

# Do Millennials believe in food vlogger reviews? A study of food vlogs as a source of information

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## ABSTRACT

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The development of technology makes the digital world as if it could become a business field. This is used in food vloggers to present interesting content. These Indonesian vloggers use YouTube as a means to showcase culinary action. It's no exaggeration if the public finally makes these people as a reference to find delicious and up-to-date cuisine. To research the determinants of Intention to use food vlogger reviews to purchase decision, this paper employs the technology acceptance model (TAM) to investigate Indonesian millennials' behavioural process of post-adoption by considering online food vlogger reviews.

**Keywords:** Perceived benefit, mobile app usefulness, perceived enjoyment, attitude, intention to use food vlogger reviews.