

From Posts to Plates in the Digital Age: Analyzing Food Bloggers' Influence on Nagpur's Dining Trends

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Abstract: *The rapid growth of digital media has transformed the way consumers make decisions about where and what to eat. In urban centers like Nagpur, food bloggers have emerged as influential voices, shaping public opinion and guiding dining choices through engaging content, reviews, and recommendations. As more people turn to social media and online platforms for information, understanding the impact of food bloggers on consumer preferences has become increasingly important for both businesses and researchers. Food Bloggers on social media platforms provide reviews about culinary products. With their creative content they help consumers to choose which place that suits their needs.*

This study explores how food bloggers affect the decision-making process of consumers in Nagpur, focusing on several key aspects: the frequency and patterns of restaurant visits, the degree of influence food bloggers have, the role of trust in shaping satisfaction, and the main factors that drive consumers to choose particular food joints.

Keywords: Consumer decision-making, food bloggers, influence, dining choices, consumer preferences, demographics

