

# **From Posts to Plates in the Digital Age: Analyzing Food Bloggers' Influence on Nagpur's Dining Trends**

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**Abstract:** *The rapid growth of digital media has transformed the way consumers make decisions about where and what to eat. In urban centers like Nagpur, food bloggers have emerged as influential voices, shaping public opinion and guiding dining choices through engaging content, reviews, and recommendations. As more people turn to social media and online platforms for information, understanding the impact of food bloggers on consumer preferences has become increasingly important for both businesses and researchers. Food Bloggers on social media platforms provide reviews about culinary products. With their creative content they help consumers to choose which place that suits their needs.*

*This study explores how food bloggers affect the decision-making process of consumers in Nagpur, focusing on several key aspects: the frequency and patterns of restaurant visits, the degree of influence food bloggers have, the role of trust in shaping satisfaction, and the main factors that drive consumers to choose particular food joints.*

**Keywords:** Consumer decision-making, food bloggers, influence, dining choices, consumer preferences, demographics

## **I. INTRODUCTION**

The rapid growth of digital media has transformed the way consumers make decisions about where and what to eat. In urban centers like Nagpur, food bloggers have emerged as influential voices, shaping public opinion and guiding dining choices through engaging content, reviews, and recommendations. As more people turn to social media and online platforms for information, understanding the impact of food bloggers on consumer preferences has become increasingly important for both businesses and researchers.

Food bloggers are individuals who use digital platforms such as blogs, social media, and video-sharing websites to create and share content related to food. They typically share recipes, restaurant reviews, cooking tips, culinary experiences, and food-related stories with their audience.

Food bloggers often have a passion for food and cooking, and they leverage their expertise and creativity to engage with their followers and provide valuable insights into the world of food and gastronomy. These bloggers may specialize in various niches within the food industry, such as healthy eating, international cuisines, baking, vegan or vegetarian cooking, gourmet dining, budget-friendly meals, and more. They use multimedia elements such as photographs, videos, and written content to showcase their culinary creations, share cooking techniques, and offer recommendations on restaurants, food products, and kitchen tools.

This study explores how food bloggers affect the decision-making process of consumers in Nagpur, focusing on several key aspects: the frequency and patterns of restaurant visits, the degree of influence food bloggers have, the role of trust in shaping satisfaction, and the main factors that drive consumers to choose particular food joints. By analyzing survey data, we aim to uncover not only the extent of digital influence but also the underlying motivations and demographic patterns that characterize today's food culture.



## II. LITERATURE REVIEW

Author(s)	Title of the research paper	Objective of the Study	Findings
Nathalia et al., 2016	The Influence of Food Blogger to the Intention of Consuming Healthy Food	To examine how consumers react to food bloggers' reviews and recommendations on healthy eating.	The study found that food blogs help promote healthy eating and raise awareness about making healthy food choices.
Puspita & Hendrayati, 2020	Food Blogger Review on Instagram as an Alternative for Helping Consumer Purchase Decision	To assess whether food bloggers' Instagram reviews impact consumer purchasing decisions for food options in Bandung.	The study found that food bloggers' Instagram reviews strongly affect consumer food buying decisions in Bandung.
Nguyen et al., 2024	Food vloggers and their content: understanding pathways to consumer impact and purchase intentions	To identify the key factors contributing to the success of food vloggers by analyzing the elements that drive positive audience engagement.	The findings provide useful information about audience engagement and how to place products effectively.
Guruharan & M, 2023	A Study on Influence of Food Bloggers on Consumer Preference	To investigate how food bloggers influence consumer attitudes and decisions when choosing a restaurant.	The study shows that food bloggers have a big influence on consumer behavior, shaping their choices and preferences.

## III. THE RESEARCH SETTING

### 3.1 Research Questions

What are the frequency and behavioral patterns of restaurant visits among consumers in Nagpur, and how do these vary across different demographic groups?

- To what extent do food bloggers influence consumers' decisions when selecting food joints, and what platforms are most effective in shaping these choices?
- How does consumer trust in food bloggers correlate with satisfaction in dining experiences?
- What are the primary factors, including taste, ambiance, affordability, and reviews, that influence consumers' choices of food joints, and how do these preferences vary across different consumer segments?
- Do demographic factors (age, gender) affect the influence of food bloggers?

### 3.2 Research objectives

- To analyze the frequency and patterns of restaurant visits among consumers in Nagpur.
- To assess the extent to which food bloggers influence consumer decisions when choosing food joints.
- To evaluate the level of trust consumers place in food bloggers and how this trust correlates with satisfaction after following their recommendations.
- To identify the key factors (such as taste, ambiance, affordability, and reviews) that drive consumers' choices of food joints.
- To explore demographic segmentation in consumer preferences and the influence of food bloggers.



### 3.3 Rationale of the Study

This study explores the behavioral patterns of restaurant visits among consumers in Nagpur, providing insights into dining trends and preferences. It investigates the influence of food bloggers on consumer decisions and examines the trust placed in these influencers, along with its correlation to customer satisfaction. The research identifies key factors like taste, ambiance, affordability, and reviews that drive consumer choices, while also analyzing demographic segmentation and variations in preferences.

### 3.4 Research Methodology

Analytical research design used in present study. The population of the study is Citizens of Nagpur City. Convenient sampling technique is used in which sampling units are chosen based on the researcher's convenience. The sample size has been set at 150. The data has been obtained from primary and secondary sources. Chi square test and correlation statistical tool has been applied on the given data.

### 3.5 Hypotheses

**RH<sub>01</sub>:** There is significant difference in the frequency of restaurant visits across demographic groups (e.g. Age, Gender, Occupation).

**RH<sub>02</sub>:** There is significant difference by demographic factors (age, gender) in the influence of food bloggers on consumers' decisions.

**RH<sub>03</sub>:** Food bloggers have significant influence on consumers' decisions when choosing food joints and the platforms used (or the responses on influencer recommendations) are independent of consumer choices.

**RH<sub>04</sub>:** There is correlation between the level of trust in food bloggers and satisfaction in dining decisions.

**RH<sub>05</sub>:** The factors that drive the choice of food joints (taste, ambiance, affordability, reviews, etc.) are equally important across different consumer segments.

## IV. DATA ANALYSIS AND INTERPRETATION

### Hypotheses testing

**RH<sub>01</sub>:** There is significant difference in the frequency of restaurant visits across demographic groups (e.g. Age, Gender, Occupation).

### Crosstabs of visit frequency against demographics (e.g. Age Group, Gender, Occupation)

#### Age Group \* Visit Frequency

Age Group	Visit Frequency					Total
	Daily	Monthly	On Weekends	Quarterly	Never	
15-24	15	25	53	5	1	99
25-34	4	13	14	3	0	34
35-44	0	6	7	2	0	15
44-55	0	1	0	0	0	1
55 Above	0	1	0	0	0	1
Total	19	46	74	10	1	150

Source : Primary data

Chi-square test for Restaurant Visit Frequency by Age Group:

Chi-square statistic:

11.895105056230378

p-value:

0.7511684599658834



**Result : Age Group vs Visit Frequency: Not significant ( $p = 0.751$ )**

**Gender \* Visit Frequency**

Gender	Visit Frequency					
	Daily	Monthly	On Weekends	Quarterly	Never	Total
Male	2	22	31	9	0	64
Female	17	24	43	1	1	86
Total	19	46	74	10	1	150

Source : Primary data

Chi-square test for Restaurant Visit Frequency by Gender:

Chi-square statistic:

18.44511600399559

p-value:

0.0010098422435809175

**Result : Gender vs Visit Frequency: Significant ( $p = 0.001$ )**

**C. Occupation \* Visit Frequency**

Occupation	Visit frequency					
	Daily	Monthly	Never	On Weekends	Quarterly	Total
Homemaker	0	2	0	2	2	6
Self employed	3	11	1	9	2	26
Student	14	19	0	47	5	85
Working professional	2	14	0	16	1	33
Total	19	46	1	74	10	150

Source : Primary data

Chi-square test for Restaurant Visit Frequency by Occupation:

Chi-square statistic:

21.473482260936834

p-value:

0.04386235128273266

**Result: Occupation vs Visit Frequency: Significant ( $p = 0.044$ )**

The above hypotheses testing indicates that both gender and occupation have significant relationships with restaurant visit frequency, while age group does not show a significant association.

**RH<sub>02</sub>:** There is significant difference by demographic factors (age, gender) in the influence of food bloggers on consumers' decisions.

**Cross-tabulation: Age Group vs. Blogger Influence**

The below given table shows how different age groups respond to the question of whether their decisions are influenced by food blogger reviews.

Age Group	Blogger Influence			
	Yes	No	May be	Total
15-24	47	19	33	99
25-34	15	6	13	34
35-44	7	5	3	15



44-55	0	1	0	1
55 Above	0	1	0	1
Total	69	32	49	150

Source : Primary data

The chi-square test p-value is:

Chi-square test p-value:

0.2675423369757986

A p-value of 0.27 suggests there is no statistically significant association between age group and being influenced by food bloggers in this sample.

#### Cross-tabulation: Gender vs. Blogger Influence

How gender relates to the influence of food bloggers:

Gender	Blogger Influence			Total
	Yes	No	May be	
Male	22	22	42	86
Female	27	10	27	64
Total	49	32	69	150

Source : Primary data

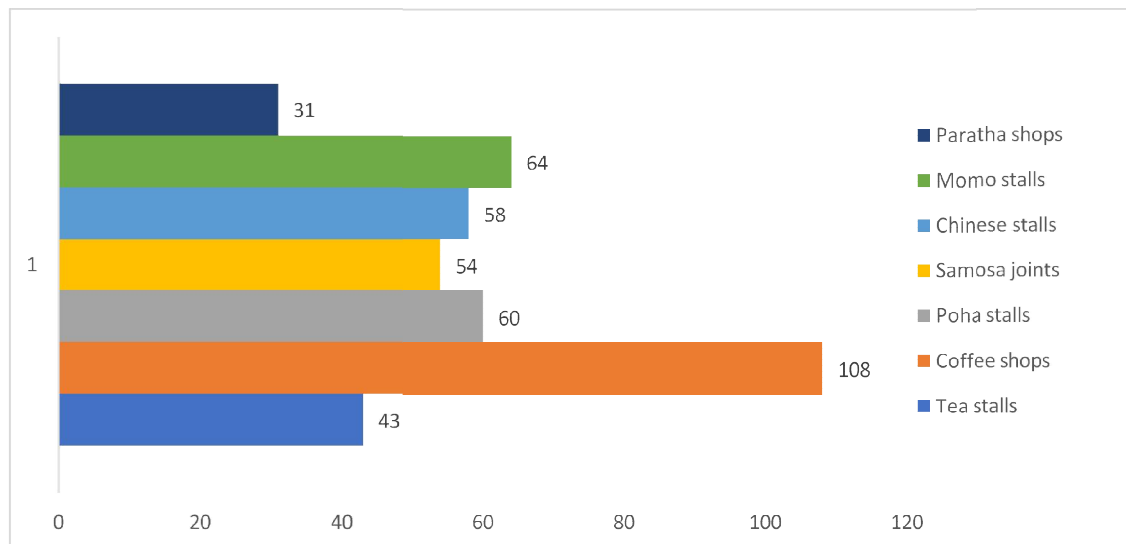
The chi-square test p-value is:

Chi-square test p-value:

0.07595215769378437

A p-value of 0.076 is closer to significance but still above the typical 0.05 threshold, indicating only a weak association between gender and blogger influence.

#### Food joints in Nagpur is most preferred by food bloggers



Source : Primary data



The data indicates that coffee shops are the most preferred food joints among food bloggers in Nagpur, suggesting that they are a hub for food bloggers to explore and review. Other popular options include momo stalls and poha stalls, which also seem to be favorites among food bloggers. Tea stalls and paratha shops appear to be less preferred.

**RH<sub>3</sub>:** Food bloggers have no significant influence on consumers' decisions when choosing food joints and the platforms used (or the responses on influencer recommendations) are independent of consumer choices.

**Reviews Checking \* Decision**

Checking reviews/ratings of the food joints	Response			
	Yes	No	May be	Total
Yes	13	9	36	58
No	3	19	1	23
May be	53	4	12	69
Total	69	32	49	150

Source : Primary data

**Chi-square Test Results:**

Chi-square Test Results:

Chi-square statistic: 101.8162

p-value: 0.0000

**Percentage Distribution**

Percentage of consumers checking reviews of food bloggers:

Checking of Reviews by Consumers	Percentage(%)
Yes	46
No	15
Sometimes	38

Source : Primary data

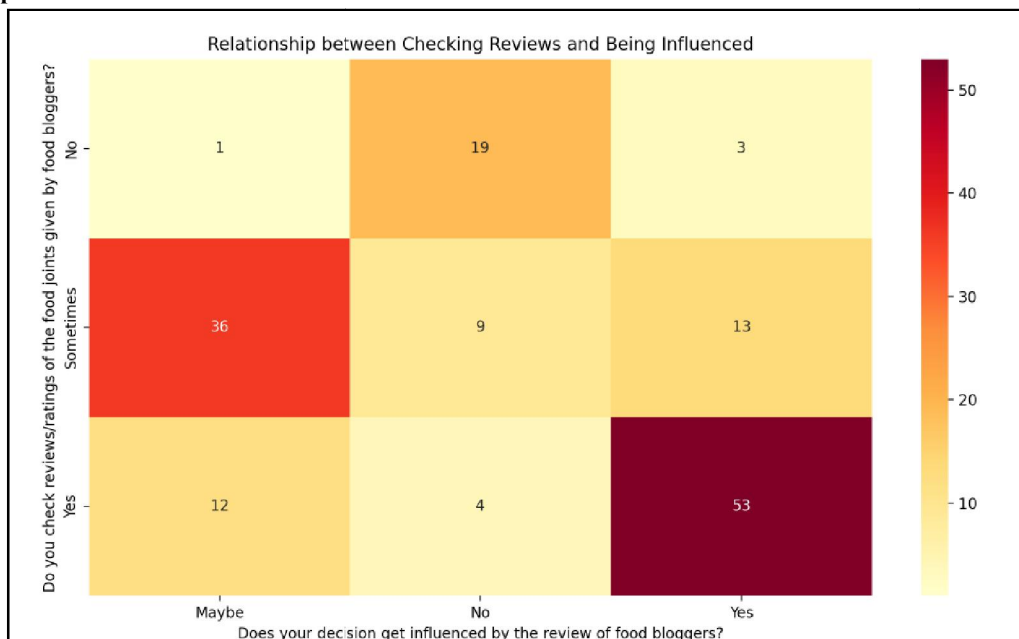
**Percentage of consumers who are influenced by reviews given by food bloggers**

Influence by Reviews of food bloggers	Percentage(%)
Yes	46
No	21
Sometimes	32

Source : Primary data



### Heatmap Visualization:



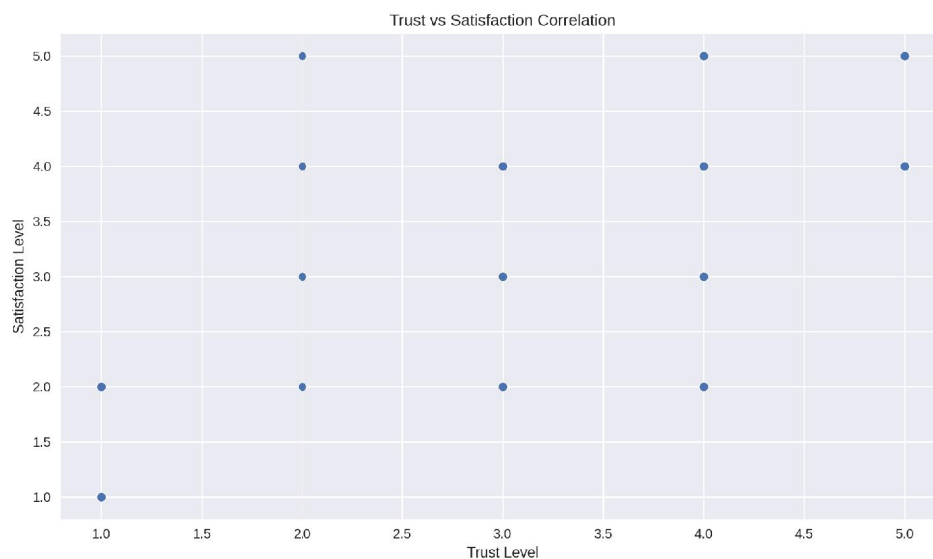
The test yielded a chi-square statistic of approximately 101.82101.82 with an associated p-value of 0.00000.0000, strongly indicating a statistically significant association between checking food blogger reviews/ratings and having decisions influenced by those reviews.

**RH<sub>04</sub>:** There is correlation between the level of trust in food bloggers and satisfaction in dining decisions.

**Correlation between trust and satisfaction levels:**

**0.8168836584194292**

Following scatterplot visualizing this relationship between Trust & Satisfaction Levels



The correlation coefficient between trust and satisfaction is 0.82, which is a strong positive correlation.





This supports the hypothesis that higher trust in food bloggers is associated with higher satisfaction after following their advice. This also indicates that trust in food bloggers is a good predictor of satisfaction with dining choices influenced by them.

**RH<sub>5</sub>:** The factors that drive the choice of food joints (taste, ambience, affordability, reviews, etc.) are equally important across different consumer segments

Taste (quality) is the most important factor, followed by ambience and affordability.

Factors	No. of Response Count
Taste (Quality)	136
Ambience	75
Affordability	60
Positive Reviews	60
Quantity	53
Recommendation of friends	1

**Source : Primary data**

A majority of respondents prefer small food joints, citing taste (quality), ambience, and affordability as the most important factors in their decision-making process. Food blogger reviews and positive recommendations also play a role, but personal experience and peer recommendations remain significant.

## **V. FINDINGS OF THE STUDY**

- Most people prefer weekend visits (around 50%) across demographics
- Gender differences: Males show higher daily visits (19.8% vs 3.1%)
- Students are most likely to visit on weekends (55.3%)
- Working professionals and self-employed show similar monthly visit patterns (42%)
- Dining out is primarily a leisure activity, with most respondents preferring to visit restaurants and cafes on weekends. This pattern highlights the social and recreational aspect of eating out in this demographic.
- A significant number of respondents check food blogger reviews before making decisions, but the influence is not significantly different across age groups or genders.
- Despite the broad reach of food bloggers, the real driver of satisfaction is trust. There is a strong positive correlation between how much consumers trust food bloggers and how satisfied they are after following their recommendations.
- Additionally, the preference for small food joints is notable, with taste, ambience, and affordability being the most important factors for consumers.
- While food blogger reviews are influential, they are just one part of a multi-factor decision-making process that also includes personal experience and recommendations from friends.
- The data shows no significant association between age or gender and the influence of food bloggers, suggesting that digital influence is widespread across demographics.

## **VI. CONCLUSION**

In conclusion, food bloggers play a meaningful role in shaping consumer choices, but their influence is most effective when they are trusted. Ultimately, consumers in Nagpur make dining decisions based on a blend of digital influence, personal taste, and social factors, with trust acting as a key bridge between online recommendations and real-world satisfaction.





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