

**A STUDY ON INFLUENCE OF ONLINE FOOD BLOGGERS ON
PURCHASE INTENTION OF CONSUMERS**

**MAJOR RESEARCH PROJECT
FOR THE FULFILLMENT OF DEGREE OF
MASTER OF BUSINESS ADMINISTRATION**

BY

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Declaration by students

I, Preeti Naik, student of Delhi School of Management, Delhi Technological University, hereby declare that the Summer Internship Report on 'A Study On Influence Of Online Food Bloggers On Purchase Intention Of Consumers' submitted in partial requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project. Any literature date or work done by others and cited within this thesis has been given due acknowledgement and listed in the reference section.



Preeti Naik

Place: New Delhi

Date:

Certificate

This is to certify that Preeti Naik, 2K22/DMBA/93, student at Delhi School of Management, Delhi Technological University has worked on a Research Project titled “A Study On Influence Of Online Food Bloggers On Purchase Intention Of Consumers” in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24.

Dr. Rajan Yadav

Professor

Place:

Date:

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EXECUTIVE SUMMARY

Social media exerts tremendous power on customer activity facilitated by rapid growth of technology. It has particularly affected how food consumption occurs. Food bloggers and influencers have emerged on media platforms like Instagram, YouTube, or personal blogs thus influencing different customer views towards food choices. This research is meant to investigate how food bloggers influence consumer purchase intentions consequently exploring this relationship's dynamics and what it means for businesses in the food industry.

Objectives:

- To Investigate How Online Food Bloggers Affect Consumer Intention to Buy.
- To Examine How Social Media Sites Help Food Bloggers Expand Their Audience.
- To Examine the Effects of Engagement, Relatability, and Content Quality on Consumer Purchase Intentions.
- To Determine Which Consumer Demographic and Psychographic Features Are Most Influential on Online Food Bloggers.
- To Offer Suggestions to Advertisers and Companies on Using Online Food Bloggers' Influence.

Methodology

Research Design: Non- Experimental Descriptive Research Approach

Questionnaire: A structured questionnaire consisting of 15 questions was designed to assess the influence of online food bloggers covering aspects of taste, perception, purchase intention.

Results: SPSS version 27 was used for analysis. Among 157 respondents, 56% are males and 44% are females. It is found that there is very strong association between age and influence of online food bloggers. The analysis of the questionnaire responses revealed that 45% respondents occasionally follow online food bloggers. There is no significant association between demographic variables and frequency of following online food bloggers.

Recommendation: The major recommendation given is to consumers should see all the aspects of food bloggers life and food in usual and should not blindly follow what they say. Online Food bloggers majorly do sponsored advertising which might affect their judgement on food, and they might say positive things while it's not.

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Chapter 1

Introduction

Social media exerts tremendous power on customer activity facilitated by rapid growth of technology. It has particularly affected how food consumption occurs. Food bloggers and influencers have emerged on media platforms like Instagram, YouTube, or personal blogs thus influencing different customer views towards food choices. This research is meant to investigate how food bloggers influence consumer purchase intentions consequently exploring this relationship's dynamics and what it means for businesses in the food industry.

The food and beverage business has seen a significant transition with the arrival of digital transformation, which has changed consumer behavior and decision-making processes. Internet food bloggers are a new breed of important voices brought about by the growth of social media and internet platforms. These online influencers have successfully tapped into the potential of user-generated content, reaching a large and interested audience with their reviews, recommendations, and gastronomic adventures.

Online food bloggers' influence on consumers' purchase intentions has become a critical topic for businesses and marketers in an era where consumers increasingly turn to user-generated content and suggestions from peers to inform their selections. It is essential to comprehend the elements that determine a food blogger's power and their capacity to alter consumer decisions to develop successful marketing plans and maintain competitiveness in the quickly changing food and eating industry.

Within the framework of the digital transformation, this study attempts to investigate the impact of online food bloggers on customer purchase intention. This research aims to provide useful insights for businesses operating in the food and hospitality sectors by exploring the underlying factors that shape consumer attitudes, perceptions, and decision-making processes, such as the credibility, trustworthiness, and engagement levels of food bloggers, as well as the role of electronic word-of-mouth (eWOM) and social media in amplifying their reach.

Traditional forms of advertisement are transforming, and companies realize the importance of employing social media influencers to access their target markets. Therefore, food blogging has become a significant source of consumer behavior insights among other things involved in food consumption. It is important for companies to understand if at all these bloggers have any effects consumer choices to effectively distribute marketing resources and increase their brand visibility. In the tech-savvy Indian Millennial segment for instance, food marketing vlogs are a powerful force in guiding individuals' dining.

Consumer reviews on food vlogs seem to be considered valuable and easily accessible through mobile applications. This has been coupled with viewing enjoyment that individuals obtain from food vlogs hence leading to over-reliance on them when making purchase decisions. Furthermore, such broadcasters demonstrate several qualities including perceived audience similarity which play an important role in changing how viewers see themselves.

This collaboration between food vloggers creates curiosity among viewers thereby turning them into active participants rather than mere observers watching dishes being cooked. Even though it is still a form of passive participation, there is an expanding internet community that uses these vlogs to share trends and ideas as well as authority about cuisine.

Nevertheless, there are also those generations that have online food marketing aimed at teenagers. The latter is the most susceptible age group targeted by advertisement. They normally broadcast their food events to urge their audience to explore more ideas through these rich imaginations on images taken using mobile phones and social networking sites.

By examining the factors that contribute to the influence of food bloggers, such as credibility, expertise in this domain, engagement with their audience etc., the work will yield some understanding of consumers towards decision-making process while purchasing foodstuffs at large within today's context of Arab world reality. Furthermore, the study will aim at establishing various ways through which the bloggers have an impact on the purchase intent of the consumers through product endorsement, visual media, and storytelling.

Generally, this paper looks forward to contributing in discussing on how social media, influence marketing and consumer behavior within the provisions of food industry affects each other. This research also seeks to offer practical implications for companies that aim at manoeuvring through today's competitive landscape by exploiting digital platforms.

1.1 Background of the study

In today's digital era, the web has simply changed how individuals search for, interact with and eventually buy things and services, an aspect most notable when it comes to matters of food. Through various digital platforms such as blogging sites; people who write about their experiences cooking different types of meals among other things in connection to cuisine or eating out have transformed the way we relate to content on eating and deciding what we should have on our plates every day.

The focus of such internet-based activities which include posting reviews on dishes served at hotels has been on food blogging. Consequently, researchers as well consumers equally are interested in studying this new trend within their respective fields. In fact, some are vloggers with a reputation for sampling dishes from different hotels. You are guaranteed frequent updates whenever you subscribe to their channels since they have large followings among whom they are revered for their information-rich clips. These people whose supper-plates resemble those of most city dwellers but whose tables are laden with culinary books instead of newspapers, dominate the industry in addition to setting pace, flocking into hotels thus influencing markets.

From this perspective, there is a growing curiosity to know the extent online food bloggers affect intentions to buy among basics foods consumers. As such, the study seeks to unveil the intricate association between electronic food bloggers and buyers conduct majorly concentrating on how vloggers' contents influence consumers' likeliness to buy foodstuffs. Through such studies, scholars intend to understand why vloggers have managed to become so influential, as well as identify other elements that make the audience open (or not) when it

comes to accepting their opinions. In particular, researchers look at food vloggers' credibility and trustworthiness, social media presence & how these enable them to increase their visibility; And finally they dwell on several factors affecting purchase intentions including content quality, relatability and engagement.

Moreover, this endeavor endeavours at outlining the demographic profile that is most likely influenced by Dietary blogs as well as detecting which foods tend to be more reactive towards Dietary influence among other products related to feeding habits. By doing so, businesses will be able to create marketing strategies that can best tap into this power if they understand their consumers. The underlying purpose of this paper, therefore, sheds more light on online food bloggers' impact on consumer behavior hence providing useful information for scholars involved in such research, businessmen and women engaged in food industries using digital platforms. Through rigorous analysis and exploration, researchers aspire to uncover the nuances of this influential relationship and its broader implications for the realm of marketing and consumer behavior.

1.2 Problem Statement

A Study on the Influence of Online Food Bloggers on Purchase Intention of Consumers.

1.3 Objectives of the Study

- To Investigate How Online Food Bloggers Affect Consumer Intention to Buy.
- To Evaluate Online Food Bloggers' Perceived Credibility and Trustworthiness.
- To Examine How Social Media Sites Help Food Bloggers Expand Their Audience.
- To Examine the Effects of Engagement, Relatability, and Content Quality on Consumer Purchase Intentions.
- To Determine Which Consumer Demographic and Psychographic Features Are Most Influential on Online Food Bloggers.
- To Offer Suggestions to Advertisers and Companies on Using Online Food Bloggers' Influence.

Assumptions of the Study

1. Consumers' Online Behavior: The research presumes that when making purchasing decisions about food products and services, consumers actively interact with online food bloggers' content and depend on their recommendations.

2. Perceived Credibility of Food Bloggers: It is hypothesized that online food bloggers in most cases are credible sources of information and thus trusted for recommendations.

3. Effectiveness of Social Media Platforms: This paper implies that social media platforms help in broadening the frequency and magnitude of activities by bloggers on food thereby enhancing consumers' engagement and intentions to buy.

4. Relevance of Content Quality: Content quality i.e. whether the materials are good or not necessarily written would affect people's perception towards these products
Influence on Consumer Demographics: The study hypothesizes that there are factors in various demographical aspects such as age gender income level lifestyle preferences which would affect how much influence online food bloggers have over their audience.

6. Alignment with Marketing Strategies: It is assumed that from the study findings companies willing to use online food bloggers to increase consumer engagement and positively influence shopping will come up with similar strategies.

7. Ethical Considerations: In the course of research, it is expected that bloggers should maintain ethics as well as transparency while they create content and do promotions so that their endorsements could still hold water with authenticity.

8. Generalizability of Findings: Though limited in its scope, it can be assumed that apart from having a better comprehension of the context within which people buy products from different

sites on the internet it has other implications as well for example understanding these days how customers go about accessing food related knowledge using digital platforms.

Delimitations of the Study

1. **Scope of Food Bloggers:** The purpose of this research is only limited to online food bloggers who mainly generate content concerning, eating places appraisals and cooking instructions. It does not apply to other kinds of influencers or creators who can influence consumer behavior in various fields.
2. **Context:** The analysis focuses on how online food bloggers' impact on today's buyers from a particular region like a nation/division but does not explore regional variations in behaviour 50 across cultures.
3. **Presence on the Net:** On one hand, it is undeniable that social media platforms have help in increasing coverage of food blogging sites but on the other hand they concentrate mostly on YouTube videos, Instagram pictures as well as blogs without extending the effect to other emerging platforms.
4. **Duration:** We only have one point to make- a specific period unto what we gathered and investigated data for this document.
5. **Size of the Sample:** Because considerations would limit the actual numbers and types of individuals to a group obtainable for the research whereas efforts will be made to come up with a broad mix of people as possible so as to be selected from a random sample, such findings might not be generalized for universal representation.
6. **Other Circumstances:** Economic conditions, cultural norms and rival marketing strategies among other forces could also play a role by impacting how customer behave while this doesn't always take everything account within our study scope or design concept adoption strategy of dining out.
7. **Ethics:** However, justice means that one seeks truth, it can be limited by ethical factors including access rights confidentiality agreements and respondents' honesty towards the survey in fact sometimes it does not consider fair play at all.

8. **How to go about it** – there are several ways in which we can look at this issue from a statistical perspective or alternatively an exploratory enquiry method might be used depending upon what type the study takes when compared with others up until now since each approach has its own strengths as well as limitations.

Hypothesis of the Study

H0- There is no signification association of influence of online food bloggers on the purchase intention of consumers and their demographic variables.

H1- There is signification association of influence of online food bloggers on the purchase intention of consumers and their demographic variables

1.4 Scope of Study

1. This study's purpose is to investigate to what degree food bloggers who work on internet influence consumers' willingness to buy things like eating ideas and cooking services by studying how much of food blogger material people are exposed to before they make buying decisions. Therefore, the aim is to find out whether when people are shown blogger contents many times, it leads directly to them purchasing food-related products and services.

2. Evaluation of The Perceived Credibility and Trustworthiness Of Online Food Blogs By Consumers: It is crucial to understand consumers' opinions with regard to how reliable these platforms are if we want to assess their impact effectively. Bloggers' authenticity, competence as well as honesty are some areas Researchers will consider when determining whether such contents Influence on intended shopper perception.

3. To Elucidate the Role Social Media Platforms Play in Exponentiating Food Bloggers' Domains: Various internet platforms facilitate sharing blogger's food related subjects among masses as well as getting in touch with them. The martingale coast covering this research includes critical areas since it involves social media and its influence upon those who utilize it

for marketing. Finally, the most imperative point is whether Twitter help in amplifying the reach of Facebook, in relation to customer purchase intent, and has an effect on other platforms related to that.

4. Exploring how content quality, relatability and engagement effect on consumers' intention to buy: The importance of quality, relatability and interaction in food blogger's post cannot be underestimated. Specifically, this study seeks to understand such issues like how relatability contributes to consumer buying behavior, the kind of relationship one has with his or her audience in terms of responses gotten by followers among others.

5. Determining Who Online Food Blogger's Audience Are In Terms Of Demographics And Psychographics: On the chance that some demographic and psychographic combinations make individuals more vulnerable to different forms of food content, this chapter will seek them. This objective seeks to pinpoint specific demographic and psychographic characteristics of consumers who are most likely to be influenced by food blogger content, providing insights into target audience segmentation strategies for marketers and businesses.

6. Recommendations On How Marketers And Businesses Can Use Influential Aspects In Online Food Blogs: To help achieve its goal, this aim makes some suggestions grounded on the findings of the study to marketers and businessmen on what exactly they should do in order to employ online food bloggers' influence for reaching out to their target markets via action items These include methods for creating contents, collaborating with virtuous ambassadors and enhancing conversations over social networking sites so that consumer buying intention using blogs can be optimized.

Conclusion

This part discusses internet food bloggers, their power, raise in influencer marketing, proposed study question and its delimitation

CHAPTER 2

REVIEW OF LITERATURE

Abid MA, Shafique F et al (2023) purpose for the study is to determine how consumers' intentions to buy Pakistani food are influenced by influencers. This study assesses the relationship between online expertise, consumer attitude acting as a mediating factor towards consumer purchase intention, trust in online influencers, influencer legitimacy, and influencer attractiveness. A five-point Likert scale is employed in a closed-ended survey. A total of 250 respondents provide data. The individuals who have responded are social media users who follow a minimum of one food influencer. The outcome of smart PLS 4 shows that consumer purchase intention is influenced by online experts, trust, legitimacy, and attractiveness. The mediator between independent and dependent variables is the customer's attitude. Online marketers and business owners can benefit from this study. The research contributes to a deeper understanding the influence of internet influencers on the selection of marketing strategies for business growth.

Tran MN (2023) examined that social media influencers have solidified their position as essential components of the larger marketing matrix, receiving acknowledgement from both academic and corporate communities. However, the literature on this phenomenon is still a little bit weak, necessitating further thorough research. The goal of this research is to identify the key factors affecting consumers' opinions of influencers and how those opinions impact their propensity to make a purchase. The study's target audience comprises 333 university students in Hanoi who have followed food influencers. This study's data analysis tool was structural equation modeling (SEM), which was conducted using the SPSS & AMOS 22 software. The findings show that several variables, including perceived utility, social attractiveness, specialisation, experience, and trust, have a big impact on customers' opinions. Customers' buying intentions are highly influenced by their opinions, perceived utility, and believability. The study's findings will assist people and businesses alike better understand consumer behaviour, which will enhance their marketing and customer-acquisition tactics and draw in new clients.

Rashi Shah & Kritanshi Mishra (2021) purpose of this study is to investigate how Instagram food bloggers that advocate for a healthy lifestyle impact Instagram user. It investigated a few facets of food blogging and how it influences readers to adopt better lifestyles. The strategies employed by bloggers who promote healthy cuisine to persuade readers to adopt a healthy diet are discussed in the study. To examine the impact and effect, surveys and interviews with bloggers and followers, respectively, were conducted. There are 200 responders in the sample. To evaluate the reaction, mean statistics are employed. Much of the audience appears to be interested in following Instagrammers that post healthy recipes, according to the data. People's attitudes towards healthy food are positively influenced by food bloggers' perceived utility and credibility, which in turn influences their behavioural intentions. According to the study, food blogs influence promoting healthy eating and increasing public awareness of it.

Nikhitha Aarya and Ajay Sharma (2021) found that the new influencers in the restaurant industry are food bloggers and critics. It is now a standard that people use to determine if a restaurant is worthwhile to visit. On the other hand, it is yet unclear how consumer attitudes and behaviour are affected by the recommendations of food bloggers and critics. Reviews are becoming more and more important in assisting people in selecting a respectable restaurant. This study investigates if food critics and bloggers are good or bad for eateries. According to the findings, food critics are beneficial to the restaurant industry, but food bloggers are more of a curse.

Lilian Pinda (2021) purpose of this study is to examine the connections between purchase intention on YouTube in the Indonesian culinary industry and physical attractiveness, attitude homophily, social attractiveness, openness, interactivity, credibility, and parasocial interaction. This study uses a causal research design and data analysis using the Structural Equation Modelling (SEM) research model. The study sample consisted of 202 respondents who were YouTube users in Jakarta and the surrounding areas who watched food vloggers' reviews more than three times a month. This was done via convenience sampling. Physical attractiveness, social attractiveness, and interactivity are the factors that impact social interaction, according to the hypothesis test results. In the meantime, a food vlogger's legitimacy is determined only by how they look. Therefore, before deciding to collaborate with a food vlogger, marketers

should be aware of how credibility is formed and how the vlogger engages with their audience on social media to influence the audience's propensity to buy.

Adliah Nur. Hanifi (2020) carried out and published in Volume 3 of the International Journal of Humanities and Management Sciences (IJHMS). The precise effect of a food blogger's advise on customer behaviour, eating habits, and mentality is still mostly unknown, despite their increasing popularity. This study attempts to clarify this issue through empirical research, offering insights into how food bloggers influence customers' choices of restaurants. Through the investigation of the correlation between the recommendations made by food bloggers and the attitudes and behaviours of consumers, this study advances our knowledge on the function of digital influencers in the food sector.

G.T Puspita, H. Hendrayati (2020) employed a quantitative approach to investigate the potential partial influence of food blogger reviews on Instagram on consumer purchasing decisions related to culinary in Bandung, as well as the possibility of a simultaneous influence between bloggers' reviews and consumer purchasing decisions. The descriptive method is employed. Nonprobability sampling with incidental sampling is the method of sampling that is employed. Spreading questionnaires to 100 communities of Instagram users who follow food bloggers and either often go on culinary tours in Bandung or reside there is how the data is collected. Multiple linear regression analysis is the method utilised for data analysis. The findings of the t test indicate that the setting and collaboration factors have a substantial impact on the culinary purchases made by customers in the city of Bandung. The F-test results show that the F-arithmetic value equals 42,219 at a significance level of .000. So, this shows that the decisions of consumers in Bandung to purchase food-related items are massively affected by reviews from food bloggers on Instagram.

In 2020, **Aypar Sati and Ipek Kazancioglu's** study aim was to examine the effect on consumer buying intention of food-related products and services concerning how the shopper views the recommendations' utility. Moreover, consumers' opinions concerning the value of these recommendations made by food influencers have also been investigated in the research study, as well as the mediating role consumers' attitudes play when it comes down to intentionality after looking at their attitude towards this particular subject matter or interest as laid down in

order to purchase such goods or services relating to food items. The design of the questionnaire was grounded on prior surveys that had been carried out exploring buyer attitudes, purchase intentions, and perceived usefulness. 394 individuals provided information by answering the questionnaire that Instagram influencers shared. Regression analysis and explanatory factors were used to test the hypotheses. Every theory received support. Additionally, it is anticipated that the findings will add to the body of knowledge in the field examining how food influencers affect consumers' intentions to make purchases.

This study will examine consumer behavior in response to food bloggers' reviews and recommendations on healthy eating lifestyles. **Theodosia C. Nathalia et al. (2016)** investigated whether there is a relationship between consumer behavioural intention and food bloggers' reviews and recommendations for healthy eating. The unit analysis of this study is people who are aware of and have read about food blogs, and it was conducted using 192 valid questionnaires from respondents who reside in Bogor, Bandung, and Jakarta. The data was analysed using SPSS software. The results show that all research factors are positive; that is, people's perceptions of food bloggers' usefulness and reliability have a favorable effect on people's attitudes about healthy eating, which enhances people's behavioral intentions. The study found that food blogs had an impact on raising public awareness of healthy eating and encouraging it.

Laohasukkum P et al (2021) purpose is to investigate how online influencers affect Bangkok, Thailand consumers' decisions to buy Japanese food. A convenience sampling (online questionnaire survey) of 407 Japanese food customers in Bangkok, Thailand was used to collect data for the study, which was quantitatively analysed. Multiple regression analysis (MRA) is used in the statistical analysis. The results indicate that the credibility of online influencers had the greatest impact on buyers' intents to make a purchase, followed by their attractiveness and reliability. However, internet gurus did not have a significant impact on consumers' inclination to purchase Japanese food. This study could be helpful to marketers and business owners in managing their online presence. Additionally, the research could aid in better understanding the influence of online influencers and choosing the right marketing tactics to develop their business.

Wachyuni SS (2021) attempted to investigate, at least in part, how food bloggers' promotions affect brand perception and consumer choices. Samples for this investigation were collected at the Delapan Gramme Coffee Shop. The quantitative approach was the research methodology employed in this study. While brand image (Y1) and purchase decision (Y2) are the dependent study variables, food blogger promotion (X) is the independent research variable. Using the SPSS software, multiple linear regression analysis was the data analysis technique employed in this investigation. According to this study, brand perception and purchase decisions are somewhat influenced by food bloggers' promotions. Nonetheless, brand image influences consumer decisions more than food blogger marketing do. The research's practical application is as a guide for business owners, particularly those in the coffee industry, about the contribution of food bloggers to higher sales. The sample scope of this study is restricted to a single company, which poses a constraint. This study anticipates more investigation into other variables that might have a bigger impact on buying choices.

Nugraha R (2018) sees a modern culture, leading a healthy lifestyle has become popular, particularly in large cities where people are more conscious of the value of adopting a healthy diet and way of living. This situation benefits those who manage food and beverage businesses, particularly those that take a healthy food approach. These days, a person's smartphone or tablet is an indispensable component of their everyday existence. Motivated by a technologically advanced and health-conscious lifestyle, 3 Skinny Minnies seems to be a leader in offering customers nutritious meals and using social media platforms like Instagram as a means of product promotion. In order to encourage a healthy lifestyle through the provision of nutritious meals, 3 A common tactic used by Skinny Minnies to create content for Instagram feeds is celebrity endorsement. In order to investigate the effects of celebrity endorsements on purchase intentions and brand perceptions, this study uses a quantitative methodology. Primary data was gathered from respondents using an online questionnaire. The study used 274 respondents as its sample size, and statistical software using factor analysis and structural equation modelling was used to process the data for validity and reliability analyses. The data research reveals that while a customer's opinion towards a brand has a major influence, celebrity endorsement has little effect on their intention to purchase. In this case, therefore, one's attitude towards the brand affects directly the intention of purchase. That's why as a tip for remaining competitive 3 Skinny Movies ought to improve its product promotion so as to heighten outcome of its revenue-making endeavors.

Conclusion

In conclusion, the impact of online food bloggers on consumers' purchase intent is the main topic of this literature study for a research paper. By evaluating a broad range of academic articles, studies as well as reports, it is clear that online food bloggers exert huge influence over consumer behavior specifically concerning food purchase decisions.

The resources have described many different ways in which food bloggers are important to consumers; they can influence consumer attitudes, preferences and purchase intentions. In the world of information technology blogosphere has impacted a lot on the food industry. E-eluxe.com (2011) reports that most of people who buy food have someone they trust when it comes to making decision about what to take in various places on a social network ("E-eluxe , 2011).

Additionally, the study has also emphasized the significance of factors such as credibility, expertise or even engagement towards determining how effective these bloggers are in influencing consumer behavior on real food items. The two are inextricably linked and work as a single entity. Another argument that can be forwarded is that for a long time , online reviews on food have not been trusted by many people because they lack authenticity but with establishment of blogs credibility has been restored (Kozinets (2002).

In addition, the role of social media platforms as vessels for enhancing the mobility relevance of food blogging cannot be understated since this enables their connection with varied stakeholders on international scale. These narratives develop direct relationships between them and consumers.

All in all, therefore, this literature review provides a solid foundation for the research report, which seeks to understand how online food bloggers influence consumer purchase intention. This research aims to contribute towards the ongoing discussion on influencer marketing and consumer behavior by synthesizing existing knowledge in this area and presenting new insights into that can be useful to businesses or marketers looking at leveraging power of digital age's bloggers today.

Chapter 3

Research Methodology

Systematic investigation of a question is facilitated by research methods. To put it another way, it entails creating a methodology that will assemble the study's components in a way that increases the likelihood that the created sub-problems will receive accurate answers. It refers to the method or procedure of looking for, picking out, analysing, and combining data related to a topic. An analysis of the overall logic of the intended knowledge distribution can be done by the reader through the methodology part of a research report. The major plan of action for arranging the data collecting, data analysis, tool creation, and preliminary study techniques is outlined.

The conversation gives an inside look at how the program is connected to other sections and explains the strategies utilized to carry it out. This covers the methodology for the research project, the study's design, variables, population, study setting, samples, method, and criteria for sampling, tool development and description, tool reliability and content validity, pilot study, methodology for gathering data, and data analysis plan.

Research Approach

Research approach specifies the research problem; proper approach is determined by the purpose. The investigators employed quantitative and qualitative research in their study because it sought to investigate the effects of online food bloggers on consumer purchase intention among other things, online surveys imply conversion of data into numbers for statistical computations in addition to responses of the students through open-ended questions contained in a questionnaire they complete on their own.

Research Design

Research design is the framework of the methods and strategies that the researcher selects to bring together different aspects of the study in a logical way that effectively addresses the research challenge. The study's research design describes the essential steps that scientists take to produce accurate and understandable data. The researcher used a descriptive correlational research design to examine the variables in the study. Using a nonexperimental descriptive research approach, features of a scenario were observed, described, and documented as they

happened naturally. It also served as a basis for developing hypotheses or theories.

Variables under the study

Any element of a theory that is subject to variation due to interactions within the theory is called a variable. A concept with quantifiable shifting features is called a variable. Features, attributes, or qualities that change or fluctuate in an individual, thing, or circumstance are known as variables.

Independent variables

The consumer demographics used in this study to evaluate the impact of online food bloggers serve as the independent variable.

Dependent Variables

The influence of online food bloggers is the dependent variable in this study.

Extraneous variables

Variables that are not included in the study but could affect how the study variables are measured are called extraneous variables. The extraneous variables in the current study include year of work experience, site of employment, marital status, family type, and religion.

Setting of the study

The study setting is the actual physical, social, and cultural context in which the researcher conducts the investigation. The location of the study and the population, or a subset of it, under investigation make up the setting. The current investigation was carried out at Delhi Technological University.

Population

The entire group of people or things with the characteristics that the researcher want to look into is referred to as the population. The population under investigation in this study consists of students enrolled at Delhi Technological University at the time of data collection.

Sample and Sample Size

The purpose of selecting a smaller subset of the population is to ensure that each member of the sample accurately reflects the characteristics of the population as a whole. A total of 157 participants took part in this poll.

Sampling Technique

Sampling means choosing out only a part of a population to gather information on a specific issue. This study's samples were simply randomly chosen. In this kind of non-probability sampling method, including the most conveniently accessed units, it is termed as convenience sampling. This might be due to closeness in terms of location, availability during a particular time period or even preparedness for involvement in research. The intention of the investigator was to select individuals who qualified to be part of the sampling.

Inclusion criteria

The inclusion criteria for sampling in a study to assess the impact of music on academic concentration of college students include:

1. Students of Delhi Technological University, New Delhi.
2. **Age:** The study should include students who are at least 17 years of age or older.
3. **Gender:** The study should include both male and female students as well as others who do not prefer to say.
4. **Consent:** The study includes only students who have provided informed consent to participate in the study.
5. **Availability:** The study includes only employees who are available to participate

in the study during the designated time-period.

Data Collection Instruments

Data collecting tools or instruments are equipment used by researchers to collect data to better understand the variables or phenomena under investigation. The investigator designed and used a baseline proforma, self-administered questionnaire in this investigation to collect the consumer's ideas and opinions.

Selection and Development of the Tool

The processes or devices employed by the researcher to measure the essential variables in the study problem are referred to as tools. The tool was created with the study's aims in mind.

Prior to the development of the tool, the following procedures were taken:

- Review of literature from books, journals, periodicals, and research papers supplied appropriate content for tool development.
- Consultation and debate with a research guide.
- Personal experience and conversations with acquaintances.
- The blueprint is being developed.
- The initial draught is being prepared.
- The baseline proforma and self-administered questionnaire were created.
- Checking the dependability of the content.
- Pre-testing of the instrument; final draught preparation.

Development of the tool:

Two tools were prepared to undertake this study:

Basic proforma: The baseline proforma included information such as age, gender, and educational level. The respondents were required to tick the box next to the specified option below.

The creation of a systematic self-administered questionnaire. The assessment of influence of online food bloggers questionnaire had ten questions. Respondents are instructed to mark the relevant response with a tick mark.

Testing of the tool

Developing the criteria for the checklist: The researcher created a set of checklist criteria to assess each item's accuracy, relevance, and appropriateness in terms of content validity. There were remarks, agree, and disagree items on the checklist.

Content Validity

Validity is the extent to which an instrument measures what it is intended to measure. We gave our mentor the completed instrument along with the problem description, objectives, theories, operational definition, blueprint, and criteria in order to verify the content validity. Their suggestions led to changes being made to the tool. It was recommended that a few grammatical errors be fixed. Additionally, it was suggested that the queries remain in the form of statements or questions. The extra questions were asked to be removed since they were repetitive. While some of the suggestions were dropped, others were approved. Consequently, there were 15 items in the final questionnaire. The experts suggested categorizing the questions as compliments or critiques. It was also recommended that we limit the material we included to that which was pertinent to the goals and description of the situation. It was suggested that the grammatical mistake be fixed. Following the suggestion's acceptance, modifications were made. A rating system was used in place of the checklist. A few of the inquiries have been eliminated. Consequently, 15 questions were incorporated in the final tool.

Data collection

The primary research was carried out at the Delhi Technological University in New Delhi. Data was collected across all courses at Delhi Technological University. The study's goal was to assess the Influence of Online Food Bloggers on Purchase Intention of Consumers. Confidentiality was ensured by obtaining written consent. Students were readily accessible at the University. The baseline proforma and self-administered questionnaire were distributed to

the pupils. The tool took an average of 5-7 minutes to complete. SPSS version 27 was used to generate and analyse the collected data.

Plan for Analysis

The process of organizing and synthesizing data to find answers to research questions and validate hypotheses is known as analysis. Both descriptive and inferential statistics will be used in SPSS 27 to analyze the data that has been gathered and entered into a master sheet.

The data will be presented via figures and tables:

Section 1: Fundamental characteristics.

Section 2: To Assess the Influence of Online Food Bloggers on Purchase Intention of Consumers

Conclusion

An overview of the research approach and design, variables, setting, population, sample and size, sampling technique, development of the tool, testing, tool reliability, final tool description, pilot study, data collection procedure, and data analysis plan were all covered in this chapter.

CHAPTER 4

ANALYSIS & INTERPRETATION

Demographic Variables

Age

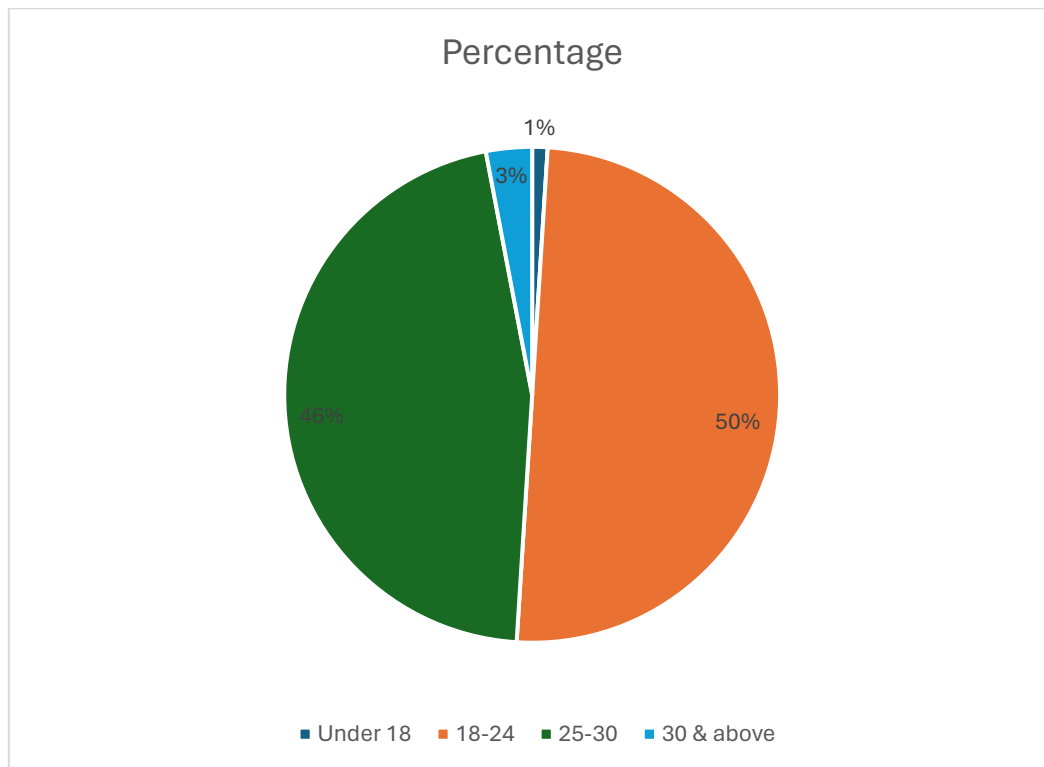


Fig 1: Pie Chart Showing Age of the respondents

| 1 | Age | Frequency | Percentage |
|----|------------|-----------|------------|
| a. | Under 18 | 2 | 1% |
| b. | 18-24 | 78 | 50% |
| c. | 25-30 | 73 | 46% |
| d. | 30 & above | 4 | 3% |

Table 1: Age of the respondents

Gender

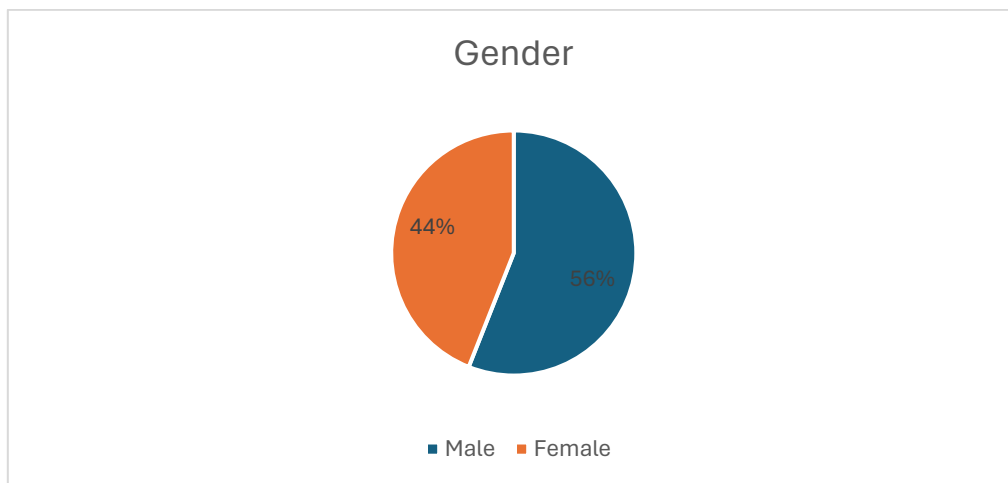


Fig 2: Pie Chart Showing Gender of the respondents.

| 2 | Gender | Frequency | Percentage |
|----|--------|-----------|------------|
| a. | Male | 88 | 56% |
| b. | Female | 69 | 44% |
| c. | Other | 0 | 0% |

Table 2: Gender of the respondents

Educational Level

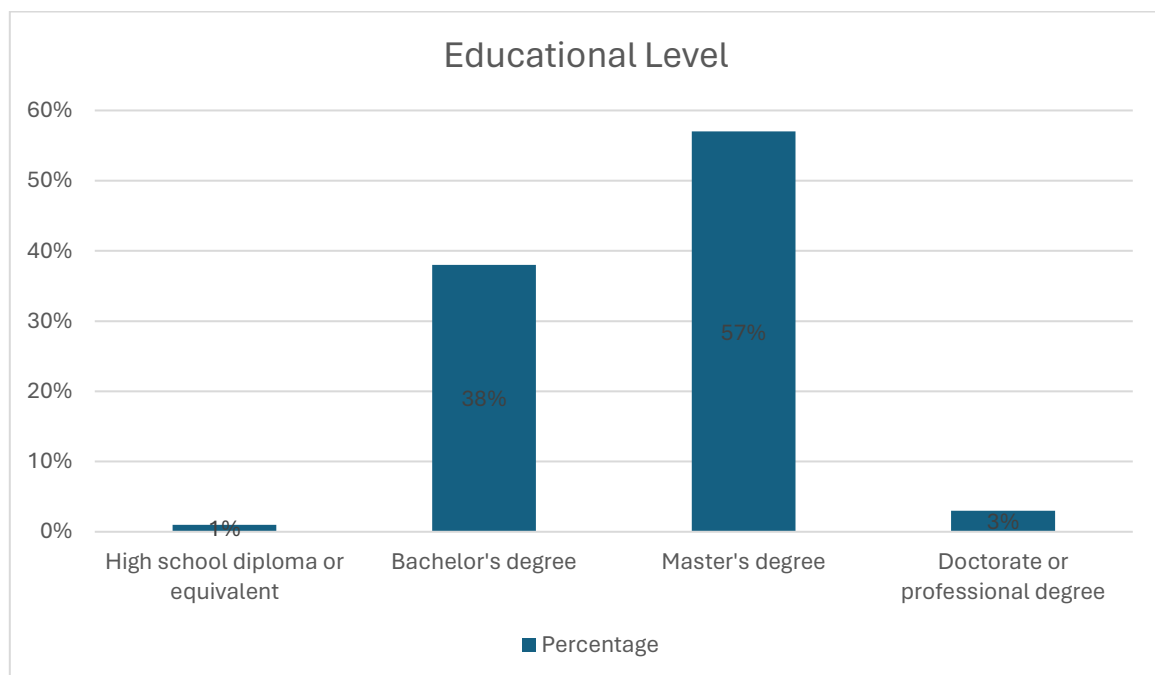


Fig 3: Bar Graph Showing Educational Level of Respondents

| 3 | What level of education have you completed? | Frequency | Percentage |
|----|---|-----------|------------|
| a. | High school diploma or equivalent | 2 | 1% |
| b. | Bachelor's degree | 60 | 38% |
| c. | Master's degree | 90 | 57% |
| d. | Doctorate or professional degree | 5 | 3% |

Table 3: Educational Level of Respondents

Employment Status

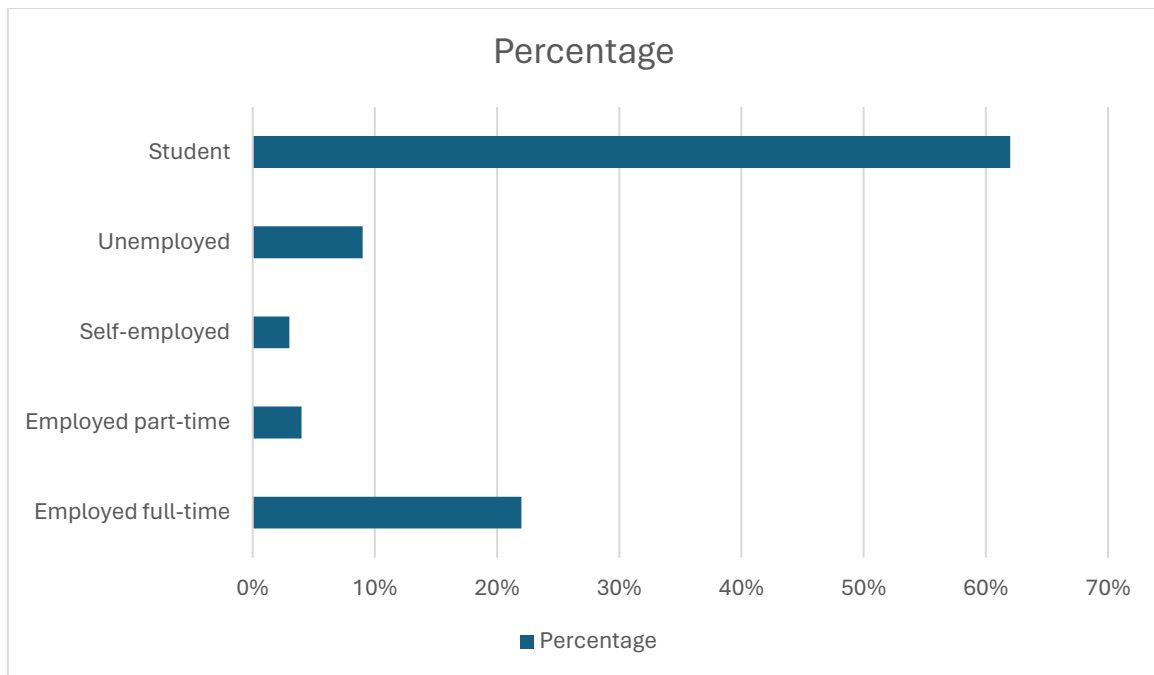


Fig 4: Bar Graph Showing Current Employment Status of Respondents

| 4 | What is your current employment status? | Frequency | Percentage |
|----|---|-----------|------------|
| a. | Employed full-time | 35 | 22% |
| b. | Employed part-time | 6 | 4% |
| c. | Self-employed | 5 | 3% |
| d. | Unemployed | 14 | 9% |
| e. | Student | 97 | 62% |

Table 4: Current Employment Status of Respondents

How often do you follow food bloggers on social media platforms?

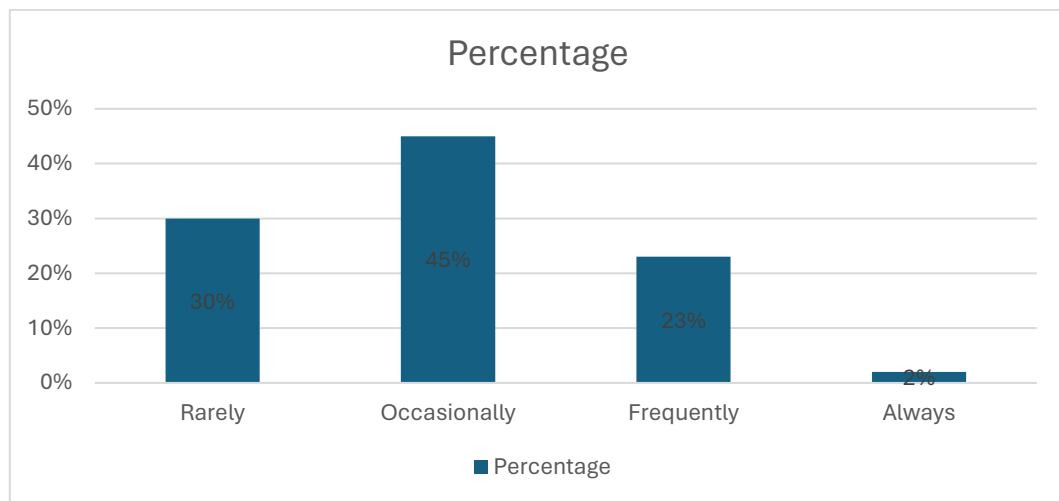


Fig 5: Bar Graph Showing Current Frequency of Following Online Food Bloggers of Respondents

| 5 | How often do you follow food bloggers on social media platforms? | Frequency | Percentage |
|----|--|-----------|------------|
| a. | Rarely | 47 | 30% |
| b. | Occasionally | 71 | 45% |
| c. | Frequently | 36 | 23% |
| d. | Always | 3 | 2% |

Table 5: Frequency of Following Online Food Bloggers of Respondents

Analysis Using Chi Square Testing

Age

H0- There is no significant association between age of the respondents and frequency of following online food bloggers on the social media platforms.

H1- There is a significant association between age of the respondents and frequency of following online food bloggers on the social media platforms.

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|--------------------|----|--|
| Pearson Chi-Square | 9.679 ^a | 9 | .377 |
| Likelihood Ratio | 10.494 | 9 | .312 |
| N of Valid Cases | 157 | | |

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

With the help of chi square test on SPSS 27, it found that 95% level of significance and degree of freedom 9, the asymptotic significance is 0.377. Hence, the null hypothesis is accepted and there is no significant association between age and frequency of following online food bloggers on the social media platforms.

Gender

H0- There is no significant association between gender of the respondents and frequency of following online food bloggers on the social media platforms.

H1- There is a significant association between gender of the respondents and frequency of following online food bloggers on the social media platforms.

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|--------------------|----|--|
| Pearson Chi-Square | 2.467 ^a | 3 | .481 |
| Likelihood Ratio | 2.480 | 3 | .479 |
| N of Valid Cases | 157 | | |

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.32.

With the help of chi square test on SPSS 27, it found that 95% level of significance and degree of freedom 3, the asymptotic significance is 0.481. Hence, the null hypothesis is accepted and there is no significant association between gender of the respondent and frequency of following online food bloggers on the social media platforms.

Education Level

H0- There is no significant association between education level of the respondents and frequency of following online food bloggers on the social media platforms.

H1- There is a significant association between education level of the respondents and frequency of following online food bloggers on the social media platforms.

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|--------------------|----|--|
| Pearson Chi-Square | 7.854 ^a | 9 | .549 |
| Likelihood Ratio | 10.750 | 9 | .293 |
| N of Valid Cases | 157 | | |

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

With the help of chi square test on SPSS 27, it found that 95% level of significance and degree of freedom is 9, the asymptotic significance is 0.549. Hence, the null hypothesis is accepted and there is no significant association between education level of the respondent and frequency of following online food bloggers on the social media platforms.

Employment Status

H0- There is no significant association between employment status of the respondents and frequency of following online food bloggers on the social media platforms.

H1- There is a significant association between employment status of the respondents and frequency of following online food bloggers on the social media platforms.

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|--------------------|----|--|
| Pearson Chi-Square | 7.409 ^a | 12 | .829 |
| Likelihood Ratio | 9.411 | 12 | .667 |
| N of Valid Cases | 157 | | |

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .10.

With the help of chi square test on SPSS 27, it found that 95% level of significance and degree of freedom is 12, the asymptotic significance is 0.829. Hence, the null hypothesis is accepted and there is no significant association between employment status of the respondent and frequency of following online food bloggers on the social media platforms.

Analysis Using T Test

Gender

H0- There is no significant association between gender of the respondents and their belief that online food bloggers accurately describe the taste of the food products they review.

H1- There is a significant association between gender of the respondents and their belief that online food bloggers accurately describe the taste of the food products they review.

| | | | | | | |
|---|-----------------------------|-------|------|--------|--------|-------|
| To what extent do you believe that online food bloggers accurately describe the taste of the food products they review? | Equal variances assumed | 4.681 | .034 | 1.620 | 78 | .109 |
| | Equal variances not assumed | | | 10.181 | 77.000 | <.001 |

Gender and belief on accuracy of taste

With the help of Independent T test on SPSS 27, it found that 95% level of significance and degree of freedom is 78, the asymptotic significance is 0.034. Hence, the null hypothesis is rejected here and there is a significant association between gender of the respondents and their believe that online food bloggers accurately describe the taste of the food products they review.

H0- There is no significant association between gender of the respondents and decision where to dine out, food bloggers influence the choice based on taste.

H1- There is a significant association between gender of the respondents and decision where to dine out, food bloggers influence the choice based on taste.

| | | | | | | |
|---|-----------------------------|-------|------|-------|--------|-------|
| When deciding where to dine out, how much does the reputation of a restaurant among food bloggers influence your choice based on taste? | Equal variances assumed | 3.901 | .052 | 1.138 | 78 | .259 |
| | Equal variances not assumed | | | 7.148 | 77.000 | <.001 |

Gender and decision to dine out based on bloggers reviews

With the help of Independent T test on SPSS 27, it found that 95% level of significance and degree of freedom is 78, the asymptotic significance is 0.052. Hence, the null hypothesis is accepted here and there is no significant association between gender of the respondents and decision where to dine out, food bloggers influence the choice based on taste.

H0- There is no significant association between gender of the respondents and their craving for certain foods or dishes after seeing them featured on a food blogger's platform

H1- There is a significant association between gender of the respondents and their craving for certain foods or dishes after seeing them featured on a food blogger's platform.

| | | | | | | |
|---|-----------------------------|-------|------|-------|--------|-------|
| How often do you find yourself craving certain foods or dishes after seeing them featured on a food blogger's platform? | Equal variances assumed | 4.744 | .032 | .575 | 78 | .567 |
| | Equal variances not assumed | | | 3.613 | 77.000 | <.001 |

Gender and Craving for food featured on blogger's platform.

With the help of Independent T test on SPSS 27, it found that 95% level of significance and degree of freedom is 78, the asymptotic significance is 0.032. Hence, the null hypothesis is rejected here and there is a significant association between gender of the respondents and their craving for certain foods or dishes after seeing them featured on a food blogger's platform.

Analysis Using ANOVA

Age

H0- There is no significant association between age of the respondents and their sense of connection with food bloggers and their content.

H1- There is a significant association between age of the respondents and their sense of connection with food bloggers and their content.

| I feel a sense of connection with food bloggers and their content. | | Total | 100.043 | 156 | | | |
|--|----------------|---------|---------|-------|-------|------|--|
| I feel a sense of connection with food bloggers and their content. | Between Groups | 14.514 | 3 | 4.838 | 4.040 | .008 | |
| | Within Groups | 183.231 | 153 | 1.198 | | | |
| | Total | 197.745 | 156 | | | | |

ANOVA for Age & sense of connection with food bloggers and their content

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 3 between the groups, the asymptotic significance is 0.008. Hence, the null hypothesis is rejected here and there is a significant association between age of the respondents and their sense of connection with food bloggers and their content.

Using Post HOC test, it was found the most significant association is with 18-24 years age group and Agree as the level of significance is 0.019 as shown in the table below. Hence it means 18-24 years old significantly agree that they feel a sense of connection with the food bloggers and their content.

| | | | | | | | |
|--|---|---|---------|------|------|-------|------|
| I feel a sense of connection with food bloggers and their content. | 1 | 2 | 1.090 | .784 | .507 | -.95 | 3.13 |
| | | 3 | 1.329 | .784 | .330 | -.71 | 3.37 |
| | | 4 | 2.750* | .948 | .022 | .29 | 5.21 |
| | 2 | 1 | -1.090 | .784 | .507 | -3.13 | .95 |
| | | 3 | .239 | .178 | .538 | -.22 | .70 |
| | | 4 | 1.660* | .561 | .019 | .20 | 3.12 |
| | 3 | 1 | -1.329 | .784 | .330 | -3.37 | .71 |
| | | 2 | -.239 | .178 | .538 | -.70 | .22 |
| | | 4 | 1.421 | .562 | .059 | -.04 | 2.88 |
| | 4 | 1 | -2.750* | .948 | .022 | -5.21 | -.29 |
| | | 2 | -1.660* | .561 | .019 | -3.12 | -.20 |
| | | 3 | -1.421 | .562 | .059 | -2.88 | .04 |

Post HOC Test (Tukey's) for the Age of the Respondents and their sense of connection with food bloggers and their content

H0- There is no significant association between age of the respondents and their believe in food product if endorsed by food blogger.

H1- There is a significant association between age of the respondents and their believe in food product if endorsed by food blogger.

| | | | | | | |
|---|----------------|---------|-----|-------|-------|------|
| When browsing for food-related products online, how much weight do you give to endorsements or sponsorships by food bloggers? | Between Groups | 14.008 | 3 | 4.669 | 4.078 | .008 |
| | Within Groups | 175.190 | 153 | 1.145 | | |
| | Total | 189.197 | 156 | | | |

ANOVA for Age & Belief in food product endorsed by food blogger

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 3 between the groups, the asymptotic significance is 0.008. Hence, the null hypothesis is rejected here and there is a significant association between age of the respondents and their believe in food product if endorsed by food blogger.

Using Post HOC test, it was found the most significant association is with 18-24 years age group and Agree as the level of significance is 0.018 as shown in the table below. Hence it means 18-24 years old significantly agree that they believe in food product if endorsed by food blogger.

| | | | | | | | |
|---|---|---|---------|------|------|-------|------|
| When browsing for food-related products online, how much weight do you give to endorsements or sponsorships by food bloggers? | 1 | 2 | 1.564 | .766 | .178 | -.43 | 3.55 |
| | | 3 | 1.884 | .767 | .071 | -.11 | 3.88 |
| | | 4 | 2.750* | .927 | .018 | .34 | 5.16 |
| | 2 | 1 | -1.564 | .766 | .178 | -3.55 | .43 |
| | | 3 | .319 | .174 | .262 | -.13 | .77 |
| | | 4 | 1.186 | .549 | .139 | -.24 | 2.61 |
| | 3 | 1 | -1.884 | .767 | .071 | -3.88 | .11 |
| | | 2 | -.319 | .174 | .262 | -.77 | .13 |
| | | 4 | .866 | .549 | .395 | -.56 | 2.29 |
| | 4 | 1 | -2.750* | .927 | .018 | -5.16 | -.34 |
| | | 2 | -1.186 | .549 | .139 | -2.61 | .24 |
| | | 3 | -.866 | .549 | .395 | -2.29 | .56 |

Post HOC Test (Tukey's) for the age of the respondents and their believe in food product if endorsed by food blogger.

H0- There is no significant association between age of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

H1- There is a significant association between age of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

| | | | | | | |
|---|----------------|---------|-----|-------|-------|------|
| How much do you rely on food bloggers for discovering new and exciting flavor combinations or cooking techniques? | Between Groups | 8.160 | 3 | 2.720 | 2.760 | .044 |
| | Within Groups | 150.783 | 153 | .986 | | |
| | Total | 158.943 | 156 | | | |

ANOVA for Age and Reliability on Food bloggers for discovering new & exciting flavour.

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 3 between the groups, the asymptotic significance is 0.044. Hence, the null hypothesis is rejected here and there is a significant association between age of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

Using Post HOC test, it was found no signification group is present as shown in the table below.

| | | | | | | | |
|---|---|---|--------|------|------|-------|------|
| How much do you rely on food bloggers for discovering new and exciting flavor combinations or cooking techniques? | 1 | 2 | .795 | .711 | .679 | -1.05 | 2.64 |
| | | 3 | 1.192 | .712 | .340 | -.66 | 3.04 |
| | | 4 | 1.250 | .860 | .468 | -.98 | 3.48 |
| | 2 | 1 | -.795 | .711 | .679 | -2.64 | 1.05 |
| | | 3 | .397 | .162 | .071 | -.02 | .82 |
| | | 4 | .455 | .509 | .808 | -.87 | 1.78 |
| | 3 | 1 | -1.192 | .712 | .340 | -3.04 | .66 |
| | | 2 | -.397 | .162 | .071 | -.82 | .02 |
| | | 4 | .058 | .510 | .999 | -1.27 | 1.38 |
| | 4 | 1 | -1.250 | .860 | .468 | -3.48 | .98 |
| | | 2 | -.455 | .509 | .808 | -1.78 | .87 |
| | | 3 | -.058 | .510 | .999 | -1.38 | 1.27 |

Post HOC Test (Tukey's) for the age of the respondents and their reliability on food bloggers for discovering new and exciting flavour combinations & cooking techniques

Education Level

H0- There is no significant association between education level of the respondents and their believe that food bloggers have expanded their culinary palate and appreciation for diverse tastes.

H1- There is a significant association between education level of the respondents and their believe that food bloggers have expanded their culinary palate and appreciation for diverse tastes.

| | | | | | | |
|--|----------------|---------|-----|-------|-------|------|
| To what extent do you believe that food bloggers have expanded your culinary palate and appreciation for diverse tastes? | Between Groups | 8.469 | 3 | 2.823 | 2.430 | .067 |
| | Within Groups | 177.722 | 153 | 1.162 | | |
| | Total | 186.191 | 156 | | | |

ANOVA for Education Level and Reliability on Food bloggers for expanding their culinary palate

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 3 between the groups, the asymptotic significance is 0.067. Hence, the alternate hypothesis is rejected here and there is no significant association between education level of the respondents and their believe that food bloggers have expanded your culinary palate and appreciation for diverse tastes.

H0- There is no significant association between education level of the respondents and their belief that food bloggers influence their perception of the quality of food products

H1- There is a significant association between education level of the respondents and their belief that food bloggers influence their perception of the quality of food products

| | | | | | | |
|---|----------------|---------|-----|-------|-------|------|
| To what extent do you believe that food bloggers influence your perception of the quality of food products? | Between Groups | 4.471 | 3 | 1.490 | 1.661 | .178 |
| | Within Groups | 137.300 | 153 | .897 | | |
| | Total | 141.771 | 156 | | | |

ANOVA for Education Level and Their Belief that food bloggers influence their perception of the quality of food products

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 3 between the groups, the asymptotic significance is 0.178. Hence, the alternate hypothesis is rejected here and there is no significant association between education level of the respondents and their believe that food bloggers influence their perception of the quality of food products.

Employment Status

H0- There is no significant association between employment status of the respondents and their believe that food bloggers influence their purchase intention by the overall aesthetic and presentation of food products as showcased by food bloggers.

H1- There is a significant association between employment status of the respondents and their believe that food bloggers influence their purchase intention by the overall aesthetic and presentation of food products as showcased by food bloggers.

| | | | | | | |
|---|----------------|---------|-----|-------|-------|------|
| When considering a purchase, how much do you take into account the overall aesthetic and presentation of food products as showcased by food bloggers? | Between Groups | 15.090 | 4 | 3.772 | 4.165 | .003 |
| | Within Groups | 137.675 | 152 | .906 | | |
| | Total | 152.764 | 156 | | | |

ANOVA for employment status and influence on purchase intention

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 4 between the groups, the asymptotic significance is 0.003. Hence, the alternate hypothesis is accepted here and there is a significant association between employment status of the respondents and their believe that food bloggers influence their purchase intention by the overall aesthetic and presentation of food products as showcased by food bloggers.

Using Post HOC test, it was found no signification group is present as shown in the table below.

| | | | | | | | |
|---|---|---|---------|------|-------|-------|------|
| When considering a purchase, how much do you take into account the overall aesthetic and presentation of food products as showcased by food bloggers? | 1 | 2 | .748 | .421 | .390 | -.41 | 1.91 |
| | | 3 | -.486 | .455 | .823 | -1.74 | .77 |
| | | 4 | -.371 | .301 | .731 | -1.20 | .46 |
| | | 5 | -.539* | .188 | .037 | -1.06 | -.02 |
| | 2 | 1 | -.748 | .421 | .390 | -1.91 | .41 |
| | | 3 | -1.233 | .576 | .209 | -2.82 | .36 |
| | | 4 | -1.119 | .464 | .118 | -2.40 | .16 |
| | | 5 | -1.287* | .400 | .014 | -2.39 | -.18 |
| | 3 | 1 | .486 | .455 | .823 | -.77 | 1.74 |
| | | 2 | 1.233 | .576 | .209 | -.36 | 2.82 |
| | | 4 | .114 | .496 | .999 | -1.25 | 1.48 |
| | | 5 | -.054 | .436 | 1.000 | -1.26 | 1.15 |
| | 4 | 1 | .371 | .301 | .731 | -.46 | 1.20 |
| | | 2 | 1.119 | .464 | .118 | -.16 | 2.40 |
| | | 3 | -.114 | .496 | .999 | -1.48 | 1.25 |
| | | 5 | -.168 | .272 | .972 | -.92 | .58 |
| | 5 | 1 | .539* | .188 | .037 | .02 | 1.06 |
| | | 2 | 1.287* | .400 | .014 | .18 | 2.39 |
| | | 3 | .054 | .436 | 1.000 | -1.15 | 1.26 |
| | | 4 | .168 | .272 | .972 | -.58 | .92 |

Post HOC Test (Tukey's) for employment status and influence on purchase intention

H0- There is no significant association between employment status of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

H1- There is a significant association between employment status of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

| | | | | | | |
|---|----------------|---------|-----|-------|-------|------|
| How much do you rely on food bloggers for discovering new and exciting flavor combinations or cooking techniques? | Between Groups | 11.163 | 4 | 2.791 | 2.870 | .025 |
| | Within Groups | 147.780 | 152 | .972 | | |
| | Total | 158.943 | 156 | | | |

ANOVA for employment status and belief on food bloggers for discovering new and exciting flavour combination.

With the help of ANOVA on SPSS 27, it found that 95% level of significance and degree of freedom is 4 between the groups, the asymptotic significance is 0.025. Hence, the alternate hypothesis is accepted here and there is a significant association between employment status of the respondents and their reliability on food bloggers for discovering new and exciting flavor combinations & cooking techniques.

Using Post HOC test, it was found no signification group is present as shown in the table below.

| | | | | | | | |
|---|---|---|--------|------|-------|-------|------|
| How much do you rely on food bloggers for discovering new and exciting flavor combinations or cooking techniques? | 1 | 2 | .295 | .436 | .961 | -.91 | 1.50 |
| | | 3 | -.771 | .471 | .477 | -2.07 | .53 |
| | | 4 | -.514 | .312 | .468 | -1.38 | .35 |
| | | 5 | -.536 | .194 | .050 | -1.07 | .00 |
| | 2 | 1 | -.295 | .436 | .961 | -1.50 | .91 |
| | | 3 | -1.067 | .597 | .385 | -2.72 | .58 |
| | | 4 | -.810 | .481 | .448 | -2.14 | .52 |
| | | 5 | -.832 | .415 | .269 | -1.98 | .31 |
| | 3 | 1 | .771 | .471 | .477 | -.53 | 2.07 |
| | | 2 | 1.067 | .597 | .385 | -.58 | 2.72 |
| | | 4 | .257 | .514 | .987 | -1.16 | 1.68 |
| | | 5 | .235 | .452 | .985 | -1.01 | 1.48 |
| | 4 | 1 | .514 | .312 | .468 | -.35 | 1.38 |
| | | 2 | .810 | .481 | .448 | -.52 | 2.14 |
| | | 3 | -.257 | .514 | .987 | -1.68 | 1.16 |
| | | 5 | -.022 | .282 | 1.000 | -.80 | .76 |
| | 5 | 1 | .536 | .194 | .050 | .00 | 1.07 |
| | | 2 | .832 | .415 | .269 | -.31 | 1.98 |
| | | 3 | -.235 | .452 | .985 | -1.48 | 1.01 |
| | | 4 | .022 | .282 | 1.000 | -.76 | .80 |

Post Hoc Test for employment status and belief on food bloggers for discovering new and exciting flavour combination.

Recommendations

Recommendations to Consumers

- Check the blogger's background and credentials in the food industry to ensure credibility.
- Look for bloggers who align with your dietary preferences, whether it's vegan, gluten-free, keto, etc.
- Consider the variety of recipes they offer to ensure you'll find content that interests you.
- Check if they provide nutritional information for their recipes, especially if you have specific health goals.
- Consider bloggers who provide tips, tricks, and substitutes to make their recipes more adaptable.
- Look for bloggers who engage with their audience and respond to questions and comments promptly.
- Check if they offer meal planning ideas or weekly menus to help you organize your cooking.

- Consider bloggers who focus on using fresh, seasonal ingredients for optimal flavor and nutrition.
- Look for bloggers who share their personal experiences, stories, and cultural influences related to food.
- Check if they collaborate with reputable brands or organizations, which can indicate their expertise and trustworthiness.
- Consider bloggers who offer cooking techniques and tutorials to help you improve your skills in the kitchen.
- Finally, trust your instincts and choose bloggers whose content genuinely inspires and excites you to try new recipes and dishes.
- Observe the writing strategy of blogger and check if you resonate with it.
- Look for bloggers who post their quality recipes with high-quality images and videos.
- True assessment of recipes' quality and reliability can be determined through reading what other users have commented or reviewed.

Recommendations to Management Students

To enhance the performance of an internet-based food blogger's marketing, here are some suggestions for the students of management:

- **Audience Identification:** Do comprehensive research on the food blogger's target audience including demographics, tastes and preferences amongst others by use of tools such as Google Analytics, social media insights as well as audience surveys to collect data.
- **Content Strategy:** Make sure that you have in place a well-arranged plan which matches the interests of your intended readership. This encompasses creating captivating as well as visually attractive content like recipes, cooking tutorials, food photography among others.
- **SEO Optimization:** Make sure that the blogger's website is optimized for search engines so that more people can see it through organic search traffic. You need to conduct keyword research, optimize meta tags and write valuable content which can place well on search engines.
- **Social Media Marketing:** Utilize the various social networks available online to promote the blogger's content as well as interact with his/her friends. Be able to come

up with a schedule where you post on a regular basis; create shareable contents that people can easily share among others via comments, likes or shares.

- **Influencer Collaborations:** To reach more followers and gain new ones, work with other influencers, brands and firms in the same line of business. Engage complementary influencers for joint promotions and campaigns as well as sponsored contents
- **Email Marketing:** Create an email list of subscribers who wish to receive updates from the blogger which may consist of recipes or discounts on foodstuffs. Send out regular emails which contain featured articles, unique recipes or any special offer to increase participation in that way retaining the clients.
- **Paid Advertising:** To ensure your blogger reaches out to a larger audience with increased traffic driven on his website or social sites invest in targeted paid advertisements. Test various formats, platforms and targeting options to achieve maximum ROI.
- **Engagement Strategies:** Run competitions, giveaways, polls among q&a sessions that foster audience participation. Friends online communities encourage them to participate by sharing their cooking experiences and recipes
- **Collaborate with Brands:** The writer may choose to work with food companies' kitchen equipments among others for a reason that they desire to earn money from those companies as they are promoting them. The blogger should choose those brands whose values are similar to theirs' targets.
- **Analytics and Measurement:** One should always keep track of how many people visit his/her website each day; how often they engage with social media platforms such as Twitter or Facebook through likes, comments etc.; how many emails were opened and the conversion rates so as to know if marketing is efficient enough. You ought to be cognizant of trends, open innovations as well as attending webinars
- **Customer Relationship Management:** It is advisable for you to use customer relationship management system to maintain healthy relations with followers, subscribers and collaborators. Make personal communication and track all interactions in order to segmentize target audiences thereby resulting into goal-oriented marketing campaigns.
- **Continuous Learning:** Always be updated about current trends, new methods and technologies in digital marketing and performance marketing. When there are seminars,

talks or networking events, it would be a good idea to participate so that you can understand more about your field from experts working within such circles.

- **Feedback and Iteration:** Ask for feedback from your followers, subscribers and people you collaborate with so that you may get to know their preferences, needs and challenges. Try to improve the content quality by changing marketing strategies according to responses given.
- **Experimentation and Innovation:** For someone who wants to grow in this industry, then they must always be willing to try out new ideas or platforms no matter how difficult it might be since cooking blogs have become very popular due to competition from other bloggers alike. This will ensure that you develop fresh creative ideas that will be able to attract readers of your blogpost.
- **Collaborate with Management Professionals:** In their search for guidance and mentorship, management professionals, digital marketing gurus, as well as industry veterans can provide invaluable insights into performance marketing strategies for online food bloggers.

Conclusion

Analysis and interpretation of the influence of food bloggers on consumer purchase intention offer insightful perspectives about dynamic interplay between web influence and client behaviour. Several key findings have emerged following a comprehensive examination of survey data, content analysis, and statistical techniques.

Firstly, from exposure to food blogger content there was a significant correlation with purchase intentions showing that online food bloggers have considerable influence over consumer preference. This brings out influencer marketing's relevance in the food industry as it stresses the need by companies for strategic collaboration with these opinion leaders so as to reach out to target markets effectively.

Furthermore, the study noted that factors like food blogger credibility; relevancy of content to consumer interests; and level of engagement between the blogger and followers, are the key determinants of consumers' trust as well as their intentions to buy products from such bloggers.

This implies that it is crucial to establish genuine relationships with followers besides maintaining transparency and integrity in all influencer marketing engagements.

In conclusion, marketers, food bloggers and other players in the food business can gain knowledge on how influencer marketing can be used to engage consumers and motivate them to buy through research findings of this paper. With a clear understanding of how food bloggers affect consumer behavior and implementation of effective marketing strategies a brand can improve its visibility, hence building credibility leading to increased profits within the landscape that is highly competitive today.

Chapter 5

Conclusion

This study has shed important light on how internet food bloggers are becoming more and more influential in shaping consumer purchasing decisions. The results show that consumer attitudes and purchase intentions regarding food goods and dining experiences are significantly influenced by food bloggers.

A number of important variables have been identified as crucial predictors of a food blogger's persuasiveness. The capacity to provide compelling information, perceived credibility, knowledge, and trustworthiness were proven to be important factors in building a strong parasocial relationship with readers. Customers found bloggers who continuously produce excellent content and are open about sponsored pieces or collaborations to be more real and reliable.

The study also emphasized the significance of social media and electronic word-of-mouth (eWOM) in enhancing the influence and reach of food bloggers. Good suggestions and evaluations posted on different platforms can have a big impact on what customers decide to buy, frequently encouraging them to try new things or go to restaurants that have been suggested.

It is imperative to recognize the limitations of this research, including the possibility of response bias and the dynamic nature of the online food blogging environment. Subsequent investigations may examine the enduring consequences of food bloggers' influence, in addition to the possibility of unfavorable evaluations or disputes influencing customers' opinions.

The study highlights the increasing significance of food bloggers on the internet in the current digital era and their capacity to influence customer choices within the food and eating sector. Businesses and marketers should think about utilizing the power of food bloggers as part of their marketing plans as social media and digital content continue to grow in importance and to effectively reach and engage target audiences.

Results Summary

The main purpose of this analysis was to consider the impact exerted by online food bloggers on customers' decisions to buy products. The investigation has been conducted by use of diverse research methodologies thereby providing substantial support for the notion that the activities of such bloggers have an appreciable effect on consumer behavior. The following are some noteworthy findings:

Credibility and Trust: The creditability of food bloggers which is achieved by creating correct information that engages and is maintained always contributes immensely in determining how much trust consumers place on them. The more a blogger is trusted, their intention of buying will correspondingly go up.

Engagement and Interaction: Interactive content such as recipe tutorials, personal stories and comments responsiveness encourages audience participation therefore betters public relations leading to more sales as a result.

Visual Appeal and Content Quality: For an article to grab someone's attention it must have quality images together with well-drafted texts among others. Posts containing attractive pictures supported by detailed analysis posts or recipes tend to make readers consider purchasing recommended goods.

Peer Influence and Community: This peer effect is shaped by the community developed around the food bloggers including their own followers. When it comes to such bloggers' recommendations, consumers prefer popular advice.

Implications for Marketers

The outcomes from this particular case have various implications for today's marketers who are willing harness these writers within online campaigns:

Strategic Partnerships: If they want to partner with some renowned food bloggers, businesses should select those whose values and personal styles resonate with theirs. Unfeignedness counts a lot; false endorsements might negatively impact the brands or bloggers in question.

Content Co-Creation: In order to improve trustworthiness as well as reach, businesses can work alongside bloggers in developing material that would be relevant for them. This includes sponsored posts within which products are placed as part of recipes or interactive campaigns that invite participation from brand advocates.

Focus on Visual and Content Quality: If brands want bloggers' sites to attract consumers, then posting top-notch images and creating amazing texts would be essential. Particularly marketers should help these writers having all required resources which would enable them in producing tutorials which impress and inform at the same time.

Community Engagement: By arranging an event, live interaction or exclusive materials for faithful auditory online food bloggers may stimulate sensible advice from friends. Followers from different locations and Facebook groups can help make blogs more convincing in their eyes.

Limitations and Future Research

Despite offering useful insights, this research study is not without some limitations. The primary constraint is the focus and demography of sample population rendering it difficult to generalize these findings to all consumers. Moreover, since there are frequent changes in how people use social media technologies including blogging among others overtime it becomes hard to say how long such conclusions will stay meaningful.

For future studies, maybe, scholars need longitudinal investigations that would show trends in consumer behavior across time or when looking at different age groups at once. On the other hand, they may require examining potent new outlets/new forms of online food influencer content.

Conclusion

In brief, trust, interaction with readers, content quality or engagement determine consumers' buy choices where appropriate a favourable audience. The rise of virtual space will likely see an increased use of bloggers as consumer decision makers. Marketers would be at an advantage

if they could take advantage of this influence through authentic, high quality and engaging cooperations which build trust among customers and increase sales for brands . In the digital age, it is very important for bloggers and brands to form purposeful alliances based on their goals and values.

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QUESTIONNAIRE

Demographic Information:

1. Age:
 - a. Under 18
 - b. 18-24
 - c. 25-30
 - d. 30 & above
2. Gender:
 - a. Male
 - b. Female
 - c. Other
3. What level of education have you completed?
 - a. High school diploma or equivalent
 - b. Bachelor's degree
 - c. Master's degree
 - d. Doctorate or professional degree
4. What is your current employment status?
 - a. Employed full-time
 - b. Employed part-time
 - c. Self-employed
 - d. Unemployed
 - e. Student
5. How often do you follow food bloggers on social media platforms?
 - a. Rarely
 - b. Occasionally
 - c. Frequently
 - d. Always

Influence of Online Food Bloggers on Purchase Intention:

1. I am more likely to purchase a product if it is recommended by a food blogger I follow.
 - a. Strongly Disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree

2. I feel a sense of connection with food bloggers and their content.
 - a. Strongly Disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree
3. To what extent do you believe that food bloggers have expanded your culinary palate and appreciation for diverse tastes?
 - a. Not at all
 - b. To a small extent
 - c. To a moderate extent
 - d. To a large extent
 - e. To a very large extent
4. To what extent do you believe that online food bloggers accurately describe the taste of the food products they review?
 - a. Not at all accurate
 - b. Slightly accurate
 - c. Moderately accurate
 - d. Very accurate
 - e. Extremely accurate
5. To what extent do you believe that food bloggers influence your perception of the quality of food products?
 - a. Strongly Disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree
6. How likely are you to try a new food product or brand that has been positively reviewed or recommended by a food blogger?
 - a. Strongly Disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree
7. When browsing for food-related products online, how much weight do you give to endorsements or sponsorships by food bloggers?
 - a. None
 - b. Little
 - c. Some
 - d. Significant

- e. Very Significant
8. How often do you make purchasing decisions based on recipes or cooking techniques shared by food bloggers?
 - a. Never
 - b. Rarely
 - c. Occasionally
 - d. Often
 - e. Always
 9. When considering a purchase, how much do you take into account the overall aesthetic and presentation of food products as showcased by food bloggers?
 - a. Not at all
 - b. To a small extent
 - c. To a moderate extent
 - d. To a large extent
 - e. To a very large extent
 10. How much do you rely on food bloggers for discovering new and exciting flavor combinations or cooking techniques?
 - a. Not at all
 - b. To a small extent
 - c. To a moderate extent
 - d. To a large extent
 - e. To a very large extent
 11. When deciding where to dine out, how much does the reputation of a restaurant among food bloggers influence your choice based on taste?
 - a. None
 - b. Little
 - c. Some
 - d. Significant
 - e. Very Significant
 12. How often do you find yourself craving certain foods or dishes after seeing them featured on a food blogger's platform?
 - a. Never
 - b. Rarely
 - c. Occasionally
 - d. Often
 - e. Always

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