

# Impact of Food Bloggers on Social Media: A Modern Trend in Restaurant Selection

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**Abstract:** *The present research study on “Impact of food bloggers on social media: a modern trend in restaurant selection” analysis the impact of food bloggers on social media as a recent trend influencing customers decisions when selecting restaurants. With the rapid rise of digital platforms, food bloggers have become key opinion leaders, shaping consumer preferences and dining choices. The research was conducted using a structured questionnaire distributed to 100 respondents, selected through a convenience sampling method. Data collected were analysed using simple percentage analysis to determine the influence and reach of food bloggers. The findings highlight the growing reliance of consumers on social media reviews and visual content shared by food influencers when choosing dining venues. The study underscores the importance for restaurants to engage with food bloggers as a strategic marketing tool in the digital era.*

**Keywords:** Food bloggers, Social media marketing, Digital Influence, Factors Consumer behaviour.

## I. INTRODUCTION

The Restaurants, food service providers, meal delivery services, private chefs, and other food and beverage frequently use blogging as a marketing and brand-building tool. Influential bloggers, or “influencers” are frequently selected by businesses. By regularly publishing high-quality content, influencers can attract a particular audience and establish their reputation. The blogger gains sway over a portion of their audience over time. Customer’s decisions to buy are frequently influenced by the relationship they develop with the influencer they closely follow. Influencers can be sponsored, but because they are devoted to their followers and have creative control over their messaging, audiences frequently trust their recommendations. The blogger can “sell” this to businesses that would sponsor or endorse their goods and services. Online traffic is not deterred by the fact that the majority of bloggers are not necessarily experts in their field. In actuality, content such as an images, videos, and detailed instruction or descriptions regarding the process of cooking, eating, or even dieting elicits strong reaction from influence audiences. Customer’s devotion to bloggers they follow offers those bloggers subtle business opportunities. The majority of the comments are constructive and encouraging. Most people read these blogs in order to try out new recipes. Learn about restaurants and food trends, and get inspired by the innovative ideas these thought leaders have to offer.

## II. REVIEW OF LITERATURE

**Chen, L. & Wong, H. (2017)** “Food Blogging’s Ethical Conundrums: Disclosure and Transparency “by this study looks at the moral issues related to sponsored content, disclosure policies on social media, and endorsements by food bloggers. **Kim, E. and Park, S. (2018)** “Food Bloggers as Cultural Mediators: Handling Identity and Taste” This essay explores how food bloggers influence their audiences taste preferences and food identities by acting as cultural bridges. **Patel, S. and Gupta, A. (2018)** “ Food Bloggers’ Economic Impact on the Food industry” by the economic effects of food bloggers reviews and endorsements on the food industry, including market dynamics and sales trends, are examined in this study. **Wang, Y. et al. (2019)** “Cross – Cultural Analysis of Food Bloggers’ Influence on Dietary Patterns” looks at how food bloggers from various cultural backgrounds affect their followers’ food preferences and



dietary habits. **Thompson, E. and Clark, R. (2019)** this study, “The Role of Food Bloggers in promoting Sustainable Food Practices.” Examines how food bloggers utilize their platforms to support sustainable methods of food production and consumption.

### STATEMENT OF THE PROBLEM

There are several issues with the growing number and impact of food bloggers when it comes to choosing restaurants. There is a growing need to comprehend the implications of this trend as customers increasingly rely on digital platforms for dining recommendations. To preserve an open and healthy ecosystem while navigating the changing terrain of eating preferences. Insufficient research has been done on the mechanisms by which food bloggers influence consumers’ restaurant choices, which prevents a more sophisticated understanding of the decision-making process in the digital age.

### OBJECTIVES OF THE STUDY

- To find out the Socio-Economic Background of the customers that utilize food blogs when selecting restaurants.
- To understand how the restaurant business is influenced by food blogging.
- To determine the different aspects of food blogging that influence consumers’ restaurant preferences.
- To understand how customers view food bloggers’ reviews and suggestions when selecting restaurants.

### SCOPE OF THE STUDY

This study aims to shed light on the attitudes of Indian society’s various strata regarding dining options and restaurant selection, particularly in Coimbatore. The grouping of the various social classes according to factors like gender, age, income, and desires, among others. Additionally, this study will be useful for examining how customers feel about selecting the best and most convenient options. Studying the marketing techniques used by restaurants and food bloggers will also be beneficial.

### III. RESEARCH DESIGN

The study used a descriptive research design. A descriptive study is one that aims to illustrate the characteristics of a group, a person, or a circumstance. Its nature is primarily qualitative Coimbatore city was chosen for this study. Both primary and secondary data were used in this study. With the use of a questionnaire, the survey method was used to gather the primary source of data. To find out how satisfied customers were with the food bloggers’ recommendations and how they felt about them, a structured questionnaire was created. Secondary data is gathered from relevant literature, publications, and online sources. Using the convenience sampling method, a sample of 150 respondents from Coimbatore city was chosen for this study. Statistical tools are utilized to further process the data for this analysis. In this study a Simple Percentage Analysis is used.

### LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city only.
- The impact of food bloggers on consumers is the basis of the study.

### IV. DATA ANALYSIS AND INTERPRETATION

For the purpose of analysis descriptive statistics were used for frequency distribution. Simple Percentage analysis is used to analysis and interpret the results.

**TABLE NO- 1: PROFILE OF THE RESPONDENTS**

PROFILE OF THE RESPONDENTS		NO OF RESPONDENTS	PERCENTAGE
AGE	Below 20	41	28
	20-30	62	41



	30-40	29	19
	Above 40	18	12
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>GENDER</b>	Male	65	43
	Female	85	57
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>OCCUPATION</b>	Student	62	41
	Employee	35	23
	Professional	21	14
	Business	22	15
	Others	10	7
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>INCOME</b>	Below 20000	59	39
	20000-40000	38	25
	40000-60000	28	19
	Above 60000	25	17
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>FAMILY SIZE</b>	2 Members	19	13
	3 Members	40	26
	4 Members	61	41
	Above 4 Members	30	20
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

From the above table shows that the majority (41 Percent) of the respondents belongs to the age group of 20-30. The Majority (57 Percent) of the respondents were belongs to Female, The Majority ( 23 Percent) of the respondents are students, The Majority (39 Percent) of the respondents income is Below 20,000 , and the Majority ( 41 Percent) of the respondents were 4 members in the family.

**TABLE NO- 2: MOST PREFERED PLAT FORM USED TO SELECT THE RESTAURANT**

PLATFORMS	NO.OF RESPONDENTS	PERCENTAGE (%)
FACEBOOK	31	21
YOUTUBE	45	30
INSTAGRAM	60	40
OTHERS	14	9
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

The above table shows that the Majority (40 Percent) of the respondents follows the Food bloggers on Instagram.



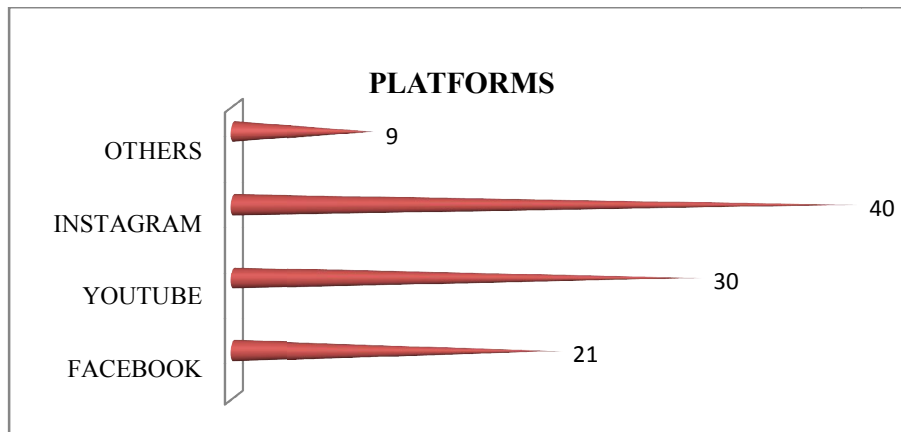


Chart -1

TABLE NO- 3: MOST PREFERRED TYPE OF FOOD SUGGESTED BY FOOD BLOGGERS

RESTAURANTS	NO.OF. RESPONDENTS	PERCENTAGE (%)
VEGETARIAN	21	14
NON- VEGETARIAN	38	25
CAFE	30	20
ROAD SIDE FOODS	20	13
ALL THE ABOVE	41	28
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

The above table shows that the Majority (28 Percent) of the respondents choose all the above which shows that food bloggers review all type of the restaurants.

Chart-2

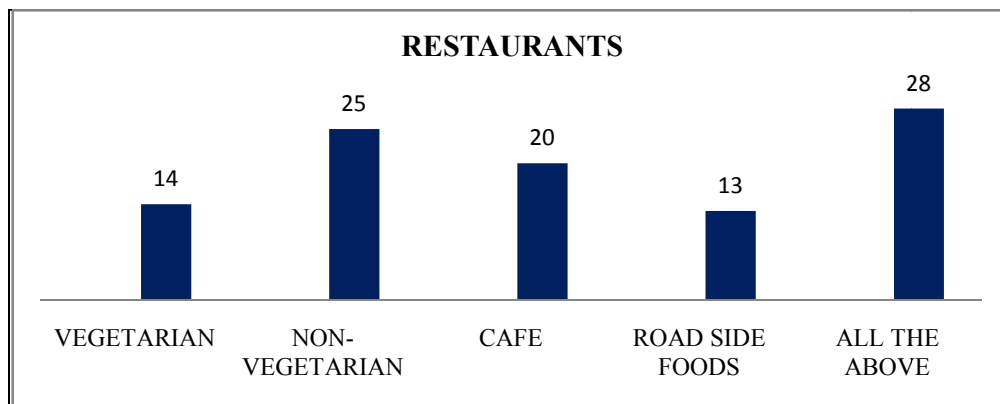


TABLE NO- 4: MOST FAVORITE FOOD BLOGGERS SUGGEST BY THE RESPONDENTS

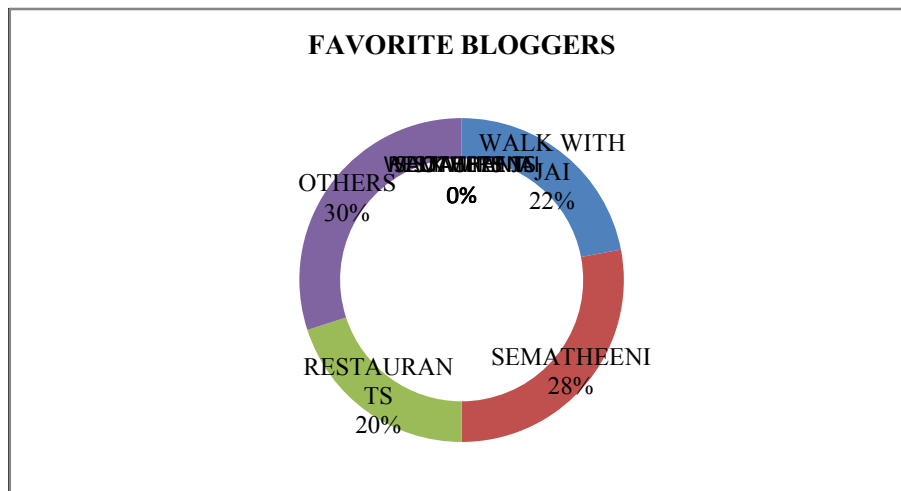
FAVORITE BLOGGERS	NO OF RESPONDENTS	PERCENTAGE (%)
WALK WITH JAI	33	22
SEMATHEENI	42	28
RESTAURANTS	30	20
OTHERS	45	30
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data



The above table shows that Majority (30 Percent) of the respondents choose other option which means they likes other food bloggers.

**Chart-3**



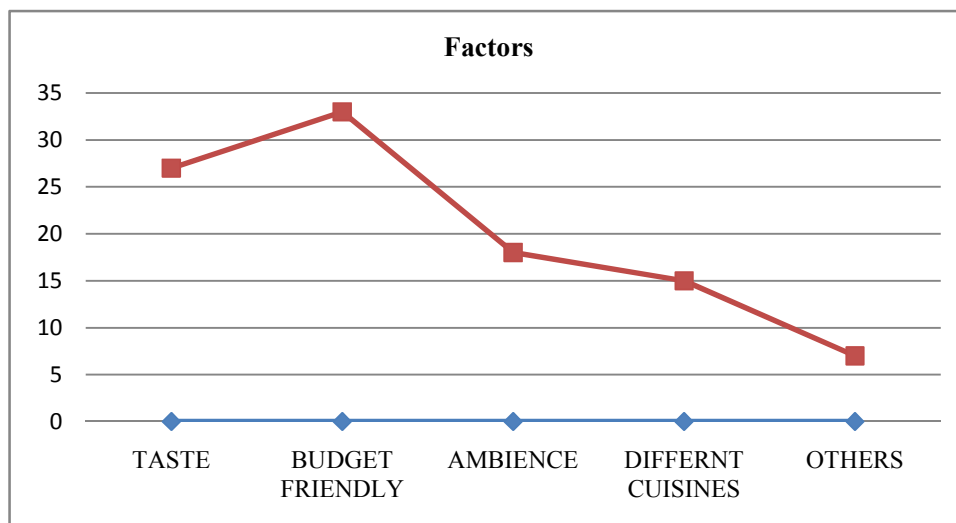
**TABLE NO- 5: INFLUNCEING FACTORS ON THE RESTAURANTS**

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
TASTE	40	27
BUDGET FRIENDLY	50	33
AMBIENCE	27	18
DIFFERNT CUISINES	22	15
OTHERS	11	7
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

The above table shows that the Majority (33 Percent) of the respondents choose budget friendly.

**Chart-4**



### V. FINDINGS

- This survey was done on 150 people of different age group the larger group of respondents falls on the category 20-30 years with 41 Percent.
- This survey the majority of the respondents were Female with 57 Percent.
- Among 150 respondents the larger part of the respondents falls on the category students with 23 Percent.
- This survey reflects to the number of individuals who are part of household unit, the most of the respondents has 4 members in their family with 41 Percent.
- Food bloggers have significant impact on social media, majority vote of the customers implies sometimes the food bloggers impact the food choices and dine in preferences of the customers.
- Social media is the applications that enables the food bloggers to create content and influencers the customers. The dominant group of respondents follows the food bloggers on the Instagram with 40 Percent.
- This study finds that customers do not eat at home and instead opting to dine out as per recommendations of the food bloggers.
- This study results that majority 36 Percent of the respondents not eat at their home once in a week.
- This survey reveals that 36 Percent of the respondents do not eat at their home to spend time with their friends.
- The majority of the respondents spend half an hour in a day watching the video contents of the food bloggers.
- Customer's opinion about the type of restaurants suggested by the food bloggers were all the above type of dine-in places with 28 Percent.
- The majority of the respondents prefer other food bloggers apart from the above-mentioned food bloggers.
- There were some specific aspects in food bloggers content such as in-depth enquiry of that restaurant, exploring multiple dine-in place, honest reviews.
- The larger number of the respondents choose in-depth enquiry of that particular restaurant with 30 Percent.
- 33 Percent of the respondents choose restaurants and Dine –in places based on the review of the food bloggers because those place remain budget friendly.
- Most of the respondents conveys that sometimes the food bloggers convey about the discounts and coupons offered by the dine-in places.
- 41 Percent of the respondents concluded that the content of the food bloggers is useful while searching for the dine-in.
- 33 Percent of the respondents believes that review of the respondents is free from any bias.
- This study result that sometime the respondents disappointed with the dine-in places suggested by the respondents.
- This survey reflects that 42 percent of the respondents believes that food bloggers share the paid content.

### VI. SUGGESTIONS

- Food bloggers have contributed to an increase of knowledge about various cooking methods, ingredients, and cuisines. They encourage people to try a variety of foods and expose them to new flavors.
- It's essential to food bloggers to maintain their individuality and cooking style. Customers respond well to authenticity, which also builds followers trust.
- Maintaining consistency keeps the audience interested and helps to develop the brand.
- They must answer the followers' messages, queries, and comments.
- Interacting with the audience encourages loyalty and a sense of community.
- Beyond recipes, investigate a range of content formats, including ingredient spotlights, cooking advice, behind-the-scenes looks, and personal tales. Their content is kept interesting and appealing to a variety of audience segments by diversifying it.
- Invest in excellent styling and photography. Images with a strong visual appeal attract viewers and improve the contents overall experience.



- Give clear and honest notice of any sponsored content or brand partnerships.
- Keeping things transparent helps gain the audience's trust and credibility.

## **VII. CONCLUSION**

As a bridge between food producers and consumers, food bloggers have grown to be an essential component of the food industry. Food bloggers have a significant wide-ranging influence on social media. Food bloggers influence consumer behaviour, create lively online communities, and shape culinary trends through their genuine content, audience engagement, and constant quality. Food bloggers can stay relevant and credible in a rapidly changing digital landscape by keeping to their food style, experimenting with different content formats, and working with others. In order to effectively deal with the opportunities and challenges of food blogging, transparency, creativity, and self-care are essential components.

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