

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

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

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

