

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

I. INTRODUCTION

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.

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 Laurent 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.

II. LITERATURE REVIEW

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, July 18, 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.

III. 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 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.

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