurant food via different social media platforms in the form of vlogs, through which they develop an interest to buy, and make purchases for the desired food as referring the online reviews. Moreover, the customers may rest confident, despite the fact Covid-19 pandemic, they need not be concerned with safety issues with respect to food preparation, packaging and

delivery because the vendor follows the government regulations which is reviewed by some customers and uploaded vlogs gives an assurance to interested buyers to make purchase decision. The research study in this topic is limited, therefore the researcher intends to study further how millennials make food purchase decision by use of food vloggers.

Research Questions:

Following are the research questions based on research gaps:

(1) Does the Smart Phone App Usefulness influence the Millennials Attitude based on Food Vlogger reviews?

(2) Do Perceived Enjoyment has any impact on Millennials Attitude based on Food Vlogger reviews?

(3) How do the Perceived Benefit influence the Millennials Attitude based on Food Vlogger reviews?

(4) Do Subjective Norms influence Millennials Attitude based on Food Vlogger reviews?

(5) Does Millennials Attitude influence the Millennials Purchase Intention based on Food Vlogger reviews?

Objectives for the Study

This research study intends to study the following objectives:

(1) To understand Smart Phone App Usefulness influencing the Millennials Attitude based on Food Vlogger reviews.

(2) To analyse the Perceived Enjoyment having an impact on Millennials Attitude intention based on Food Vlogger reviews.

(3) To evaluate the Perceived Benefit influencing the Millennials Attitude based on Food Vlogger reviews.

(4) To understand the influence of Subjective Norms towards Millennials Attitude based on Food Vlogger reviews.

(5) To determine effect of Millennials Attitude on Millennials Purchase Intention based on Food Vlogger reviews.

Hypotheses for the Study

H₀₁: There is a significant relation between Smart Phone App Usefulness and Attitude.

H₀₂: There is a significant relation between Perceived Enjoyment and Millennials Attitude.

H₀₃: There is a significant relation between Perceived Benefit and Millennials Attitude.

H₀₄: There is a significant relation between Subjective Norms and Millennials Attitude.

H₀₅: There is a significant relation between Millennials Attitude and Millennials Purchase Intention.

Research Method:

This study considers YouTube as an influence, giving rise to customers to make a choice to buy local cuisines. The information provided in food vloggers, gives customers trust on their purchase intention. The uploads of photos or videos of food and beverages adds valuable opinion to the customers perception for purchases. Currently, in this pandemic crisis, the emphasis is also on sanitary practises prescribed by the government, such as hand washing, mask use, temperature monitoring, and maintaining adequate physical distance. The study intends to find the impact of Millennials Purchase Intention based on food blogger reviews. Judgement Sampling was employed as sampling technique. The study is conducted in Palghar District in the state of Maharashtra. Well-structured questionnaires were distributed to 400 samples who were regular viewers of food vloggers reviews. For the purpose of analysis SMARTPLS 3.0 software was employed. Millennials who took part had watched food vlogs before and fulfilled other pre-determined criteria like Millennials with a YouTube app, food vlogger channel followers, and at least one purchase of local street food following a food vlogger review were considered as sample unit.

Results based on Analysis:

Measurement Model

In a reflective models and outer loadings are expected to be above 0.700 [53]. Few items were

eliminated as their value was lower than threshold value of 0.700. The internal consistency of data was analyzed by Cronbach's alpha and Composite reliability. Cronbach alpha and Composite reliability for all the latent variable should be above 0.700(Henseler, et.al., 2012), therefore, the reliability of the data is established. The communalities among the indicators known as indicator reliability should be above 0.500

(Hair, et.al., 2014). Below Table 2 shows all the indicators reliability is established as the values are above 0.500. The average variance extracted should be above 0.500(Henseler, et.al., 2015). All the constructs have average variance extracted above 0.500, therefore, convergent validity is established. The below table 2 exhibits summary of results of the measurement model.

Table 2: Summary results of Measurement Model

Constructs	Indicators	Outer Loadings	Indicator Reliability	Cronbach's alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Millennials Attitude	AT3	0.961	0.924	0.928	0.965	0.933
	AT5	0.970	0.941			
Millennials Purchase Intention	ITS1	0.792	0.627	0.892	0.921	0.701
	ITS2	0.748	0.560			
	ITS3	0.857	0.734			
	ITS4	0.897	0.805			
	ITS5	0.882	0.778			
Smart Phone App Usage	MA1	0.854	0.729	0.711	0.833	0.625
	MA2	0.780	0.608			
	MA3	0.733	0.537			
Perceived Benefit	PB2	0.743	0.552	0.858	0.898	0.687
	PB3	0.833	0.694			
	PB4	0.878	0.771			
	PB5	0.856	0.733			
Perceived Enjoyment	PE3	0.726	0.527	0.701	0.814	0.594
	PE6	0.787	0.619			
	PE7	0.797	0.635			
Subjective Norms	SN1	0.910	0.828	0.809	0.913	0.839
	SN2	0.922	0.850			

Source: Author

Discriminant validity as per Fornell and Larcker (1981) is established as the square root of average variance extracted is higher than values of inter correlation of other constructs(Fornell, 1981).

Below Table 3 exhibits the summary of the results of discriminant validity as per Fornell and Larcker method.

Table 3: Discriminant validity results as per Fornell and Larcker Criterion

Constructs	Attitude	Millennials Intention to use	Perceived Enjoyment	Perceived benefit	Smart Phone App Usefulness	Subjective Norms
Attitude	0.966					
Millennials Intention to use	0.568	0.837				
Perceived Enjoyment	0.414	0.521	0.771			
Perceived benefit	0.825	0.596	0.434	0.829		
Smart Phone App Usefulness	0.104	0.404	0.163	0.244	0.791	
Subjective Norms	0.407	0.684	0.55	0.484	0.362	0.916

Note: The values in bold represents the square root of AVE
Source: Author

Discriminant validity can also be established by Hetrotrait and Monotrait ratio method. As HTMT method the values of the constructs must be below 0.900 (Roemer, et.al., 2021). All the constructs of the study have the values below the threshold

value. Therefore, the discriminant validity as per HTMT is established. Below Table 4 exhibits the values of discriminant validity as per HTMT ratio.

Table 4: Discriminant validity results as per HTMT ratio

Constructs	Attitude	Millennials Intention to use	Perceived Enjoyment	Perceived benefit	Smart Phone App Usefulness	Subjective Norms
Millennials Intention to use	0.612					
Perceived Enjoyment	0.459	0.655				
Perceived benefit	0.823	0.648	0.485			
Smart Phone App Usefulness	0.119	0.567	0.216	0.362		
Subjective Norms	0.469	0.803	0.7	0.577	0.529	

Source: Author

12.2 Structural Model

The structural model helps in analyzing the hypotheses of the study. The path analysis shows the relationship among the latent variables. The

results of the structural model analysis shown with empirical t-value and p-values in below figure 2 and Table 5

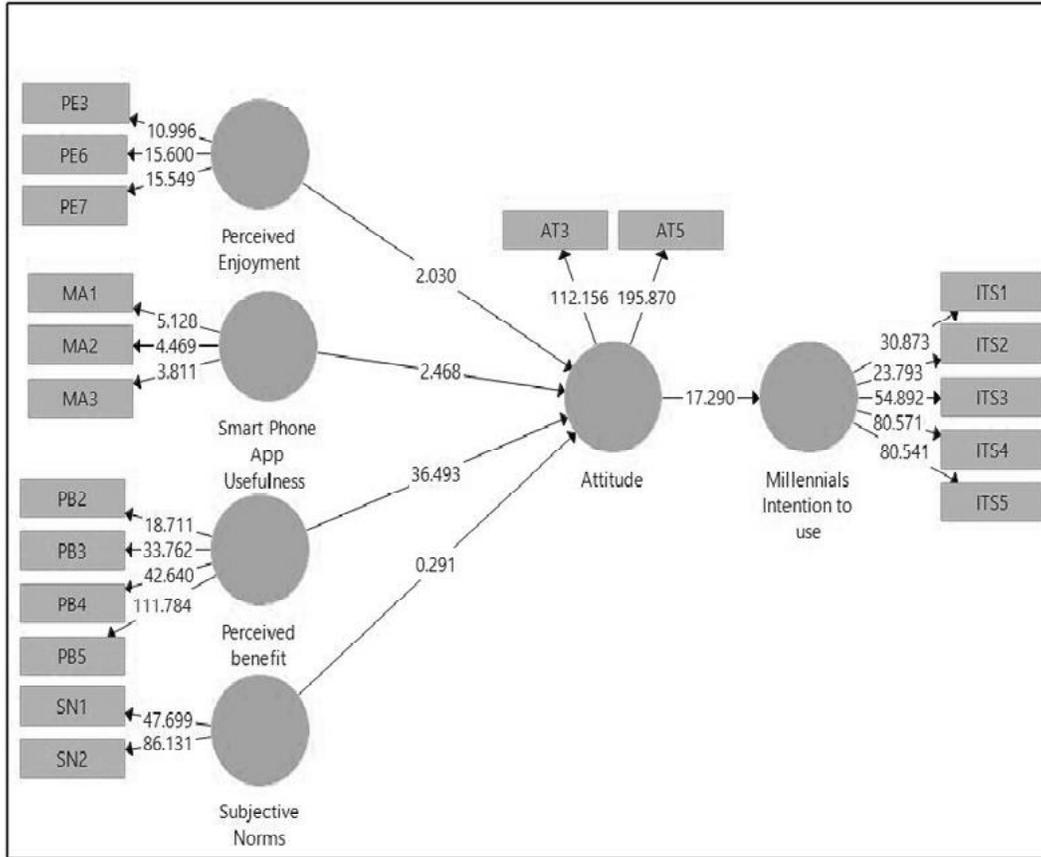


Figure 2: Structural Model

Source: Author

Table 5: Results of Hypotheses Testing

Hypotheses	Path	Beta	Standard error	t-value	Supported
H ₀₁	Smart Phone App Usefulness -> Millennials Attitude	0.112**	0.045	2.468**	Yes
H ₀₂	Perceived Enjoyment -> Millennials Attitude	0.071**	0.035	2.030**	Yes
H ₀₃	Perceived benefit -> Millennials Attitude	0.815*	0.022	36.493*	Yes
H ₀₄	Subjective Norms -> Millennials Attitude	0.014	0.047	0.291	No
H ₀₅	Millennials Attitude -> Millennials Intention to use	0.568**	0.033	17.290**	Yes

Note: *p< 0.001, **p<0.05 and ***p<0.10

Source: Author

Above results of hypotheses testing show there is significant relationship between perceived enjoyment, Smart phone app usefulness and perceived benefit with millennials attitude as the empirical t-values is 2.468, 2.030, 36.493 respectively as their values are higher than 1.96. However, Subjective norms t-value is 0.291 which is less than 1.96, therefore, subjective norms has no significant relationship with Millennial's attitude. Further, millennials attitude has significant relationship with millennials intention to use as the empirical t value is 17.290 which is higher than 1.96. Therefore, smart phone app usefulness, perceived enjoyment, perceived benefit and millennials attitude supports the hypotheses.

Discussion:

Pre-consumption and post-consumption of food after watching food vloggers impacts the millennials attitude resulting in intentions to purchase. Millennials prior buying any food items, search for information about the food as per their preferences and tastes. Post consumption of food, they try to assess their feel for taste and experience and post it as review on online platform for other individuals' reference for pre-consumption decision. Good reviews help in generating more millennials purchase intentions but unfavourable comments can make millennials stay away from the vendor from purchasing any food items.

Online reviews attract the true lovers of authentic food consumers to get good flavours. Clicked pictures of the restaurants showcasing the ambience and local cuisines provider with surroundings can be captured and uploaded or posted in different social media to widespread the information and attract more millennials to purchase with good reviews. Other reviewers can mention their experiences in the comment box. Food vlogging is a blessing for the vendors as the customers stay updated with the food updates and availability at different places with quality and price details. Many millennials refer the online reviews in respect of food and service quality on these vlogs channels. Therefore, the

vendors of food supplies should also view the comments and videos posted on these channels to understand the expectations of the present generations, their lifestyles, preferences and experiences. Millennials who want to enjoy dine out experience, seek for watching vlogs to get best reviews suiting their requirements and expectations. Millennials are less brand conscious but interested to view and subscribe such channels providing reviews on food and service quality based on experience. These vlogs can influence large group of people to create awareness and create interest among many to buy food from certain places. Moreover, millennials are the most potential consumers than the prior generation pupils. Therefore, millennials prefer to watch and subscribe to get benefits of information and updates offered by these channels.

Conclusion:

Social media is a blessing, as it has changed the global perspective in terms of expressions, communications and identity. People use of social media platforms for getting connected, get and create awareness, for branding and increasing the prospects of business endeavours. Information portrayed in social media is much easy to understand as it handy for people to refer as well as with limited resources such platforms one can take its benefits. Social media advancement has contributed in connecting people with same interests with another online communities, therefore, many vendors loose in retaining their customers. Advancement in technology provide business opportunities in social media and food vlogs can take the benefit to express their attractive food and service-related contents. Vlogs on YouTube is the best way for the restaurants and the local cuisines to showcase their culinary in attractive manner and provide good detailing on the benefits one can get. Therefore, people willing to dine out are the highest subscribers of these vlogs to discover new cuisines and places. However, millennials being the dynamic in nature and key viewer of such vlogs, it is essential as vendor to formulate and implement business strategies by considering

millennials expectation and requirements suiting their lifestyle, taste and preferences to have good survival rate in competitive market.

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