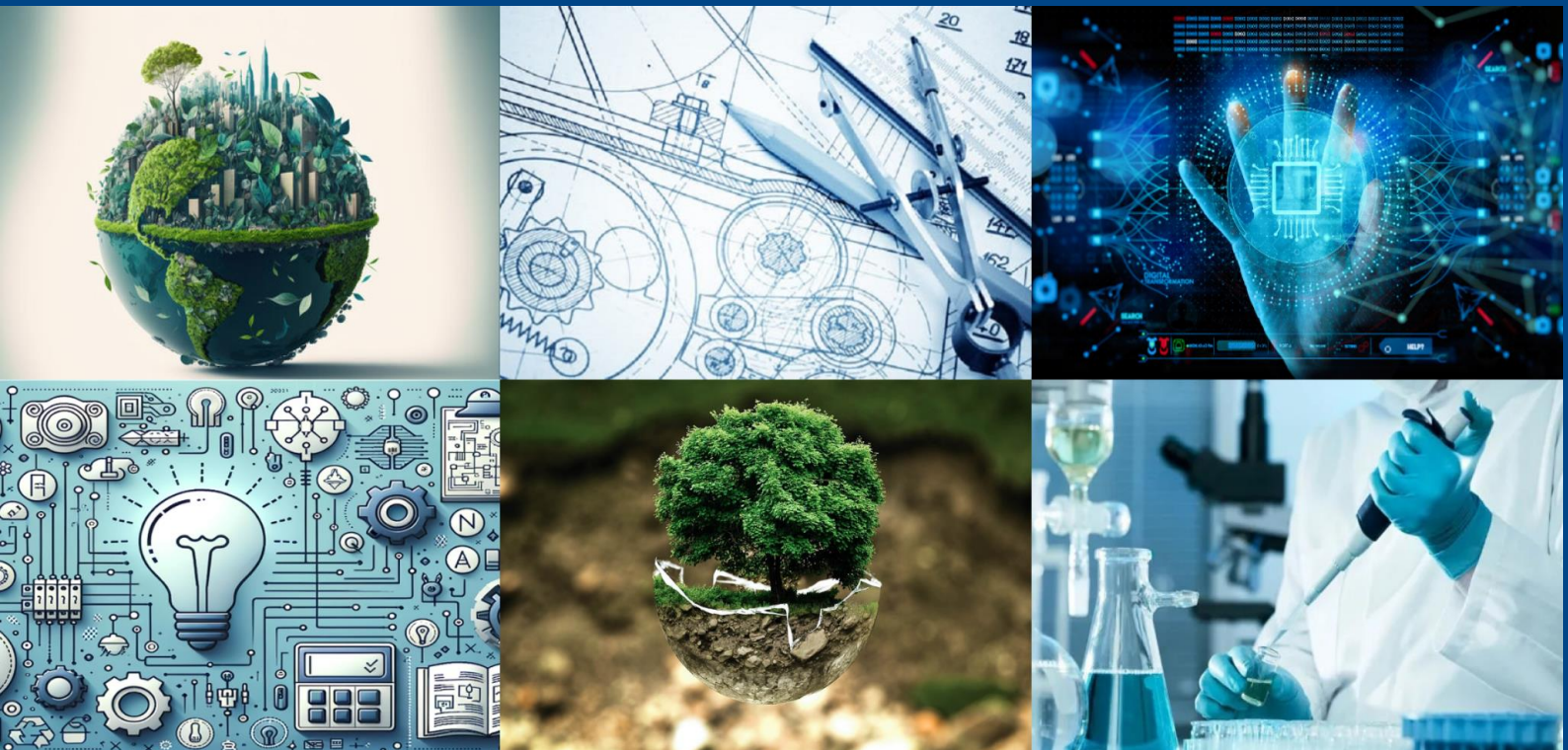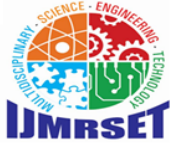# International Journal of Multidisciplinary
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Report on the Influence and Credibility of Food Influencers: Consumer Behaviour Analysis and the Role of Personalized Recommendations

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ABSTRACT: This study examines the evolving relationship between food influencers and consumer behaviour in the digital landscape. Our research, based on survey data from 20 respondents, reveals that food influencers significantly shape consumer food choices despite growing scepticism regarding content authenticity. Statistical analysis confirms that influencers are perceived as credible sources of food information, with 50% of respondents agreeing they provide useful and timely content. Instagram and YouTube emerge as dominant platforms for food content consumption, with recipe videos being the most engaging format. Notably, 60% of participants expressed interest in personalized food recommendation services tailored to individual preferences—a finding statistically significant compared to the baseline expectation. These insights highlight a market opportunity for personalized food discovery platforms like CRAVE BOT, which could integrate influencer data with user preferences to deliver authentic, tailored recommendations. As the food content ecosystem evolves, successful strategies will balance influencer partnerships with transparency while addressing the growing consumer demand for personalized experiences.

KEYWORDS - CRAVE BOT, Food influencers, recommendation systems, food industry trends.

I. INTRODUCTION

The rapid digitalization of India's food industry has transformed consumer behavior, with platforms like Zomato and Swiggy becoming essential for food decisions. While digital reviews offer convenience and information, their credibility is increasingly questioned due to sponsored content, fake reviews, and influencer marketing. This trust issue is complicated by India's diverse population, with younger generations more receptive to influencer content than older consumers. Though review platforms are implementing AI-driven authentication methods, distinguishing between genuine feedback and promotional content remains challenging. Food businesses must balance marketing goals with transparency to maintain consumer trust. This research aims to analyse the authenticity of online food reviews in India, providing guidance for businesses to maintain credibility and helping consumers critically evaluate digital food content.

II. LITERATURE REVIEW

1. Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. Journal of Marketing Research, 43(3), 345-354.This landmark study analyzes how online reviews drive consumer buying habits, indicating that positive reviews immensely boost sales. It emphasizes the strength of word-of-mouth and its relevance in the food industry, especially as it pertains to online networks such as Zomato and Swiggy.
2. Luca, M. (2016). Reviews, reputation, and revenue: The case of Yelp.com. Harvard Business School Working Paper, 12-016. Luca's study highlights the role of online reviews in influencing consumer choice, using Yelp as an example in the restaurant sector. It examines the correlation between review ratings and revenue, a concept that can be applied to India's emerging food review sites.
3. Venkatesh, R. (2018). Exploring the influence of online food reviews on consumer choices in India. International Journal of Marketing Studies, 10(4), 82-95. This research directly deals with the Indian context

of online food reviews, explaining how Indians rely and believe on these reviews to decide on dining experiences. The paper points out the distinguishing consumer tendencies of the Indian market and the dependence upon services like Zomato and Swiggy.

4. Sharma, P. (2019). The effect of food influencers on consumer behavior in India. Journal of Consumer Culture, 17(2), 167-184. Sharma examines how food influencers influence Indian consumers' taste and buying decisions. The research posits that although influencers are at times viewed as untrustworthy, they do have significant influence on young, technology-conscious consumers in India's food industry.

5. Kumar, A., & Reddy, P. (2020). Ethical issues in online reviews in India: Fake reviews and marketing manipulations. Journal of Business Ethics, 169(4), 523-540. Kumar and Reddy examine the ethical issues surrounding online reviews in India, particularly the

emergence of fake reviews and sponsored promotions. Their study is important in learning how companies and review sites are fighting the proliferation of deceptive content.

6. Kuan, H. H., Lee, M. K., & Wang, C. (2017). How do online reviews affect consumer decision-making? A study of the restaurant sector in India. International Journal of Hospitality Management, 63, 1-9. This paper examines the restaurant industry in India and explores how consumer behavior is influenced by online reviews. The authors conclude that trust in reviews depends on the credibility of the source of the review, which is particularly important in India, where there are varied consumer tastes.

III. RESEARCH METHODOLOGY

The research employs a survey-based approach to analyze the perceptions and behaviors of 20 respondents regarding food influencers and personalized food recommendations. The study utilizes both hypothesis testing (Chi-Square and one-sample proportion tests) to examine the credibility of food influencers and interest in personalized food services.

DATA ANALYSIS & FINDINGS

Hypothesis Testing
Statement: "Food Influencers Post Useful And Timely Food Information."
Hypotheses:
- o **Null Hypothesis (H0)**: Food Influencers Do Not Post Useful And Timely Food Information.
- o **Alternative Hypothesis (H1)**: Food Influencers Post Useful And Timely Food Information.

Chi-Square Test Results: Based on survey responses (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree), the calculated Chi-Square statistic (10) was greater than the critical value (9.488), leading to the rejection of the null hypothesis. This indicates that food influencers are perceived as credible and provide useful and timely information.

Interest in Personalized Food Recommendations

- **Statement**: "Would you be interested in a premium version where you get restaurant and food suggestions based on your hunger, budget, and location?"
- **Hypotheses**:
  - o **Null Hypothesis (H0)**: There is no interest in personalized food recommendations.
  - o **Alternative Hypothesis (H1)**: There is significant interest in personalized food recommendations.

One-Sample Proportion Test Results: 60% of respondents expressed interest in personalized food recommendations, which was significantly greater than the baseline of 50%. The z-value of 0.894 and p-value of 0.025 led to rejecting the null hypothesis, confirming significant interest in such services.

Demographics
Gender:
- o 40% Male
- o 50% Female
- o 10% Other the Gender Distribution Indicates A Slight Preference For Food Content Among Female Respondents.

Age Group:
- o 30% (18-25)
- o 40% (26-39)
- o 30% (40-60) Respondents Are Predominantly Young To Middle-Aged Adults, Representing The Key Demographic For Food Content Consumption.

Occupation:
- o 55% Students
- o 20% Private Sector Employees
- o 25% Unemployed Students Make Up The Majority, Highlighting The Engagement Of Young, Digital-Savvy Consumers With Food Content.

Social Media Usage:
- o Instagram (40%), YouTube (35%), Facebook (20%), Pinterest (5%). Instagram And YouTube Dominate Food Content Platforms, With Facebook And Pinterest Being Less Engaged.

Engagement with Food Content
- • Frequency of Engagement:
  - o 50% engage several times a day with food content, signifying the pervasive influence of food influencers.
- • Content Preferences:
  - o 50% prefer Recipe Videos/Cooking Tutorials, with a lesser interest in Street Food (25%) and Restaurant Reviews (20%). Fine dining and healthy eating are not popular content types.

Perceptions Of Food Influencers
- • **Credibility**:
  - o 50% of respondents believe food influencers post useful and timely information.
- • **Authenticity**:
  - o 50% believe influencers genuinely use the products they promote, but 35% are skeptical.
- • **Influence on Decisions**:
  - o 50% of respondents are influenced by food content in deciding which restaurants or food brands to try, highlighting the strong impact of food influencers on consumer choices.

Interest in Personalized Food Recommendations
- • **Survey Data**:
  - o 60% of respondents are interested in personalized food suggestions, with 15% not interested and 25% uncertain. This shows a strong demand for personalized experiences.

Key Trends in Consumer Behavior
1. **Food Influencers' Impact**:
   - o While food influencers are considered credible sources of timely food information, there is significant skepticism about their authenticity, particularly regarding sponsored content.
2. **Platform Preferences**:
   - o Instagram and YouTube are the dominant platforms for food content, reflecting the visual nature of food and the popularity of these platforms among younger consumers.
3. **Content Engagement**:
   - o Recipe videos are the most popular form of food content, showing that practical, easy-to-consume content resonates most with the audience.
4. **Personalized Recommendations**:
   - o There is a clear demand for food recommendations that are personalized based on consumers' specific preferences, highlighting an opportunity for innovation in food content delivery.
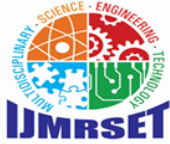
Implications for the Food Industry

- **Food Influencers**:
  - Food influencers hold significant sway in shaping consumer food choices but must address concerns over authenticity and transparency. Marketers must prioritize building trust with followers by providing genuine, relatable content.
- **Food Brands and Restaurants**:
  - To maintain customer loyalty, food brands must ensure transparency in influencer partnerships and online reviews. Customers seek authenticity and personalized experiences, signaling a need for more curated content.
- **Personalized Recommendation Services**:
  - Personalized food recommendation systems, like CRAVE BOT, can capitalize on the growing desire for tailored suggestions. These systems should integrate influencer data and platform analytics to offer relevant, individualized recommendations.

IV. RECOMMENDATIONS FOR CRAVE BOT

CRAVE BOT is a platform that aims to provide personalized food recommendations by integrating data from influencers, user feedback, and analytics from platforms like Swiggy and Zomato. This service addresses key consumer demands:

- **Personalization**: By offering tailored food recommendations, CRAVE BOT meets the growing need for individualized content.
- **Credibility**: By using influencer ratings and customer feedback, CRAVE BOT ensures that recommendations are trustworthy.
- **Engagement**: CRAVE BOT can help food brands and platforms engage with customers in a more meaningful way by offering relevant, curated suggestions.

The platform should focus on maintaining authenticity while utilizing AI and machine learning to predict customer preferences, providing a highly personalized and trustworthy food discovery experience.

V. CONCLUSION

The digitalization of India's food industry has fundamentally altered how consumers make food-related decisions, with platforms like Zomato and Swiggy now serving as influential touchpoints in the consumer journey. Despite their convenience and utility, the credibility of online food reviews faces significant challenges from sponsored content, fake reviews, and undisclosed influencer partnerships. This erosion of trust varies across demographic segments, with generational differences in how consumers perceive and utilize digital feedback.

While platforms have implemented technological solutions to authenticate reviews, the effectiveness of these measures remains questionable as consumers continue to struggle distinguishing genuine opinions from marketing content. For the Indian food industry to maintain consumer confidence, stakeholders must prioritize transparency in influencer collaborations and commit to authentic representation of consumer experiences.

Moving forward, a balanced approach that respects both marketing objectives and consumer trust will be essential for sustaining the integrity of the digital food ecosystem. By establishing and adhering to ethical standards for online reviews, the industry can restore consumer confidence while leveraging the genuine value that authentic digital feedback provides to both businesses and consumers in the evolving food landscape.

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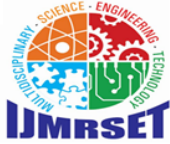
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