

Study on Usefulness of Reviews from Food Bloggers and Food Critics for the Hotels and Restaurants

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Abstract: *Food bloggers and critics are the new restaurant business influencers. It has become a criterion for individuals to use when deciding whether or not a restaurant is worth visiting. The impact of a food blogger's or food critic's advice on consumer attitudes and behaviour, on the other hand, is still unknown. People are increasingly relying on reviews to help them find a decent spot to eat out. This study examines whether food bloggers or food critics are a blessing or a curse for restaurants. The findings perceived was Food bloggers being a curse to some extent while Food critics playing a role of being a boon to the restaurant industry*

Keywords: Food bloggers, restaurants, reviews

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