IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 7, November 2026
Impact Factor: 8.2

Food Influencer Marketing in India: A Descriptive Study of Standards, Licensing and Consumer Protection

Scholar Surya Sharma[1] and Dr. Shivshant Wasamwar[2]
[1] Scholar, G. H. Raisoni International Skill Tech University, Pune, Maharashtra, India
[2]Co-Author, G. H. Raisoni International Skill Tech University, Pune, Maharashtra, India

Abstract : *The study brings together advertising standards, food-business licensing and compliance, and consumer protection in an integrated descriptive examination of food influencer marketing in India.*

Social implication *- Greater transparency and accuracy in digital food promotion can support consumer awareness and informed choice, particularly where food claims and sponsored content are embedded in entertainment-oriented social media.*

Practical implications *– Food businesses and influencers should strengthen disclosure practices, verify applicable food claims, clarify compliance responsibilities and improve pre-publication review of sponsored content, while consumers should be more aware of digital food advertising.*

Research limitations/implications *– The study are limited to secondary, document-based analysis and does not measure consumer behaviour or establish causal effects. The findings should therefore be interpreted as a descriptive account of regulatory requirements and compliance concerns.*

Findings *– The analysis suggests that food influencer marketing in India is governed by a multi-standard regulatory landscape rather than one framework dedicated specifically to influencers. The overlap between personal recommendation and commercial endorsement creates transparency and informed-consumer-choice concerns.*

Design/methodology/approach *– The study is qualitative, descriptive, document-based research using secondary sources including food advertising regulations, food influencer advertising guidelines, consumer-protection provisions, government documents and pertinent academic research. The documents are examined across four dimensions: disclosure of commercial relationships, food and health claims, food-business licensing and consumer protection.*

Purpose *– The study aims to give a descriptive picture of the regulatory framework pertaining to food influencer marketing in India, focusing on disclosure of commercial relationships, standards for food and health claims, food-business licensing requirements, and consumer protection against misleading promotional communication.*

Keywords: Food Influencer Marketing, Influencer Advertising, FSSAI, Consumer Protection, Food Advertising, Advertising Standards, Food Licensing, Digital Marketing, India.

I. INTRODUCTION

With the rise of social media, the communication between food products, restaurants and food-service businesses with consumers has evolved. Recently, food bloggers and content creators have been uploading images to Instagram and videos on YouTube of their experiences at restaurants, reviews of products, restaurant recommendations, and sponsored restaurant promotions. They communicate in a way that is different from traditional advertising since commercial messages about their products and services are often embedded within their personal lives and delivered as a trusted

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 7, November 2026 Impact Factor: 8.2

brand. It can present the promotional message in a more relaxed and trustworthy way, and reduce the obvious commercial tone of the message.

The commercial utilization of influencers brings issues of advertising transparency, food-related claims and protection of consumers. An influencer can be paid, given free products, free meals or other benefits from a food business. Consumers should be able to identify a material connection, if one exists, in a communication. ASCI consider the following to constitute material connections and must include an applicable influencer disclosure if they serve as an element of any influencer advertising: The following are considered material connections for ASCI and should include an applicable disclosure label (ASCI, 2022):

Food promotion is also subject to the food-regulatory framework. The Food Safety and Standards (Advertising and Claims) Regulations, 2018 is one of the Regulations of FSSAI. The framework covers food claims, and applicable claims have to satisfy the standards set, which include protections against miscommunication. The Central Consumer Protection Authority, 2022 strengthens consumer protection by outlining Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements.

The role of the food influencer in marketing is thus an interesting mix of digital advertising, food regulation and consumer protection. This study attempts to examine these dimensions descriptively in India with a particular reference to advertising standards, licensing and compliance and consumer protection. It doesn't study consumer behavior and/or causation, it merely looks at regulatory requirements and practical issues of compliance.

II. REVIEW OF LITERATURE

The impact of influencer marketing on consumer behavior

Research on influencer marketing has shown that consumers' responses can be influenced by the features of influencers like credibility, authenticity and perceived trustworthiness. Communication with influencers is not the same as traditional advertising as the promotional messages may be hidden within personal content and social relationships. In this context, the study of influencer marketing has focused on advertising recognition, consumer attitudes, and engagement and purchase intention.

Authenticity of influencers can also influence consumer response, as well. When consumers can see that influencers are genuine, they are also likely to have a higher purchase intention and trustworthiness is one of the factors in this relationship (Lou & Yuan, 2019).

Food Influencer Marketing

Food is especially an ideal product for influencer-based promotion because social-media content can show products, restaurants, how to cook and how to eat the food. Researchers have thus started studying how the producers of social media can influence consumer food choices.

Delicious products, restaurants, how they're prepared, and how they're eaten can all be visually proved with social-media content, which is ideal for influencer-based promotion. There has been a growing focus on disclosure and consumer exposure to branded food content in food specific research.

Therefore, food influencer marketing is a special type of influencer marketing where promotional messages can influence perceptions of food quality, nutrition and food consumption.

Consumers have become more discerning in their trust of influencers and their content, and they seek authenticity and credibility.

The concepts of credibility and authenticity are central to the literature on influencer-marketing. Because of the personal touch on influencer content, there may be a sense that it is a more authentic experience than a traditional advertisement. This perception can enhance consumer reactions but at the same time can make detection of commercial persuasion more challenging.

Research shows that disclosure leads to different results depending on the type of disclosure and a person's characteristics. The disclosure can lead to higher recognition of the ad, but can have varying effects on consumer trust and engagement based on ad presentation, according to Karagür et al. (2022).

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 7, November 2026 Impact Factor: 8.2

Food influencers are especially interested in this issue, as a sponsored restaurant review or product recommendation can closely mimic typical user-generated content. The level of perceived authenticity of the recommendation thus may affect the consumers' perception of the promotion message.

Sponsored Content and Advertising Disclosure

Commercial relationships disclosure has emerged as an important problem in influencer-marketing research. Consumers' recognition of influencer advertising was higher in an explicit disclosure condition (paid ad) than in less explicit disclosure conditions, according to Evans et al. (2017).

It's not just about the presence or absence of disclosure. It's the clarity, the prominence and its communication of the commercial intent that are also relevant. A similar study looking at ads on TikTok has also found that disclosure of sponsorship can raise awareness of ads and awareness of the persuasive intent of ads among adolescents.

Dupuis et al. (2025) conducted a descriptive study of TikTok's food and beverage content in recent years, which revealed that 47.6% of the videos with food products included a branded product, with 69.3% of those branded-product videos not including a brand-relationship disclosure. The results demonstrate how hard it is to spot food promotions from regular influencer posts.

Food advertisement and protection of food safety

When food influencer marketing's promotional communication contains statements about the health, nutrition, ingredients, and product quality or other attributes of the food, there are consumer protection issues. If such statements are made by an influencer that consumers think is knowledgeable or trustworthy, the statements can be seen as factual information by consumers.

The concern grows if the business connection is not made known. In such cases, consumers might consider promotional communication as a recommendation, not advertising. With this, the literature correlates the disclosure of influencers with the larger topic of consumers' capacity to identify persuasive intent.

The younger generation is also a consideration in food-related influencer marketing, as it's possible to incorporate commercial food promotions into entertainment-driven content.

Research Gap: There is a good amount of literature available discussing the influencer credibility, authenticity and consumer trust, advertising disclosure and purchase behaviour. Most of these though, are studies from a marketing or consumer behaviour standpoint.

Disclosure practices and consumer exposure to food promotion have, however, begun to be researched with regard to specific foods. But, these questions can continue to be explored from an integrated regulatory approach, especially in India.

The present study seeks to fill this gap by merging three of these often examined individually dimensions:

a) Standards of advertising

b) Licensing and compliance of food businesses

c) Consumer protection.

The study is not aimed at measuring any impact of influencer marketing on consumer behaviour but it is descriptively focused on regulatory requirements and compliance concerns that apply to food influencer marketing in India.

Theoretical Foundation:- The study uses an integrated regulatory and consumer-protection lens to examine food influencer marketing. The lens treats influencer communication as an intersection of advertising disclosure, food-claim regulation, food-business compliance and consumer protection. Its central logic is that the blending of personal recommendation and commercial communication can make persuasive intent less visible; therefore, disclosure, claim accuracy and clear allocation of regulatory responsibility are relevant conditions for informed consumer choice. This lens is appropriate because the study is descriptive and document-based and seeks to map regulatory requirements rather than estimate causal effects on consumer behaviour.

Objectives: - The objectives of the study were:

To analyse the food influencer marketing advertising standards in India.

b.To explore the implications of FSSAI licensing and food-related laws for influencer promotions.

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 7, November 2026 Impact Factor: 8.2

To evaluate consumer-protection issues related to food influencer marketing.
To identify key Regulatory Challenges in Food Influencer Marketing in India.

III. RESEARCH METHODOLOGY

Research Design: - The study is descriptive research in nature which aims to explore the regulatory landscape of food influencer marketing in India.

Sources of Data: - The study has made use of secondary data which include FSSAI regulations, advertising guidelines and consumer-protection provisions, government publications, and relevant peer-reviewed academic literature.

Method of Analysis: - The chosen sources were analysed and descriptively discussed under the four categories of advertising standards, food related regulations, licensing and consumer protection. The analysis reveals the main needs, duties and regulatory issues of food influencer marketing.

Scope of the Study: - The study concentrates on food influencer marketing in India that includes food products and restaurants/food businesses. It does not assess consumer behaviour or draw causal conclusions but looks at regulatory and consumer protection concerns.

Analytical Strategy and Quality Criteria: - The documents were reviewed using a structured descriptive synthesis organized around the study's four analytical categories: advertising disclosure and transparency; food-related claims and advertising standards; food-business licensing and compliance; and consumer protection. Relevant provisions and findings were compared across these categories to identify duties, overlaps, responsibility boundaries and recurring compliance concerns. Because the study is documentary and descriptive, it does not use statistical estimators, significance testing or causal identification. The analysis is intended to provide a transparent synthesis of the regulatory requirements and the practical compliance issues supported by the reviewed sources.

Ethics and Research Integrity: - The study uses publicly available regulations, government publications, advertising guidance and academic literature and does not collect personal data from human participants. No interviews, surveys or experiments were conducted. The study therefore does not involve informed consent or participant confidentiality procedures. Sources are identified in the reference list and the analysis is presented as a descriptive synthesis rather than as empirical causal evidence.

IV. RESULTS

The descriptive analysis identifies four interconnected regulatory dimensions: advertising disclosure and transparency, food advertising and claims, licensing and compliance, and consumer protection. The following sections present the evidence and regulatory requirements under these dimensions in the order reflected in the research questions.

The regulatory landscape of food influencer marketing in India is still in its early stages.The regulatory environment for food influencer marketing in India is still emerging.

Advertising Disclosure and Transparency: The food influencer promotions can be in the form of free products, paid collaborations, or free services/other benefits. If there is a material connection, the communication must be clearly identified as commercial. Guidance for disclosure of these commercial relationships is available in ASCI's influencer advertising guidelines (2022). Transparency is crucial because it is important for consumers to be able to tell when the information is sponsored and when it is a recommendation.

Food Advertising and Claims: The Food Safety and Standards Authority of India also has specific regulations governing food related promotional communication. The Food Safety and Standards (Advertising and Claims) Regulations, 2018 prescribe requirements relating to food products claims. The framework sets claims to be truthful, unambiguous, meaningful, and not misleading.

This applies especially to influencer content that includes claims regarding nutritional properties, ingredients, the characteristics of the product or health claims. The assertions contained in such statements may be subject to regulatory requirements for appropriate substantiation and could affect consumer perceptions.

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 7, November 2026 Impact Factor: 8.2

Consumer Protection and Endorsements: Influencer advertising takes another layer of meaning when viewed through the eyes of the consumer-protection framework. The Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 were published by the Consumer Council of Pakistan for the prevention of misleading advertisements and responsibilities relating to endorsement (CCPA, 2022).

Promotional content that blends personal recommendations with fact-based information about a food product or service is especially relevant for food influencers. The transparency and appropriate communication may assist consumers in determining whether the information is commercial and reliable.

Regulatory Overlap: Food influencer marketing thus straddles three regulatory domains – disclosure, food related claims and consumer protection. These requirements include the participation of different participants and regulatory instruments. The food business continues to be subject to applicable food-safety and licensing requirements, and influencers involved in commercial communication are required to abide by applicable advertising-disclosure requirements.

This regulatory overlap therefore raises important regulatory compliance considerations for food businesses and influencers, and is a foundation for discussing licensing and compliance issues in the next section.

V. LICENSING AND COMPLIANCE IN FOOD INFLUENCER MARKETING

FSSAI License and Registration: The food business operating under the scope of the regulation are subject to FSSAI licensing and registration requirements. The requirement applies to the food business operators, which includes restaurants, food manufacturers (FSSAI, 2011). These obligations do not cease to exist in the presence of influencer marketing.

The different roles of the food business operator and the influencer is therefore important. An influencer promoting a restaurant or food product will not automatically take on the licensing responsibilities of the business being promoted. The regulation of the food business, however, continues to be relevant to the credibility and compliance of the promotional activity.

Food businesses are responsible for complying with the requirements of this section; Food businesses using influencers should be mindful when providing information to support their campaigns, to ensure it is aligned with the appropriate food and advertising regulations. Extra care needs to be taken when the campaign contains claims related to nutrition, health or other factual information.

Therefore, there should be terms in the commercial relationship between a food business and an influencer, which cover the disclosure, the accuracy of claims and the review of the promotional materials beforehand.

Responsibilities of Influencers: Food commercial food promotions have responsibilities mainly in advertising transparency and responsible food communication. If there is a material commercial relationship, the relationship should be disclosed in compliance with advertising standards.

Factual information about food products should also be presented with care by the influencers. Personal opinions and experiences should be expressed in a way that does not give an impression of the nutritional, health or other regulated characteristics of a product that are not supported.

Key Compliance Issues: There are four main compliance concerns:

a. Declaration of commercial relationships.

b. Information and claims related to the food.

c. Interaction between food businesses and food influencers.

d. Responsibility for the promotion communication.

Therefore, compliance needs to be handled collectively. Food businesses continue to have their food-business obligations to fulfil and influencers continue to have disclosure and responsible communication obligations to meet in relation to commercial advertising. This separation is crucial to prevent the food business using a food influencer as a replacement or extension of their own licence.

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 7, November 2026
Impact Factor: 8.2

VI. CONSUMER PROTECTION ISSUES

Disclosure of Academic Societies and Interested Parties: One of the main consumer protection issues that arise in the world of food influencer marketing is the need to inform consumers about commercial relationships. The consumers may perceive the influencer's content as a standalone recommendation if the influencer has been paid, has received products or other benefits from a food business. Disclosure will enable consumers to identify the persuasive and commercial aspects of the communication (Evans et al., 2017; ASCI, 2022).

Misleading Food Claims: Nutrition, health benefits, ingredients or product quality claims can be included in food influencer content. Such claims, if misrepresents, overstate or underrepresent, can impact consumer knowledge and choice. The advertising and claims framework set by FSSAI demands that food claims be applied in accordance to the standards and do not mislead the consumer (FSSAI, 2018).

Consumer Trust and Authenticity: Perceived authenticity and trust are key components of influencer marketing. When a consumer reads about what a certain influencer did in real life, he may believe that more than regular ads. But if an endorsement is sponsored, this may influence a consumer's judgment of its motivation. Transparency is therefore important not only when it comes to compliance with advertising regulations, but also when it comes to consumer decision-making.

Young and Vulnerable Consumers: Social-media sites that are popular among younger viewers are where food influencer content is broadly disseminated. Commercial food promotion has become increasingly embedded within entertainment and personal content, which can lead to a decrease in the ease with which advertising is recognised. This results in an extra consumer protection problem because audiences do not have much ability to detect persuasive commercial communication.

Consumer Right to Informed Choice: Consumers need to be sufficiently informed to be able to assess promotional communication to provide effective consumer protection. For food influencer marketing, it also requires that they are aware of business relationships and have access to credible information about food products and claims. Transparency, accuracy and compliance to regulatory standards are thus part and parcel of the ability of the consumer to make informed choices.

VII.DISCUSSION

The regulatory framework review reveals that in India food influencer marketing is regulated by multiple and interconnected requirements rather than a dedicated food regulation for influencers. The main areas found in the study are the disclosure of advertising, food claims and compliance and consumer protection in the food business.

Regulatory dimension	Key issue	Primary responsibility
Advertising disclosure	Identification of commercial relationships	Influencer and advertiser
Food claims	Accuracy and substantiation of applicable claims	Food business and communicating parties
Licensing	Compliance with applicable food-business requirements	Food Business Operator
Consumer protection	Prevention of misleading promotional communication	Relevant commercial and advertising actors

First, transparency. Influencer content can also be a mixture of personal and commercial communication, and it is hard for the consumer to distinguish this from independent recommendation. Disclosure therefore has an important function as information to inform the audience of the commercial relationship between the presenter and the audience (Evans et al., 2017; ASCI, 2022).

The second one relates to food-related claims. Influencer marketing can convey the following information about the nutritional qualities, ingredients, health benefits and product quality. The FSSAI framework sets the requirements for

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 7, November 2026
Impact Factor: 8.2

food advertising and claims, and therefore, communication activities that are promoted through social media cannot be excluded from the range of food standards due to the fact that they are being promoted through social media (FSSAI, 2018).

Licensing and accountability is the third issue. The study uncovers an important difference between the regulatory requirements for the food business and the influencer. The food safety and sanitary and inspection authorities (FSSAI) have set licensing and registration criteria for relevant food businesses, and the role of influencers mostly brings up questions of disclosure in advertising and responsible communication. If these responsibilities were perceived as the same, it may lead to the wrong perception of the regulatory regime.

Lastly, these regulatory aspects are linked to consumer protection. The success of all disclosure and food claim requirements relies on consumers' capacity to identify commercial communication and assess the information that is offered to them. This intersection of influencers' authenticity and commercial sponsorship and claims around food then present a unique regulatory challenge.

Overall, the description indicates that the prevailing difficulty lies in the application of the existing requirements in a fast-evolving digital world. One thing is clear, food businesses are responsible for one thing, influencers are responsible for another and consumers are experiencing a single piece of content.

VIII. RECOMMENDATIONS

Based on the descriptive analysis, the following measures are recommended:

Improve disclosures: Ensure that food influencers are clear about their material commercial relationships in sponsored content, enabling consumers to easily identify when it is being promoted as an advertisement.

Confirm food claims: food businesses and influencers should check food claims, including for nutrition, health and products, before publishing and ensure that the regulatory requirements are met.

Increase awareness of influencers: To ensure greater compliance, food businesses need to inform influencers about their compliance expectations when engaging in commercial collaborations, especially when it comes to disclosure and food-related claims.

Implement pre-publication review: Sponsored food campaigns should have a simple compliance review of the claims, disclosures and promotional statements prior to publication.

Raise awareness and educate consumers: Regulators and industry groups should raise awareness and educate consumers about sponsored content, influencer endorsements and potentially misleading food claims.

Food regulatory guidance development: Give food businesses and influencers greater clarity of their role in the existing regulatory framework through the continued development of practical guidance for food advertising by influencers.

IX. LIMITATION AND FUTURE RESEARCH

The principal limitation is the study's reliance on secondary documentary sources and descriptive synthesis. It does not observe actual compliance practices among food influencers or food businesses, test how consumers recognize sponsored content, or establish causal relationships between disclosure and consumer outcomes. The findings are therefore bounded by the scope and content of the regulatory and academic documents reviewed. Future research can address these limitations through systematic audits of influencer content across platforms, interviews with food businesses and influencers, and consumer studies examining recognition of sponsored food content and responses to disclosure and food claims.

X. CONCLUSION

In India, food influencer marketing has emerged as a crucial avenue for digital food promotion, offering food businesses an unprecedented opportunity to engage directly with consumers. Concurrently, it includes personal content and commercial endorsements and makes food-related claims, which raise specific regulatory and consumer-protection issues.

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 7, November 2026
Impact Factor: 8.2

As seen in the descriptive analysis, there is no single regulatory instrument to regulate FOIM. It, instead, works through advertising disclosure regulations, food advertising and claims rules, as well as food business licensing requirements and consumer protection measures. Food business operators' responsibilities differ from that of influencers and this is particularly relevant to compliance.

The study also shows that transparency is key to consumer protection. Transparency regarding commercial links, the responsible communication of food-related information and adequate substantiation of claims can help consumers to make informed choices. It is thus the responsibility of food businesses and influencers to have complementary roles in the promotional process.

The study finds that it is not a new rule that needs to be added, but a better compliance practice. Food influencer marketing can be enhanced through disclosure, verification of food related claims, coordination between food advertisers and influencers, and consumer awareness. Future studies can focus on understanding compliance practices by Indian food influencers on various platforms and recognition of sponsored food content by consumers.

REFERENCES

1. Advertising Standards Council of India. (2022). Guidelines for influencer advertising in digital media. ASCI.
2. Central Consumer Protection Authority. (2022). Guidelines for prevention of misleading advertisements and endorsements for misleading advertisements, 2022. Department of Consumer Affairs, Government of India.
3. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior, 68, 1–7. https://doi.org/10.1016/j.chb.2016.11.009
4. Dupuis, R., Musicus, A. A., Edghill, B., Keteku, E., & Bragg, M. A. (2025). How TikTok influencers disclose food and beverage brand partnerships: Descriptive study. Journal of Medical Internet Research, 27, e60891. https://doi.org/10.2196/60891
5. Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. Journal of Interactive Advertising, 17(2), 138–149. https://doi.org/10.1080/15252019.2017.1366885
6. Food Safety and Standards Authority of India. (2011). Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011. Government of India.
7. Food Safety and Standards Authority of India. (2018). Food Safety and Standards (Advertising and Claims) Regulations, 2018. Government of India.
8. Karagür, Z., Becker, J.-M., Klein, K., & Edeling, A. (2022). How, why, and when disclosure type matters for influencer marketing. International Journal of Research in Marketing, 39(2), 313–335. https://doi.org/10.1016/j.ijresmar.2021.09.006
9. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501.

IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 7, November 2026
Impact Factor: 8.2

Construct / category	Operational definition / coding rule	Measure / evidence	Source
Advertising disclosure	Presence and clarity of disclosure of material commercial relationships.	Paid collaborations, free products/services or other benefits; disclosure requirements.	ASCI (2022)
Food claims	Food, nutrition, health, ingredient and product-quality claims assessed against applicable requirements.	Truthfulness, clarity, substantiation and non-misleading communication.	FSSAI (2018)
Licensing and compliance	Applicable food-business licensing/registration responsibilities distinguished from influencer advertising responsibilities.	Food Business Operator obligations and campaign-level compliance.	FSSAI (2011)
Consumer protection	Issues affecting consumers' ability to recognize commercial intent and make informed choices.	Misleading promotion, transparency, authenticity and vulnerable audiences.	CCPA (2022); Evans et al. (2017)

Copyright to IJARSCT
www.ijarsct.co.in
DOI: 10.48175/IJARSCT-41213