

PROJECT DISSERTATION REPORT
ON
“INFLUENCE OF FOOD BLOGGERS ON
BUYING BEHAVIOUR”

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Professor

DECLARATION

I declare

- (a) That the work presented for assessment in this dissertation Report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged

- (b) That the work conforms to the guidelines for presentation and style set out in the relevant documentation.

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EXECUTIVE SUMMARY

The new influencers in the restaurant industry are food bloggers and critics. It has evolved into a factor that people consider when determining whether or not a restaurant is worthwhile visiting. On the other hand, it is yet unclear what influence a food blogger's or food critic's recommendations will have on customer views and behavior. Reviews are becoming a more important tool for people looking for a good restaurant.

Research on (micro-) influencer endorsements, specifically food influencers, is scarce and its theoretical foundation is relatively underdeveloped. This research aims to gain insights into how food influencers affect the buying intention of endorsed foods and to develop a theoretical framework that captures how food influencers affect their followers. To the best of the author's knowledge, this study is the first to test the impact of food influencers on the buying intention of their followers by integrating celebrity endorsement theory, number of followers, para-social relationship, and need for conformity.

This study investigates whether or not food bloggers and critics are good or bad for eateries. A survey consists of visits to a few businesses, conversations with food bloggers and critics, and polls. To establish which is more beneficial to restaurants—food bloggers or food critics—a few questions were posed. The data was analyzed using interviews and questionnaires. According to the research, food bloggers are somewhat of a burden, whereas food critics are seen as a blessing for the restaurant business.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

With the rise of social media it was just a matter of time before social media platforms would be utilised as a marketing tool (Freberg, Graham, McGaughey, & Freberg, 2011). Recently, influencer marketing, a new form of marketing in which brands and social media influencers collaborate to promote their products, has emerged (De Veirman, Cauberghe, & Hudders, 2017). Taking advantage of an overabundance of social media platforms including Facebook, Instagram, Twitter and Youtube, social media influencers (called influencers hereafter) are increasingly being used to publicise product information and latest promotions to online followers (Lim, Radzol, Cheah, & Wong, 2017; Marvick, 2015).

These influencers actively engage in creating User Generated Content (UGC), i.e. generating and publishing multimedia content and giving opinions on tested brands and products to their followers (Sokolova, & Kefi, 2019). By linking the positive image and characteristics of an endorser with the brand, marketers aim to increase purchasing intention of the endorsed product or service (Atkin & Block, 1983). Influencers are present in many domains including fashion and beauty, health and fitness, and food (e.g. Klassen et al, 2018; Schouten, Janssen, & Verspaget, 2017; Sudha & Sheena, 2017). It is especially interesting to look at the latter domain as the wide variety of social media platforms opens up many opportunities for influencers and marketers to promote food, food related products and restaurants (Kelly, Vandevijvere, Freeman, & Jenkin, 2015; Rutsaert et al., 2013).

Despite regulations regarding television fast food advertisements, the average person is still exposed to a dozen fast food advertisements each day, and that excludes the unquantifiable advertisements on social media and product placement (Pirnia, 2019). It is

problematic that people are being exposed to fast food everywhere they go as research indicates that this exposure is associated with an increase of fast food consumption, both among children and adults (Andreyeva, Kelly, & Harris, 2011; Harris, Bargh, & Brownell, 2009). Furthermore, Spence, Okajima, Cheok, Petit and Michel (2016) put forward that the regular exposure to virtual foods might be intensifying our physiological hunger, due to the array of neural, physiological, and behavioural responses linked to seeing food. This ties in well with the popular saying among chefs “*You eat with your eyes first*”, which seems to suggest that exposure to virtual food influences how people interact with food (Delwiche, 2012).

A consequence of the food advertising abundance is that obesity rates have increased enormously, with numbers from the World Health Organization (2018) revealing that worldwide obesity has nearly tripled since 1975. More research is thus required that investigates the impact of food influencers on the consumption behaviour of their followers.

A food blogger is someone who writes about their experiences with food, whether it's eating or cooking. They share authentic or experimental recipes, along with mouth watering photographs. These bloggers report on the quality of food, service, ambiance, price, and a variety of other aspects of restaurants. It is not necessary for a food blogger to be a food critic. Food bloggers are ordinary people who share their honest opinions to help others find the best spot to eat. A food critic is a writer who tells about their eating experiences in publications, websites, and newspapers.

Food reviewers go to restaurants, taste the food, and write reviews. They also compare and comment on similar dishes from different places. They will give a rating based on their experience with the establishment, assisting others in selecting the best location. Both food bloggers and food reviewers are beneficial to restaurants because they assist them grow by providing honest and favourable reviews. Each review is significant since it has a significant impact on restaurants; therefore, each review should be jam-packed

with helpful information. Food has risen to prominence as a result of the rapid rise in popularity of food blogging. Bloggers have evolved into influencers who control people's eating habits.

This is the "FOODIES" era. People want to write reviews, blog about it, and make social media posts about it. The way restaurants sell themselves has changed thanks to food bloggers. People want to chat about food, read about food, and know what bloggers think of new places, despite the restaurant industry's ethical difficulties. A food blogger and a food critic are similar in that they walk a fine line between the two positions by performing both well. After all, no ingredient should be overlooked in the pursuit of great food writing.

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses, and 100 per cent export oriented units.

Beverage Industry in India

Tea Sector

The Indian tea market is estimated to be ~Rs. 26,000 Crores, with unbranded being 30-35% of the overall market (by value). Tea is the favourite Indian beverage and we

continue to see growth across all tiers through upgradation from loose to economy branded tea and movement up the chain to premium and super premium teas.

Black tea is the predominant sub-category, with high customer preference for the taste of boiled milk tea.

Green tea is estimated to be ~3% of the branded category and is growing at 12.5%. Health & wellness continues to be a strong trend and consumers are also looking at functional benefits from their cup of chai (such as Ayurveda Tea and Tulsi Tea).

There is a re-emergence of tea cafés in urban centres in the last few years, which is helping reinvent the tea culture, provide a comfortable venue compared to tea stalls and serve as an alternative to coffee chains. Tea cafés like Chaayos, Chaipoint and our own Tata Cha are becoming prominent.

There is an increasing potential base of consumers, who see tea as fashionable and are getting familiar with different varieties of tea.

Coffee Industry in India

The branded retail coffee market in India is estimated at ~Rs. 2,750 Crores in 2019. Instant coffee is the largest sub-segment and is ~80-85% of the category and growing as consumers look at convenience. Industry also witnessing the emergence of artisanal and gourmet premium coffees – estimated to be ~5% of the organised market.

In terms of at-home consumption, the sector see different consumer behaviours in the South and Rest of India segments. In the Rest of India, coffee is an aspirational product and there is preference for instant coffee, especially during winters. On the other hand, in the South, we see regular consumption of both instant and Roasted & Ground (filter coffee).

Water Industry in India

Water is the second largest beverage sub-category after Tea in India (globally it is the largest sub-category in the Beverages market). The current size of the packaged water market in India is ~Rs. 17,000 Crores, growing at a CAGR of 12%. Fruit-based beverages is a ~Rs. 8,250 Crores category, growing at a CAGR of 10%.

Foods Industry in India

The organised Indian Staples industry is ~Rs. 88,000 Crores in 2019. It is largely unorganised, with the share of branded players at less than 10%.

Salt Industry in India

Within the Staples category, the Indian Salt market is estimated to be ~Rs. 7,000 Crores with unorganised players forming ~12% of the category by volume (a stark difference to the rest of the category).

The growth drivers for branded play remains the increasing awareness of better product quality, visible purity and iodine content.

Pulses Sector

India is the largest producer, consumer and importer of pulses. The total Pulses and Derivatives industry is estimated to be ~Rs. 1,50,000 Crores in FY 2018-19 with only 1% of the segment being branded.

The low penetration is primarily led by a host of factors including low perceived value addition by packaged players (leading to consumers unwilling to pay price premium) and low consumer concern regarding adulteration in unbranded.

Spices Industry in India

India is the world's largest producer, consumer and exporter of spices and accounts for almost half of the global spice trade. The total Spices industry is worth ~Rs. 60,000 Crores, with the branded Spices industry, estimated to be ~Rs. 18,000 Crores in FY 2018-19, is highly fragmented with the presence of many regional players.

The branded segment is growing at a CAGR of ~15%. Straight/Pure Spices form ~80% of the segment (with a high-competitive intensity from unorganised players), while blended spices are mainly branded with consumers choosing to be brand loyal.

However, there is an increasing demand for branded products, with consumers looking at improved quality products in straight/pure spices (with better quality of raw materials used) and increasing adoption of blended spices in the kitchen (higher convenience and consistency of taste).

Snacks/ReadytoCook Industry

Snacks/Ready-to-Cook is an Rs. 40,000 Crores segment with a high share of branded play (Ready-to-Cook is all-branded in comparison to Snacks). The growth is being driven by more players entering the segment and offering consumer different taste choices including healthier food and convenience (such as Tata Sampann Chilla Mix).

Investments

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 7.54 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2017. The Confederation of Indian Industry (CII) estimates that the food processing sectors have the potential to attract as much as US\$ 33 billion of investment over the next 10 years and also to generate employment of nine million person-days.

Some of the major investments in this sector in the recent past are:

- Global e-commerce giant, Amazon is planning to enter the Indian food retailing sector by investing US\$ 515 million in the next five years, as per Mr Harsimrat Kaur Badal, Minister of Food Processing Industries, Government of India.
- Parle Agro Pvt Ltd is launching Frooti Fizz, a succession of the original Mango Frooti, which will be retailed across 1.2 million outlets in the country as it targets increasing its annual revenue from Rs 2800 crore (US\$ 0.42 billion) to Rs 5000 crore (US\$ 0.75 billion) by 2018.
- US-based food company Cargill Inc, aims to double its branded consumer business in India by 2020, by doubling its retail reach to about 800,000 outlets and increase market share to become national leader in the sunflower oil category which will help the company be among the top three leading brands in India.
- Mad Over Donuts (MoD), outlined plans of expanding its operations in India by opening nine new MOD stores by March 2017.
- Danone SA plans to focus on nutrition business in India, its fastest growing market in South Asia, by launching 10 new products in 2017, and aiming to double its revenue in India by 2020.
- Uber Technologies Inc plans to launch UberEATS, its food delivery service to India, with investments made across multiple cities and regions.

Government Initiatives

Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:

- The Government of India aims to boost growth in the food processing sector by leveraging reforms such as 100 per cent Foreign direct investment (FDI) in

marketing of food products and various incentives at central and state government level along with a strong focus on supply chain infrastructure.

- In Union Budget 2017-18, the Government of India has set up a dairy processing infra fund worth Rs 8,000 crore (US\$ 1.2 billion).
- The Government of India has relaxed foreign direct investment (FDI) norms for the sector, allowing up to 100 per cent FDI in food product e-commerce through automatic route.
- The Food Safety and Standards Authority of India (FSSAI) plans to invest around Rs 482 crore (US\$ 72.3 million) to strengthen the food testing infrastructure in India, by upgrading 59 existing food testing laboratories and setting up 62 new mobile testing labs across the country.
- The Indian Council for Fertilizer and Nutrient Research (ICFNR) will adopt international best practices for research in fertiliser sector, which will enable farmers to get good quality fertilisers at affordable rates and thereby achieve food security for the common man.
- The Ministry of Food Processing Industries announced a scheme for Human Resource Development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:
 - Creation of infrastructure facilities for degree/diploma courses in food processing sector
 - Entrepreneurship Development Programme (EDP)
 - Food Processing Training Centres (FPTC)
 - Training at recognised institutions at State/National level

Market Size

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added (GVA) in Manufacturing and Agriculture respectively, 13 per cent of India's exports and six per cent of total industrial investment.

India's food and beverage consumption in 2019 is estimated at ~Rs. 30 Lakh Crores. The 'in-the-kitchen' segment, comprising staples, spices and condiments, dairy and others, accounts for ~70% of the food and beverage basket, or ~Rs. 21 Lakh Crores.

What is Food Blogging and who are the food Bloggers?

'With the rise of social media...' appears to be the current buzz term. It's hard to get out of bed in the morning, put on one's robe, and walk down to the kitchen to pour a good cup of Earl Grey without hearing it mentioned somewhere.

However, food blogging isn't a brand-new phenomenon. Food Blogger Connect, the world's largest international food blogging conference, has been running for five years. Of course, each edition is bigger and better than the last, reflecting both the growing popularity of blogging and, of course, our continued hard work and best efforts to make the weekend both unforgettable and inspirational.

How Food Blogger have Affected the restaurant industry?

At the table, there are smartphones. Blogs about food. Before anyone has taken a bite, photos of immaculate dinners are uploaded online. Restaurant reviews written by

amateurs. Many people do not only desire to cook and enjoy nice meals. They want to write a review, blog about it, and photograph it. The "foodie" era has here. The internet is having a significant impact on global culinary trends. The internet's favourite dish can be kale one day and cauliflower pizza the next, thanks to insta-famous influencers blogging about their favourite new restaurants or the development of a unique new cuisine mix that spreads like butter throughout the web. We're consuming recipes of all kinds on social media, from extreme clean eating to gratuitously indulgent comfort food, and we're loving it. With the passage of time (and a few technology advances), the gourmet has given birth to a new type of foodie: the food blogger. Food bloggers like discussing food and sharing expertise, whereas foodies are those who are passionate about food. The creative side of blogging is a big reason why so many foodies want to share their passion with the rest of the world.

What are Food Critics and who are the Food Critics?

With the emergence of newspapers, the function of professional restaurant reviewer emerges much later. In the first decade of the nineteenth century, Alexandre Balthazar Laurente Grimod de La Reyniere published an annual Gourmands' Almanac in France, which is regarded the first restaurant directory. Hugely popular, it inspired fellow foodies to seek out the best restaurants in town, taking use of new modes of transportation (train and later automobile) to seek out new gastronomic experiences. However, this is as much a guidebook, gastronomic trip writing, as it is modern-day restaurant reviewing.

The Michelin tyre firm followed in his footsteps, publishing its first hotel and restaurant guide in 1900 and awarding its first coveted "stars" in the 1926 edition. In an ironic twist, Michelin used restaurant reviews to urge tyre buyers to drive more, increasing brand exposure while also wearing down the tyres, forcing them to buy new ones.

1.2 PROBLEM STATEMENT

Becoming a food blogger is not an easy profession. One have to give their full time and energy to explore the foodie world. In today's time all the youngsters are choosing the foodie journey and becoming a food blogger on social media channels because they think becoming a food blogger is an easy task. As they just have to click food and drink pics and post it on social media channels.

Being a food blogger, I know challenges that any foodie has to face in his food blogging journey. So I listed some of the major ones:-

Maintaining a Website — Being a Food blogger website is a must so that you can post blogs or articles related to your Blogging stuff. Food bloggers can go for Google blogspot or Wordpress. Maintaining your website is also a tough job. You have to update your website and blogs on weekly basis.

Writing Content — We all know content is king and Google will gives importance to those who's content is original and not copied. So Food Bloggers also faces difficulties in writing content because if they are not smart enough their websites will not rank on google.

Social Presence — Social Presence is very important. Today if the Food Bloggers are not active on social media channels like Facebook, Instagram and Twitter, they may not survive for long, so foodies should connect within their niche and grow up their followers and likes.

Making Money — When a Food Blogger decided to start his foodie journey his /her main motive is to earn money from his/her Food Blogging . But making money is challenging only those food bloggers achieve that heights who are active on social media channels and has original content on their website.

Doing Basic SEO — Search Engine Optimization is a very important to rank your online presence on Google organically. If Food Bloggers is unaware of SEO then their content will not rank on Google. Competition is very high in today's world those who don't know how to optimize their content will be facing difficulties for sure.

1.3 OBJECTIVES OF THE STUDY

1. To understand the concept of a Food Blog and Food Critics.
2. To study the problems faced by Food bloggers & Food Critics.
3. To analyze the effect of reviews of both on restaurants.
4. To enlist the problems faced by restaurants.
5. To investigate how helpful reviews are for people to choose a perfect place for food.

1.4 SCOPE OF STUDY

Blogging comes with its own perks. Once your blog grows, you start receiving invitations from restaurants or top hotels for food tastings and posting about them in your own way for which you get paid. You get to work with new brands, communicate with new people and work on new campaigns.

This research attempts to explore various factors of food bloggers that impacts customer's perception in making choice of restaurants they visit.

CHAPTER 2

LITERATURE REVIEW

Today internet has become the integral part of day today life and the current era has truly become the communication era. Practically everyone Google for every problem like which dress to wear, what food to eat, where to eat etc. Thus, all answers are available with more than one option.

What is a blog?

Today the most popular form to get any reviews or recommendations is weblog popularly known as 'blog'. A blog is regularly updated website or webpage either used for personal use or to fulfil a business need typically run by an individual or a small group.

Almost all information of any business sectors from social, economic or cultural aspect is readily available in the blog.

Generally a blog optimizes a company's rank on search engine. They usually share information about a given topic and helps to become an expert in that particular sector. These blogs are used to attract visitors to the site and help them to turn into leads. Thus, these blogs cultivate an online community that engages them with an audience.

What is a Food Blog?

A food blog is a journal-type website that allows the writer to document anything food related. Some examples of topics a food blogger can choose to write about are recipes, restaurant reviews, food traveling, and stories about family food history or memories pertaining to food.

Food blogging: A changing game!

Food blogging is a complex mixture of “foodie”, “blog writing” and “photography”. It is a type of blog that interlinks a gourmet interest in food, blog writing, and food photography. As long as it is blog about food it is considered as food blog. These bloggers are often termed as “foodies” and the blogs are written to influence followers and earn profits. The majority of food bloggers use pictures taken by himself/herself keeping major focus on food photography. They manage their own blogs, write about various interesting topics related to food as a food enthusiast.

Food blogging can be for recipes, food/restaurant reviews, food and travel or food photography.

Mostly these blogs have overlapping elements of all the above elements or few of these elements. It's basically like a personal diary and there is no real rule of writing a food blog. It generally written to influence individuals in their decision making with regards to any restaurant or food choice.

Blogging as a marketing tool:

Today Blogging is the most common marketing and brand development tool for hospitality sector comprising of restaurants, meal delivery services, catering companies, private chefs, and allied food and beverage sector. Influential bloggers are paid to draw a specific audience and build their reputation by consistently posting quality content. Over a period of time these bloggers grab the audience's attention and build a good connection. They are able to influence these followers affecting their purchasing decisions.

Apart from the content of the blog, the blogger's personality, persuading capacity, and engagement style are the main contributing factors on the amount of influence a blogger gains. Experimenting with new flavours, exploring new cuisines, evolving personal tastes and expanding to new areas have been the defining “eating out” trends in Pune city. Chefs are experimenting, Gourmands are opening up to new palate pleasures right from flavours of the Far East or enjoying a taste of Europe beyond pasta and pizza. The

restaurateurs are testing the market in locations removed from the traditional food hubs. Some known vloggers in Pune are Maanas Shah, Natasha diddee, Sailee Paranjpe, Pune Bhukkkad, Foodpreneur, Craving souls Pune etc.

Social networking sites and social life of youth

Today the Internet is becoming a technology which people cannot survive without, especially on the younger generation. According to (Wah.chan.chee, 2009) 88% of Americans aged 12 to 29 are active users and 32% are online users are aged over 65. By the first time in 2008, the Internet has surpassed newspapers as a source of regional and world news. Usage of social networking has been a regular need.

Usually, social networking is used for social engagement, exposure to news and knowledge, and for decision making. It is a powerful resource for interacting with others locally and globally as well as for exchanging, developing, and spreading content. Social networking can affect customer purchasing decisions through ratings, promotions and advertisement strategies. Social Networking Sites (SNS) become the most powerful social media tool. To the vast majority of society, Facebook, Twitter, Tumblr, Blogger, LinkedIn and Google+ are all common names; active social media users or not. Approximately all ages 13 to 64 have a Facebook page. These social networking sites can be used for connecting people all over the world.

Researchers listed the top SNS worldwide, based on monthly active users. Facebook tops the global social networking site with more than 2 billion active monthly users followed by YouTube 1.5 billion, Instagram 700 million and Twitter 328 million active monthly users as of September 2017.

Increasingly, SNS has expanded beyond personal use; social media platforms have become the latest must-have tool in the marketing world. Digital and internet marketing

are on the rise, and those without social media presence will eventually be extinguished. (Kallas, 2017)

With the highest level of content distribution, social media reach estimates of more than 2 billion people around the world and this is why companies tend to move from mainstream media to social media. One researcher found that a total of 88% of advertisers currently use the different social media platforms as a tactic tool and that a significant amount of USD 60 billion is invested annually on social media ads in the US alone. The partnership built by social media sites between companies and consumers is perceived to increase the returns for marketers.

Entrepreneurs and small business owners start relying on social media platforms to spread the word about their businesses. Internet marketing is almost connected with social media at this level, since it is almost guaranteed to reach the largest audience and have the greatest effects. Social media builds a business-to-customer partnership by sharing updates on the products / services provided online. Social media sites may promote online market integration and help create informal customer groups or communities that share the same views. Using online networking as a marketing tool enables businesses to merge, actively study, and connect with the audience, with similar experts in the field and obtain business opportunities.

While the focus of this research is on the restaurant industry, a related report on the effect of social media advertising on restaurant industry decision taking has found that the most significant variables are communication and knowledge exchange on social networking sites (Pattachanai, 2017). Conversation on social networking sites by engagers and knowledge exchange by networkers and socializers plays a crucial role in the decision-making of customers in the restaurant industry.

Studies indicate that reviews generated by online users may have a major effect on products, services, or restaurant sales. This is essential since these products, services or

restaurant quality is normally unknown before consumption (Ye et al., 2009). By considering other users rating of the product, a person will determine whether or not the product/service/restaurant is worth the cost and ultimately purchase it. The user review can be as easy as offering 1 to 5 stars on each product purchased online, or in a form of essay.

Goldsmith describes electronic word-of-mouth communication (e-WOM) as "word-of-mouth communications on the Internet, which can be distributed as web blogs, reviews websites and social networking platforms through mobile apps." This is known as an important source of information affecting human behavior. The (e-WOM) networks have been one of the most important sources of information for digital users, there seems to be a wide variety, an outbreak in the number, range, completeness, and general availability of web reviews. (Goldsmith, 2006)

Studies found that e-WOM has a positive effect on consumer decision, it influenced people's views of different ages and genders as word of mouth is considered more compelling for opinion shaping, an unpleasant experience can ruin the entire perception of a product that results in a negative perception and positive word of mouth can give a positive perception of products and services.¹ So food blogging has been considered as a modern tool of electronic word-of-mouth (e-WOM) from the marketing viewpoint.

Food bloggers reviews or recommendation of a certain restaurant or café, quickly start spreading to people beyond friends and family. In addition, they do not only use blogs as their platforms to express their food experiences only, but also they use social media especially Instagram; which is an online smartphone photo sharing, becomes one of the tools to connect with food bloggers due its easy access to follow and view the updates of food blogs in their feed directly

Which it may cause users much more cravings just by looking at the food images. In other words, people not only seem to enjoy the delicious food pictures, but they consider

them an influential people, they may get information about an old restaurant that is still recommended for visiting or a modern, trendy café in the area, they guide individuals whether or not some restaurants are worth visiting.

Many food bloggers have a passion of cooking, so they post food recipes, and place on the blog the food they cook. Some others want to go on food journeys, then start sharing their experience of having tasty meals in great new places or restaurants. It is all just a matter of what are their interests and passions.

History of Food Reviews

According to the Oxford English Dictionary, the first use of the word "foodie" was in a New York Times Magazine article in 1980, though its usage increased when the phrase was used in a Harper's & Queen article entitled "Cuisine Poseur" in 1982 (Poole, 2012). While Christopher Driver in the Guardian also published the first weekly article in a British newspaper devoted to food and drink also in 1984 (Jaine, 1997).

A foodie is described as someone whose interest in food and dining is almost excessive (Barr & Levy, 1984). De Long (2006) claims that foodie is a slang word that implies someone with a strong interest in food without actually having any field experience. While being a term derived from a journalistic neologism.

Before blogs were launched, it was challenging for non-technical users to post an article online. Until the 1990s most websites were static. Publishers usually have to subscribe to a paying web hosting program to allow the public to access the content. They will need to learn web scripting languages, such as Hyper Text Markup Language (HTML), to create a single page of web content. Web developers have come up with many web applications since the 1990s, with interfaces that were easy to access and use. Some were database-driven, in which web content was dynamically generated based on user preference. The launch of the web-based internet in 1996 facilitates online discussion.

Blog is a division of the Weblog term. In December 1997 John Barger first coined the word "weblog." It is a kind of website usually operated by an individual. Blog is like a personal diary or journal, kept on the Internet. There were no restrictions on the content published, it can be personal opinion on an event, media sharing or even a criticism, typically sorted in reverse-chronological order where the new content is often displayed at the top of the first page. On the other hand the readers has to leave a comment under each article posted. Due to the popularity of this idea, the term "blog" started getting treated like a verb; Have you blogged today? (Chan.chee.wah, 2009).

Reviews, opinions and personal stories or experience were published easily with few clicks on blogs for audience to read and leave feedback. It is very easy, you just need to create an email address, and sign up to an account on the website with your name and a chosen password. With these simple steps an individual is capable of writing one article or post per day and by time, practicing and passion, some bloggers created a habit of visiting their blog frequently and used to write several articles. According to (Mitchell,wolak,& Finkelhor, 2007) the early food bloggers at that time were from younger generations; 71% aged 16-34 years old in the US were active participants with the people they meet online.

Blogs appear more "natural" and personal, today there are several free web hosting service providers available with "Blogspot" and "Wordpress" being the common ones. Users can have their own domain to publish their first article with only a few clicks without needing any technical skills

It's clear that blogs applications step towards ease of use while adding more functionality, then start merging with social network sites such as Facebook and Instagram, so bloggers start making Facebook pages and Instagram accounts to post their reviews, the rapid growth of blogs has built a modern communities platform (white 2006).

In a short period of time, two years later with the introduction of the term 'blogger,' food blogging instantly became accessible to the public. Visit most social networking platforms, including food-specific or more general websites, food bloggers' images are everywhere, whether from their own creation or from a restaurant's extremely eye-catching dish. According to Zagat, a global review platform, 60% of diners search social media for food pictures and 75% of them claim they choose a restaurant based solely on such pictures (Herklots, 2016)

As of "July 2012, more than 16,000 food blogs were listed by Technorati, including both recipe and restaurant review blogs" (Lofgren, 2013). Such blogs, have revived the desire of individuals to share recipes. They give people a way of sharing their culture through food images. Some individuals are concerned with money beyond the cultural appeal as in 2015, the "Charliscraftykitchen" food channel on YouTube pulled in around 29 million viewers a month and a total ad revenue of \$127,777 (Ives, 2015). So people can make a significant amount of money through food blogging or vlogging only if they took it seriously and on a professional level.

Instagram has become a fast growing social media platform and a sharing community where people started having accounts based on their social interests there with a unique style. These accounts by time and followers attracted to them became trend setters or expertise. One of them are the food bloggers who have a major role in the food industry and online marketing for the restaurants (Phutthiphansa, 2017).

Blogging is the key of influencer marketing

By a way or another food bloggers started having a significant impact because people follow them to seek advices before visiting a restaurant. They get influenced by their photography techniques and editing in making the plates look more appealing and appetizing. As a result, restaurant managers started using them as a powerful tool of marketing. They invite food bloggers over their place to taste, photograph and give

feedback on their blogs thus consumers would hear more about the restaurant and crave visiting it. This actually turned food blogging from a hobby to an occupation which can bring a good amount of money to some food bloggers.

According to (Phutthiphansa, 2017) a successful food blog should meet its followers and audience needs. They should deliver content that meets their expectations in order to interact with them and show love and interest in the content posted. Food bloggers should post attractive images and detailed reviews in captions. They should also study the timings of interactivity on their blogs in arrangement to Instagram's algorithms. By this mechanism, they ensure that the quality posts posted will appear in the explorer thus more exposure, more views and more followers to their account.

If a restaurant's post gets posted on a food blog and goes viral, it could create a huge influence on this restaurant and create awareness about it and its reputation, as a result more visits and more sales to it(Phutthiphansa,2017). Restaurants use the bloggers to highlight their menu items, their new services and to describe the advantages or offers the restaurant has. They tend to use bloggers more than other forms of advertising because of the influence they have. This influence results from the nature of Instagram's blog and the intimate connection these bloggers create with their followers.

Many factors contribute in creating a successful blog as described by (Hs.Lin.Chiang,2013) they include but are not limited to; firstly, the informal communication way with the followers making them feel more intimate as if they are talking to their friends. Secondly, the persuasive language used in captions written under the post to make the followers feel that they want to imitate this blogger and go to the same restaurant he has been to. The third factor is the trust! Once a food blogger reaches a specific number of followers, Instagram starts making his account verified with a blue tick that gives this account credibility and makes it more appealing for the followers (McKnight.Chevany, 2002).

Previous studies has confirmed that trust is strongly associated with attitude toward products and services and toward the purchasing behavior (Gefen, 2003). It is very important to understand the nature of the blog and the reputation of the blogger (Caselo, 2008). The more reputable a blogger is, the higher chances of important food chains and restaurants to invite him over for paid reviews to market their place. Fourthly, the visuals, either pictures captured by the blogger or a recipe video posted on the blog, the more mouthwatering appearing, well shot and edited, the better engagement on the post occurs.

The Impact of Food Bloggers and Influencers on the Food Industry



In the world of food, bloggers and influencers have taken on a new role. With the rise of social media, food bloggers and influencers have become some of the most powerful voices in the industry. From creating recipes to promoting products, they are helping to shape the way we think about food and how it's produced. In this article, we'll explore how food creators and influencers impact the food industry.



What Are Food Bloggers and Influencers?

Food bloggers and influencers are people who create content related to food and nutrition. They create recipes, review products, write articles, and post videos on the web. They may also partner with companies to promote their products or services.

These bloggers and influencers have a wide reach, with many of them having millions of followers on social media. This gives them the power to influence what is popular in the food industry and how people think about food.

How Food Influencers Impact the Food Industry

Food bloggers and influencers have the power to shape the way people think about food. They can influence people's decisions on what to buy, what to cook, and what restaurants

to visit. Also they help to create trends in the food industry, such as the rise of plant-based diets, veganism, and gluten-free eating.

They have also had a huge impact on the way food is marketed. Companies are now turning to food creators and influencers to help promote their products and services. This has led to an increase in sponsored content, which can be seen everywhere from blogs and social media to television and radio.

5 Ways Bloggers Can Benefit Your Restaurant

Nowadays, influencer marketing is the key to success for generating revenue as a business. Restaurants are no exception to this. In the hospitality industry, it's essential for restaurants to get as many customers as possible through advertising or word-of-mouth. Restaurant bloggers and influencers can build that bridge between brands and consumers, bringing the product closer to the audience.

Here are five ways that restaurants bloggers and influencer marketing can benefit your restaurant and signal social proof for potential customers.

1. Influencers Give Your Restaurant Publicity

“Most food bloggers that have a large following can rope in up to million site visitors a month,” says Daniel O’Sullivan, a business writer at Writinity and Research papers UK. “So, if your restaurant is new and undiscovered, reviews from popular bloggers can get you recognized by roughly 10 – 20% more people within a month. Or, if you’ve been in the food and beverage industry for a while, then you’ll need food blogs with good restaurant SEO (search engine optimization) to write reviews and rate your restaurant so that you can be on top of the search results when users look you up online. This is considered the ‘first impression’ that people will look at when researching your restaurant.”

2. Influencers Have A Community

Believe it or not, restaurant bloggers have a wide network of fellow food bloggers, avid readers, and foodies who are always looking for something exciting to discuss and write about. Restaurants can depend on food bloggers to help them find these readers and foodies that might be willing to check out a new place, especially when they start inquiring about you.

3. Influencers Create In-Depth Reviews

Food bloggers do more than just write for food, or document their food journeys. They also write about food to uncover other types of cuisine and culinary aspects. Though, that all depends on the blogger. Restaurant bloggers may write about:

- Recipes.
- Dishes in-depth.
- The foods they've sampled.

4. Influencers Will Advertise Your Restaurant

Food bloggers, including long-time ones, are normally open to having advertisements on their websites. In fact, ad revenue is their bread and butter. In return, your restaurant receives exposure from them having your ads on their site.

Ads and public relations (PR) articles can range from the following:

- Attractive visual ads
- Contests and giveaways
- Restaurant LTO's
- Raffles
- Events

Once they start advertising your restaurant on their sites, they generate revenue and attract eyeballs from people who might be interested in visiting.

5. Influencers Open Doors to Events and Appearances

Ever wanted to host events like a recipe-sharing night or special cookouts? You can! With the help of influencers, you can host an event where participants share pictures and videos on their social media or blogging sites. This technique can help you attract people who are looking for fun things to do in town, and even enhance their restaurant experience. And with bloggers and influencers there, they can spread the word about your event at a much faster rate.

Also, when an influencer has a large following, you can have them make an appearance at your event, and recommend your restaurant if they like what they see. Having a high-profile influencer at your event can help you drive more traffic on appearance nights.

Word of Advice

“It’s important to remember that not all food bloggers are created equal,” says James Maddox, a marketing expert at Draft beyond and Last minute writing. “You have to make sure that you work with the right blogger because many of them act and work differently from each other. Plus, you want to attract a blogger that has a lot of recognition in the blogging community.”

Other things to consider when finding a blogger are:

- The type of write-ups they make.
- Whether or not they’re hosting competitors.
- Their rates.

Food Blogging Pros and Cons

- **Pro:** Having complete control over your topics, posts, and blog allows a food blogger the freedom to do exactly as they please. No pressure, no deadlines, no approval from management.
- **Con:** Being in charge requires you to be creative and structured. It is up to the blogger to develop topics and a calendar for posting. In addition to creating a calendar, it is up to you to stay on time with your posts.

Pros and Cons of Having Free Reign on Creativity for Your Food Blog

- **Pro:** Creating a niche is imperative as a food blogger. Building a reader following will be challenging if you do not have a narrow niche. As a food blogger, you have control over choosing your niche, and no one else can have a say over what you choose.
- **Con:** You and only you are in control over your post ideas. The burden of creating interesting posts falls solely upon you, the food blogger.

Pros and Cons of Working Alone

- **Pro:** Working alone has its benefits—no one to walk in and disrupt your train of thought. No one is telling you to speed up your work process or change the way you have written a piece. The idea of working at your own pace is comforting and relaxing.
- **Con:** Sometimes having a colleague or partner can be helpful—having someone available to discuss your thoughts and ideas can provide fresh insights on topics. Also, bouncing ideas off one another individual helps get the creative juices flowing.

Another big con is learning how to generate money from your blog. Writing blog posts for a business provides a steady stream of income. Writing for yourself, however, leaves the burden of earning money on your shoulders.

RESEARCH PAPERS

Adliah Nur.Hanifati, International Journal of Humanities and Management Sciences (IJHMS) Volume 3, studied the Influence of Food Bloggers on Consumer Attitudes and Behavior in Restaurant Selection- Food bloggers have emerged as new restaurant business influencers in today's globe. The influence of a food blogger's advice on a customer's behaviour, eating habits, or mindset is unknown.

Ameesha Raizadaa, Biz at India, The Web of Food, February 2018- In India, social media has become a source of inspiration for cooking aficionados, tantalising taste buds and bringing amateur cooks and food bloggers to the fore.

Elzbieta Lepkowska-White Emily Kortright (2017) Studied the looks at how well-known female food bloggers sell their products and services. Female bloggers create identities on their blogs that highlight distinct meanings and motivations of food in highly deliberate ways, according to content analysis of these food blogs.

Female bloggers employ a number of business strategies to ensure that their personas are genuine, professional, and thoroughly integrated into their target audiences' lifestyles and views.

John T. Lang (2015), investigates how extensively known and popular food writing aids the general public in defining the permissible musical and auditory repertoire in restaurants. In the San Francisco Chronicle, there were 1,208 reviews published by thirteen reviewers, and in the New York Times, there were 598 reviews written by four reviewers. I make a link between reviewers' assessments of fine-dining sound and the locations of those practises in New York City and San Francisco. This project investigates

how background aesthetics based on geography mediate expert opinion and enable consumption in the city.

Lizzy Saxe, Forbes, December (2018), It is commonly known that locating a restaurant is easier when you can rely on a friend's advice. Thirty percent look at restaurant review sites, while ten percent skim through social media. How will the internet alter the restaurant industry as it becomes increasingly significant in our lives? Only time will tell.

Lofgren, J. (2013) studied the Food blogs that have clearly reignited interest in sharing recipes among "regular" people. Food blogs, on the other hand, are only one aspect of the continual growth of food-related media and recipe-sharing platforms. Food blogs play a vital role in food culture, as well as culture in general. They reflect a resurgence of interest in folk culture as well as a growing trend of "do-it-yourself" activity in both online and offline communities. Food blogs also serve as an excellent case study for understanding how our online and offline lives have grown increasingly linked, as well as demonstrating the Internet as a part of everyday life.

Meghan Lynch (2010), investigated the debate over the relationship between food and exercise in one group of photography-based food blogs that has been recognised as demonstrating dietary constraint in previous study. Food as fuel, food restricted and worked off by exercise, and food consumption as justified by exercise were all mentioned by bloggers, mostly prior to and after exercise.

Robin, A market world's report, (2019), In today's environment, one of the most significant measures for the hotel sector is social media. For hotels or restaurants, social media marketing allows you to dig deeper into consumer experiences. The study also includes a complete demand-supply chaining analysis and data for the Hospitality Social Media Marketing Services market.

Sanya jain, NDTV, June 17, (2017), On His Yellow Plate, a Delhi blogger travels across India photographing food. Himanshu Sehgal and his brilliant yellow plate are on a

wonderful culinary tour across the country. All of this and more has been captured by one Delhi-based food blogger. People are mesmerised by the dishes presented neatly on his yellow plate and photographed against beautiful surroundings. His blog, simply titled 'My Yellow Plate,' has amassed over 21,000 Instagram followers.

Theodosia C. Nathalia, Carla Kansius, Eunice Felicia, Ida Ayu Amanda Kalpikasari (2016), The goal of this study is to look into consumer behaviour in regards to food blogger reviews and recommendations for a healthy eating lifestyle, as well as to see if there is a link between food bloggers' reviews and recommendations for healthy eating and consumer behavioural intentions. The findings reveal that all variables in the study had a positive impact, implying that people's attitudes about healthy eating are positively influenced by food bloggers' perceived legitimacy and utility, which in turn influences their behavioural intentions. Food blogs, according to the study, have an impact on encouraging individuals to eat healthy food and raising knowledge of healthy food consumption.

Adliah Nur (2015), states the factors that affects consumers behaviour and attitude while choosing restaurants. Further it's stated that food bloggers have become influencers and have been setting the benchmark for consumers while deciding the choice of restaurants and its worth. Still there exists uncertainty in consumer's attitude and behaviour.

Nehal Waleed and Ranim Azzam (2020), state the factors influencing to Egyptian consumers while choosing restaurant, their preferences of ordering dishes. They also mentioned that food bloggers have become influences on social media of industry in last few years but there are many consumers who are still not following either of them thus their impact on consumers is still not very sure.

Alka Pandey, Nutan Kumari, Padmalochan Chouhan (2020), state the video blogging is new concept and trending on social media such as YouTube, Facebook and Instagram. The impact of vlogging on consumer's choice and the authenticity were checked and

further they mentioned that more than 50% consumers follow the rating and check the reviews while choosing the restaurants. Also the food vloggers creates consciousness in regards to the poor quality of menu served and the hygiene standards of the restaurant.

Lynn Schutte (2018), state that through video blogging, video blogger can reach out to mass numbers of follower through numbers different recipes whereas food blogging is restricted to a certain category of consumers where objective of blogger is to target niche product.

Theodosia C. Nathalia, Carla Kansius, Eunice Felicia, Ida Ayu Amanda Kalpikasari (2017), state the factors determining behavior of consumers towards their intention of healthy eating habits based on reviews and recommendation of food bloggers. Further they also mentioned role of food blogger is important to promote a positive change in consumers intention towards healthy eating.

Shriya S Nair, Vinod L (2021), stated, that most of the young consumers follow food blogger in seek to tryout something new all the time, which is many a time under peer pressure, on their own they do not have any specifications. Further they say that impact of social media on youth is very indirect and has neutral opinion.

Suci Sandi Wachyuni, Kadek Wiweka, Indri Softia (2021), state the reviews and recommendations of blogger does not controls the consumer behaviour where as brand marquee plays a important role in purchasing choice.

Rashi Shah, Kritanshi Mishra (2021), state the influencing factors of food blogging that has changed the consumers attitude towards consumption of healthy foods positively. It is true that most of the consumers are influenced by the food blogger.

Stephanie Bun, Yeshika Alversia (2020), states that the sectors of food and beverage should be more careful and cautious about their Instagram account as food bloggers have set their influences on engaging customers.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research Methodology is a systematic and scientific approach for acquiring information on a specific topic. It helps in searching the facts by using different methodologies. The purpose of this chapter is to concentrate on methodology used for research by using the right methods and applying right tools to process to provide conclusion with solutions.

The outline of this chapter includes research methodology, research designs with sample size and procedures, type of questionnaire, methods of data collection of sources, data analysis, data findings and report writing etc. studied with scope of research work.

The study is focused on both qualitative and quantitative research techniques. The study uses both Primary & Secondary Data collection methods, processes of data and interpretation of data.

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner which may result in an economy in procedure. It stands for advance planning for collection of the relevant data and the techniques to be used in analysis, keeping in view the objective of the research availability of time.

Food Bloggers, Food Critics & Customers in the Delhi city were identified as the sample for the research study in order to acquire data. A mix of quantitative research and Qualitative research methodology was utilised to successfully complete the investigation. Similarly, a data will be collected through the interview of the restaurant representative around Delhi city.

DATA COLLECTION

The data for this Study collected was both Primary and Secondary data.

To determine the appropriate data for research mainly two kinds of data was collected namely primary & secondary data as explained below:

PRIMARY DATA

Primary data are those, which were collected afresh & for the first time and thus happen to be original in character. However, there are many methods of collecting the primary data; all have not been used for the purpose of this project. The ones that have been used are:

- Questionnaire
- Informal Interviews
- Observation

SELECTION OF SAMPLE SIZE

Given the nature of the study, the units of the population and the different constraints, the researcher has selected a sample that benefits the requirement of the study. The based on nature of the study, possibility of assessing the data and respondents' willingness.

The questionnaire was circulated to 250 respondents using Google survey.

SAMPLING TECHNIQUE USED

The technique of **Random Sampling** has been used in the analysis of the data.

Random sampling from a finite population refers to that method of sample selection, which gives each possible sample combination an equal probability of being picked up

and each item in the entire population to have an equal chance of being included in the sample.

This sampling is without replacement, i.e. once an item is selected for the sample, it cannot appear in the sample again.

SECONDARY DATA

Secondary data is collected from previous researches and literature to fill in the respective project. The secondary data was collected through:

- Text Books
- Articles
- Journals
- Websites

STATISTICAL TOOLS USED

The data will be analyzed through statistical methods. Simplex percentage analysis will be used for analyzing the collected data.

Simplex percentage analysis:

Percentage analysis will be the method to represent raw streams of data as a percentage (a part in 100% percent) for better understanding of collected data.

Graphs:

Graphical representations will be used to show the results in simple form. The graphs will be prepared on the basis of data that will be received from the percentage analysis.

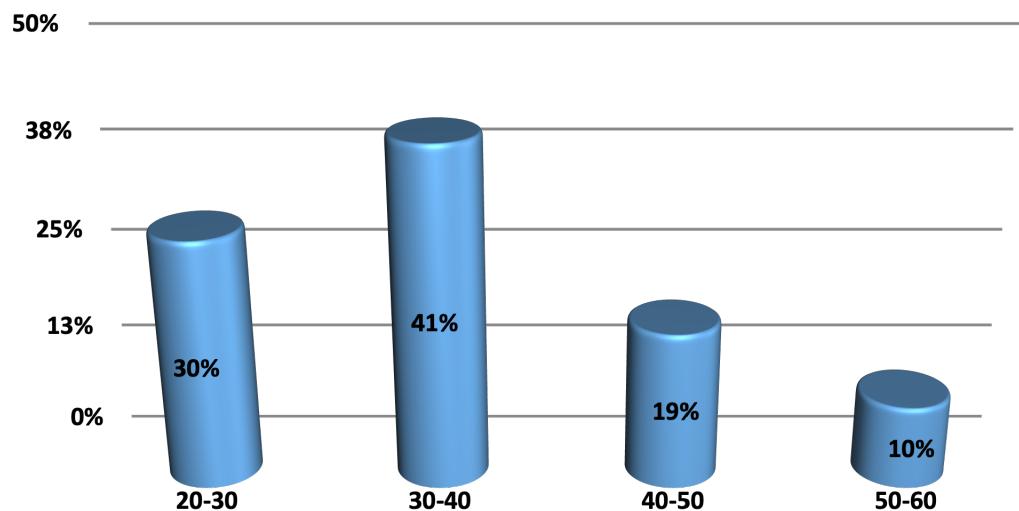
CHAPTER 4

ANALYSIS, DISCUSSION AND RECOMMENDATIONS

4.1 DATA ANALYSIS

Q1. Age Group

Age Group	Percentage%
20-30	30%
30-40	41%
40-50	19%
50-60	10%

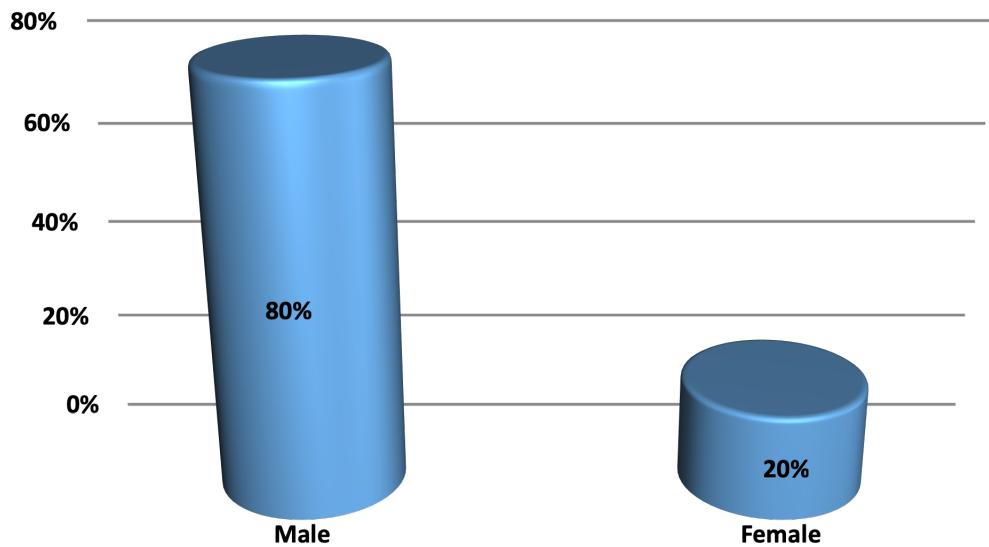


Interpretation:

30% respondents were from 20-30 age group however 19% respondents were from 40-50 age group

Q2. Gender

Gender	Percentage%
Male	80%
Female	20%

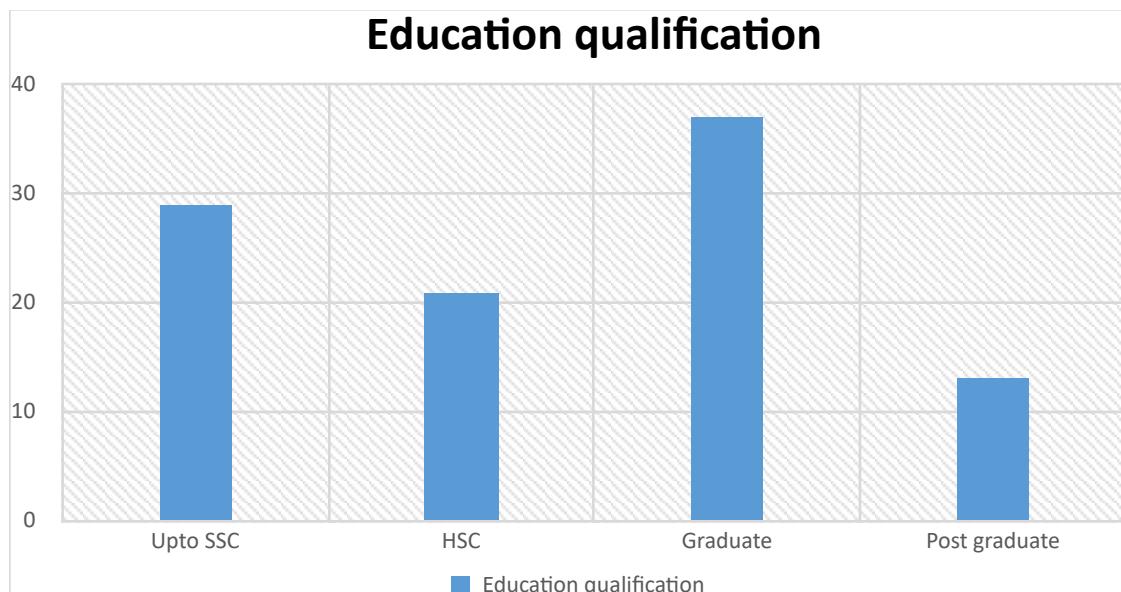


Interpretation:

80% respondents were male and 20% respondents were female

Q3. Educational qualification

Educational qualification	Percentage%
Up to SSC	29%
HSC	21%
Graduate	37%
Post graduate	13%

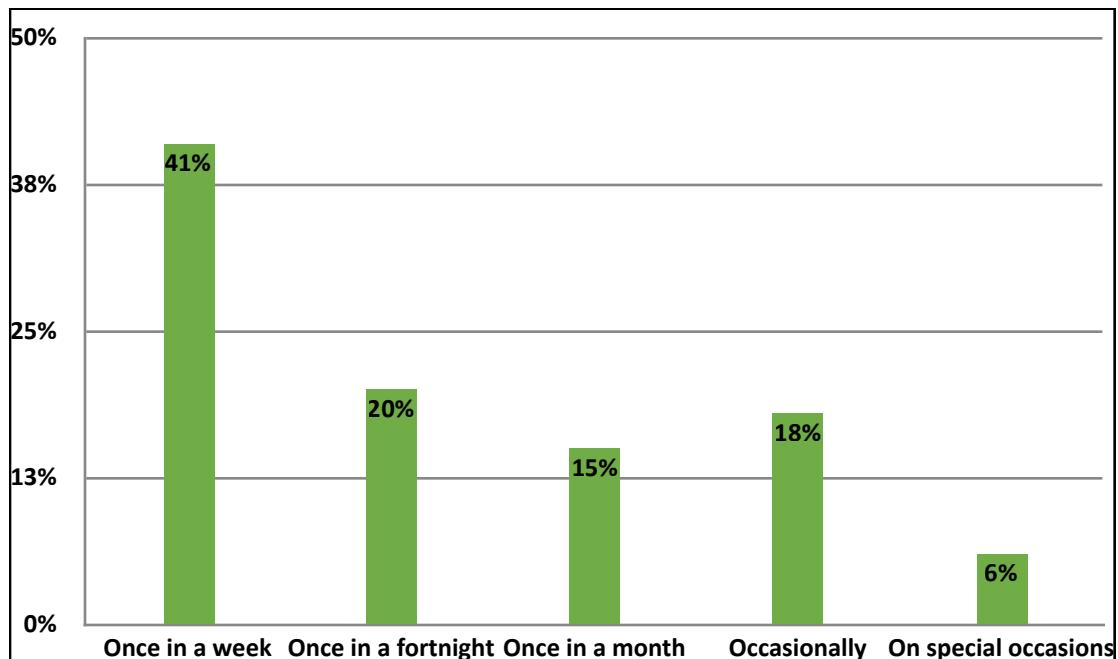


Interpretation:

29% of the respondents have an education qualification of up to SSC, 21% of the respondents are HSC qualified, 37% of the respondents are graduates and 13% of the respondents are post graduates.

Q4. How often do you eat outside in restaurants(Casual/Fine dine)?

Opinion	Percentage%
Once in a week	41%
Once in a fortnight	20%
Once in a month	15%
Occasionally	18%
On special occasions	6%

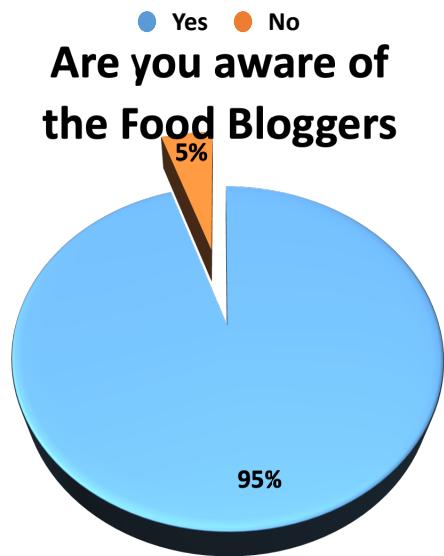


Interpretation:

The above figures denotes the frequency of dining out in restaurant. The proportion of respondents going out for food in restaurant once a week is almost 41%. 20% of the respondents prefer to dine out in restaurant once a fortnight. Almost 15% of the respondent dine out once a month and 18% dine out occasionally, whereas 6% respondents prefers to dine out on special occasions. From the above graph it can be inferred that frequency of dining out in a restaurant once a month is quite high among the respondents.

Q5. Are you aware of the Food bloggers?

Opinion	Percentage%
Yes	95%
No	5%

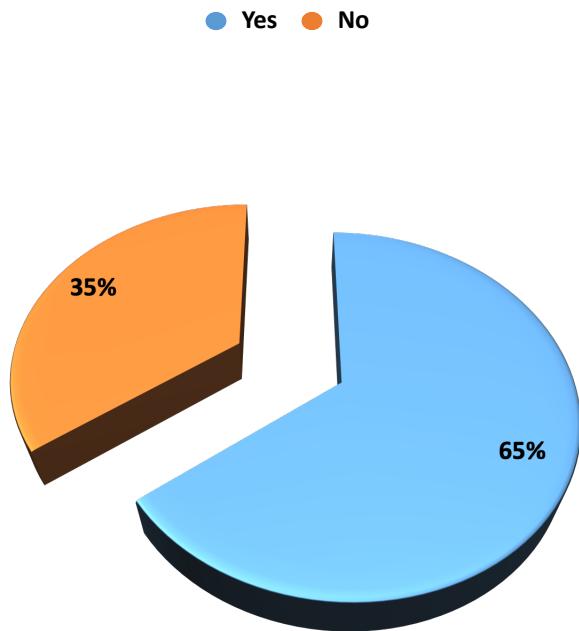


Interpretation:

As the chart states about the consumer's awareness of the food bloggers, the 95% of the consumers being aware of the food blogger is higher than those consumers who aren't aware. This states that the concept of the food blogger is popular amongst the consumers in Delhi city.

Q6. Do you follow food blogson social media while making choice of Restaurant?

Opinion	Percentage%
Yes	65%
No	35%

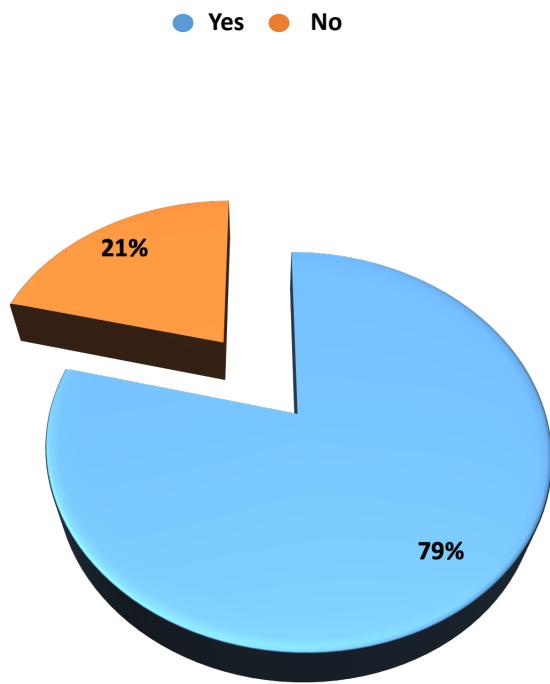


Interpretation:

65% respondents follow food blogs on social media while making choice of Restaurant, while 35% don't follow food blogs while selecting a restaurant.

Q7. Do you follow Food Blogger?

Opinion	Percentage%
Yes	79%
No	21%

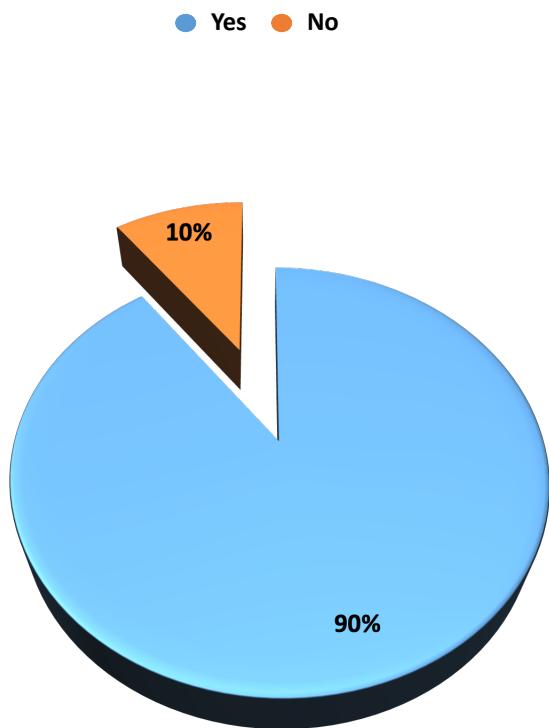


Interpretation:

As the pie chart demonstrates, a larger 79% of people read food blogs, while a smaller percentage do not. Some people may be uninterested or unaware of the situation.

Q8. Are you aware of the Food Critics?

Opinion	Percentage%
Yes	90%
No	10%

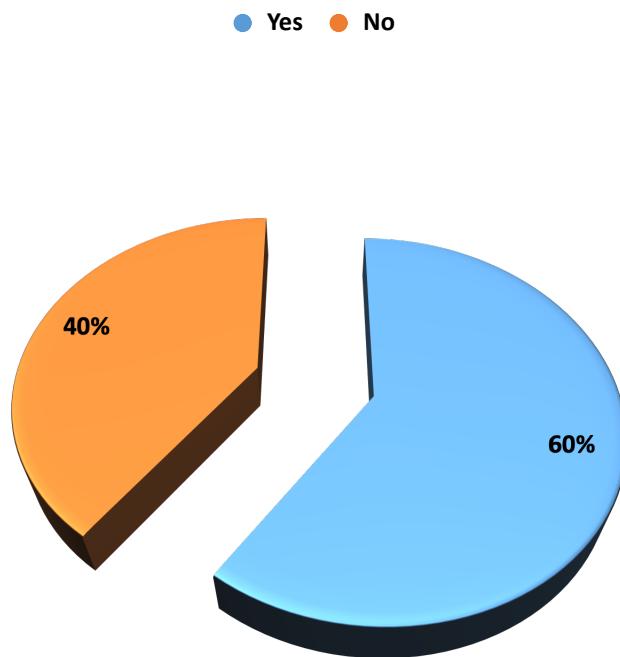


Interpretation:

90% respondent suggest that consumers are aware of the concept of food critics as the response being aware of the concept of food critic is higher than those who are unaware.

Q9. Do you follow Food critics?

Opinion	Percentage%
Yes	60%
No	40%

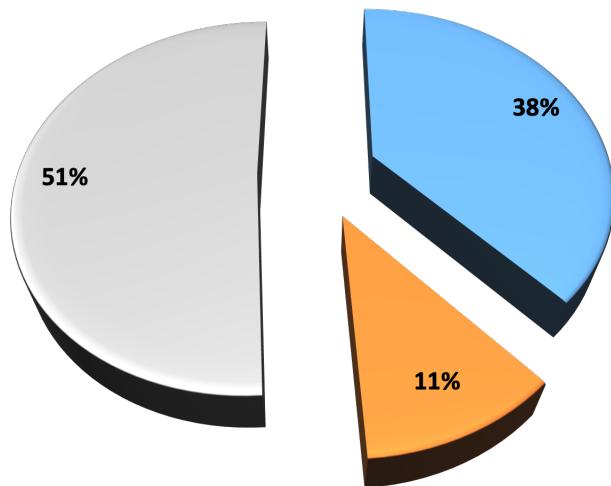
**Interpretation:**

60% people do not listen to food critics. Few people pay attention to food reviewers. People are more interested in food blogging than food critics, if the aforementioned question is taken into account. Because of the increased usage of social media, people are more aware of food blogs. Food bloggers also have fresh and unique ideas, and they post their content in such a way that others are drawn to it and click the "like" button. People also find the information useful.

Q10. Do you refer to a food blog before visiting to a restaurant?

Opinion	Percentage%
Yes	38%
No	11%
Maybe	51%

● Yes ● No ● Maybe



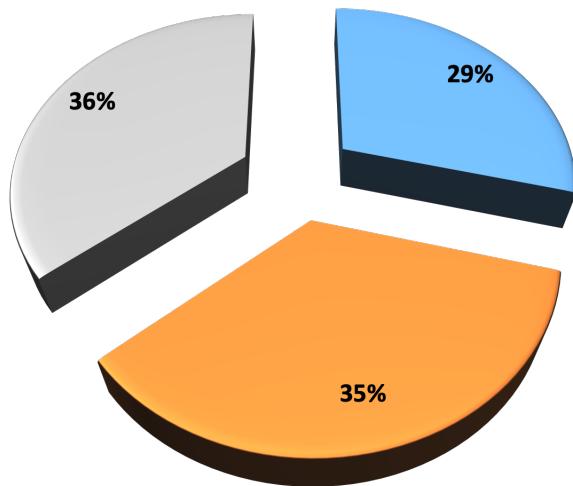
Interpretation:

38% people consult a food blog when dining out, as evidenced by the pie chart. It also demonstrates that, depending on the event or circumstances, people may or may not read the blog. Few people read food blogs, whether because they are unaware of them or because they do not consider them vital to read because they prefer to explore locations on their own.

Q11. Do you refer to a food critic before visiting to a restaurant?

Opinion	Percentage%
Yes	29%
No	35%
Maybe	36%

● Yes ● No ● Maybe

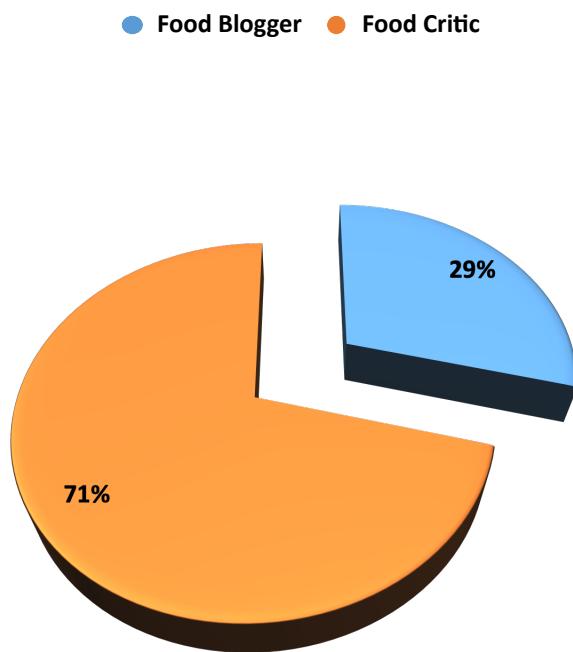


Interpretation:

As the pie chart demonstrates, many of them do not consider it important to recommend a food critic or any piece in the newspaper cited by a food critic. Few people are interested in reading food critic articles since it helps them choose a restaurant. Also, depending on the setting or circumstance, people may or may not refer to it. Taking into account the preceding query People prefer food blogs to food critic articles because they are more freely accessible on the internet these days and because of their content.

Q12. According to you what is more informative or helpful?

Opinion	Percentage%
Food Blogger	29%
Food Critic	71%

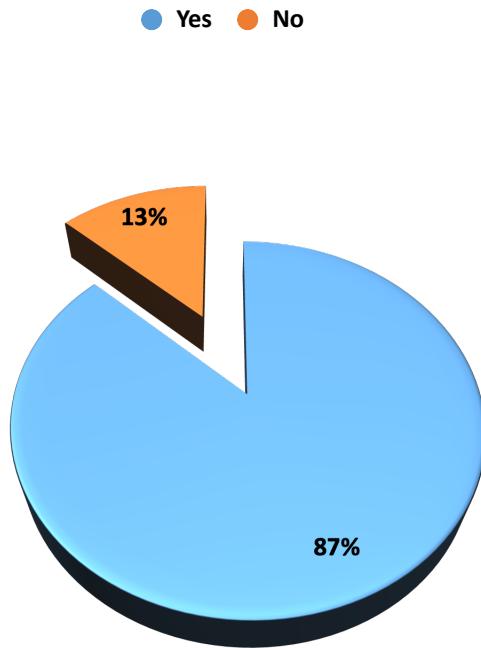


Interpretation:

Food bloggers are more helpful than food critics, according to the responses obtained and depicted in the pie chart. It's because there are an increasing number of food bloggers who are coming up with unique locations and mouth-watering content for each cuisine. They are more effective at reaching out to the public than a culinary reviewer. Food critics tend to have a restricted number of options or a restricted diversity of options. Food bloggers also travel throughout the world to learn about different cultures and to share their experiences with others through their articles.

Q13. Do you read the reviews of the restaurant before visiting the restaurant?

Opinion	Percentage%
Yes	87%
No	13%

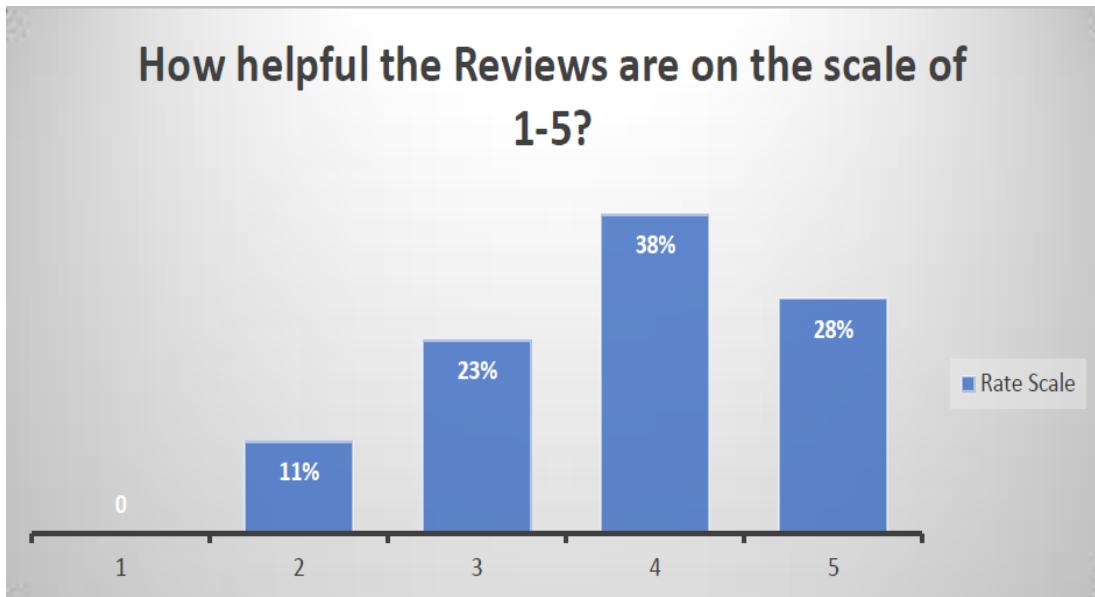


Interpretation:

As shown in the pie chart, more than 80% of people check reviews before visiting a restaurant. Reviews are significant since they provide an idea and a clear picture of what food is served, how much it costs, and how good it is. Food critics play an important role here because they are the only ones who write restaurant reviews. Reviews are only useful if they are written properly, and today's youth is fully reliant on them because, without wasting time, they can quickly discover a good restaurant to eat at that considers all factors. We may claim that good reviews are essential for a good restaurant.

Q14. How helpful the Reviews are on the scale of 1-5?

Rate Scale	Percentage%
1	0%
2	11%
3	23%
4	38%
5	28%



Interpretation:

As shown in the graph, the majority of consumers read reviews and find them useful because they provide an overall impression of a restaurant. Few individuals believe that reviews are essential, which may be due to the fact that some reviews are not that excellent or are not written properly. Sometimes phoney reviews are used to advertise establishments in a favourable light. Overall reviews are significant because they aid in the selection of a better restaurant.

4.2 FINDINGS AND RECOMMENDATIONS

Findings:-

- 30% respondents were from 20-30 age group however 19% respondents were from 40-50 age group
- 80% respondents were male and 20% respondents were female
- 29% of the respondents have an education qualification of up to SSC, 21% of the respondents are HSC qualified, 37% of the respondents are graduates and 13% of the respondents are post graduates.
- The proportion of respondents going out for food in restaurant once a week is almost 41%. 20% of the respondents prefer to dine out in restaurant once a fortnight. Almost 15% of the respondent dine out once a month and 18% dine out occasionally, whereas 6% respondents prefers to dine out on special occasions. From the above graph it can be inferred that frequency of dining out in a restaurant once a month is quite high among the respondents.
- As the chart states about the consumer's awareness of the food bloggers, the 95% of the consumers being aware of the food blogger is higher than those consumers who aren't aware. This states that the concept of the food blogger is popular amongst the consumers in Delhi city.
- 65% respondents follow food blogs on social media while making choice of Restaurant, while 35% don't follow food blogs while selecting a restaurant.
- 79% of people read food blogs, while a smaller percentage do not. Some people may be uninterested or unaware of the situation.

- 90% respondent suggest that consumers are aware of the concept of food critics as the response being aware of the concept of food critic is higher than those who are unaware.
- 60% people do not listen to food critics. Few people pay attention to food reviewers. People are more interested in food blogging than food critics, if the aforementioned question is taken into account. Because of the increased usage of social media, people are more aware of food blogs. Food bloggers also have fresh and unique ideas, and they post their content in such a way that others are drawn to it and click the "like" button. People also find the information useful.
- 38% people consult a food blog when dining out, as evidenced by the pie chart. It also demonstrates that, depending on the event or circumstances, people may or may not read the blog. Few people read food blogs, whether because they are unaware of them or because they do not consider them vital to read because they prefer to explore locations on their own.
- Food bloggers are more helpful than food critics, according to the responses obtained and depicted in the pie chart. It's because there are an increasing number of food bloggers who are coming up with unique locations and mouth-watering content for each cuisine. They are more effective at reaching out to the public than a culinary reviewer. Food critics tend to have a restricted number of options or a restricted diversity of options. Food bloggers also travel throughout the world to learn about different cultures and to share their experiences with others through their articles.
- 80% of people check reviews before visiting a restaurant. Reviews are significant since they provide an idea and a clear picture of what food is served, how much it costs, and how good it is. Food critics play an important role here because they are the only ones who write restaurant reviews. Reviews are only useful if they

are written properly, and today's youth is fully reliant on them because, without wasting time, they can quickly discover a good restaurant to eat at that considers all factors. We may claim that good reviews are essential for a good restaurant.

- The majority of consumers read reviews and find them useful because they provide an overall impression of a restaurant. Few individuals believe that reviews are essential, which may be due to the fact that some reviews are not that excellent or are not written properly. Sometimes phoney reviews are used to advertise establishments in a favourable light. Overall reviews are significant because they aid in the selection of a better restaurant.

Recommendations:-

The only few recommendations I suggested were:

- Food blogs is the review or personal thought of the blogger about the restaurant, the content is neither wrong nor right. Blogs is useful to have long term result and is helpful to create brand marque. The language and the style of writing should be catchy and flowing to attract more followers.
- Reading food blogs interest most of the people and decision of selecting restaurant is based on food blogs information, reviews recommendation provided.
- Paid reviews and recommendations should not be encouraged.
- Visual content i.e the food photos should be realistic and well clicked to give the real image of the food served at the restaurant.
- It is found that if the content reviews and comments interest the audience, he will tend to follow that food blog. It is recommended to the “Restaurant owners” to engage food bloggers to review their services, food served as an effective marketing tool to increase the business.
- Today customers do tend to follow these bloggers and the blog sites and find the information useful enjoyable while selecting the restaurants.
- The foodies/influencers should try to make these blogs more realistic with real time pictures of food, décor and other facilities available at the restaurant.
- Blogs are the latest addition to this feature of blogging wherein the customers can get the virtual experience of all the above factors.

4.3 LIMITATIONS OF STUDY

1. Respondent were reluctant to share their experience accurately
2. While conducting interviews with bloggers and reviewers, some did not answer and others did not open up much.
3. Reliability of data depends on the responses given as questionnaire method of data collection is used
4. It was difficult to establish communication with restaurant managers during interviews, and I couldn't ask more questions or go into greater depth.
5. It was tough to track down the food critics because they are anonymous and don't divulge much about themselves.
6. Time allotted for the project was not sufficient to go for detailed analysis of the research problem.
7. Sample size limited

CHAPTER 5

CONCLUSIONS

CONCLUSION:

In the restaurant industry, both food bloggers and food critics play crucial roles. Dish bloggers take advantage of every opportunity to draw attention to their material by publishing appealing photos and providing information about the location and food. Food critics provide unbiased assessments and recommendations to help customers find a better place to eat. Food bloggers are often invited by restaurants since they assist in the promotion of the establishment, whereas Food Critics are the ones whose opinions are genuinely taken into account and what really matters to them. Food Critics are more beneficial than Food Bloggers, according to interviews with a few restaurants in Pune, because food critics provide reviews on a public forum, allowing restaurants to improve more efficiently. Food bloggers are beneficial as well, although not as much as food critics. They are both a boon and a curse for restaurants, whereas food critics are proven to be a boon rather than a curse.

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ANNEXURE - QUESTIONNAIRE

Q1. Age Group

20-30 30-40
40-50 50-60

Q2. Gender

Male Female

Q3. Educational Qualification

- a) Upto SSC
- b) HSC
- c) Graduate
- d) Post Graduate

Q4. How often do you eat outside in restaurants (Casual/Fine dine)?

Once in a week
Once in a fortnight
Once in a month
Occasionally
On special occasions

Q5. Are you aware of the Food bloggers?

Yes
No

Q6. Do you follow food blogson social media while making choice of Restaurant?

Yes
No

Q7. Do you follow Food Blogger?

Yes

No

Q8. Are you aware of the Food Critics?

Yes

No

Q9. Do you follow Food critics?

Yes

No

Q10. Do you refer to a food blog before visiting to a restaurant?

Yes

No

Maybe

Q11. Do you refer to a food critic before visiting to a restaurant?

Yes

No

Maybe

Q12. According to you what is more informative or helpful?

Food Blogger

Food Critic

Q13. Do you read the reviews of the restaurant before visiting the restaurant?

Yes

No

Q14. How helpful the Reviews are on the scale of 1-5?

1

2

3

4

5