

**The Impact of YouTube Food Influencer's Reviews on Consumer Purchase Intention of the Fast-Food Restaurant Industry with Special Reference to Western Province in Sri Lanka**

**E A R H Ekanayake**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*ekanayakeravindu9839@gmail.com*

**L A P Medis**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*medis@kln.ac.lk*

Social media has revolutionized how people connect, communicate, and engage. Influencer marketing has emerged as a prominent trend in digital marketing, with YouTube being the second-largest social media platform playing a significant role as a marketing tool. YouTube influencers often promote brands in exchange for sponsored content. In Sri Lanka, the use of YouTube influencers to convey marketing messages about fast food restaurant reviews has become a prevalent trend. This study examined the impact of YouTube influencers' characteristics on consumer purchase intentions towards fast food restaurants in Sri Lanka, focusing specifically on source trustworthiness and source attractiveness. The research adopted a quantitative and deductive approach. A non-probability convenience sampling method was used to select the sample, resulting in 384 responses collected via a standardized questionnaire from the Western Province. Hypotheses were tested using IBM SPSS 26. The study found that trustworthiness, familiarity, and visual information provided by YouTube influencers positively influence purchase intentions within the fast food industry in the Western Province of Sri Lanka. The findings offer valuable insights for future researchers and marketers regarding the influence of YouTube influencers on consumer purchasing intentions.

**Keywords:** *Food Reviews, Purchase Intention, YouTube Influencers*