

# **A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER DECISION MAKING CONCERNING FOOD**

**Project Report**

**Submitted by**

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**Under the guidance of**

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In partial fulfilment of the requirements for award of the degree of  
**Bachelor of Management Studies (International Business)**



**St. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)**

**March 2024**

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI- 682011



**CERTIFICATE**

*This is to certify that the project report entitled, "A Study on the impact of social media on Customers decision-making concerning food", is a Bonafede record submitted by Ms. Nima Josephine, Reg. No. SB21BMS025, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2021-2024.*

**Dr. Alphonsa Vijaya Joseph**  
**PRINCIPAL**

**Date:**

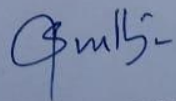
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**CERTIFICATE**

*This is to certify that the project report entitled, "A Study on the Impact of Social Media on Consumers decision-making concerning food", has been successfully completed by Ms. Nima Josephine, Reg. No. SB21BMS025 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.*

Date: 22/4/24

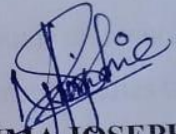
  
Dr. SUNITHA T.R.  
INTERNAL FACULTY GUIDE

### DECLARATION

*I, NIMA JOSEPHINE (Reg. No. SB21BMS025) hereby declare that the project work entitled "A Study on the impact of social media on Customers decision-making concerning food" is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

**Date:** 22/04/2024

  
**NIMA JOSEPHINE**  
**(Reg. No. SB21BMS025)**

## **ACKNOWLEDGEMENT**

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I thank Dr. Alphonsa Vijaya Joseph, Principal and Dr. Sr.Vineetha, Director of St. Teresa's College, Ernakulam for permitting me to take up this opportunity of doing an in-depth study on the impact of social media on consumer choice of restaurants.

I take this opportunity to express my deep sense of gratitude and whole hearted thanks to Dr Anu Raj, Head of the department of Management Studies for guiding me in all stages of this project, without whom this project would have been a distant reality.

I also thank my guide, Dr Sunitha TR for her constant support throughout the project.

Last but not the least; I extend my heartfelt thanks to my family and friends for their valuable and proficient guidance and enormous support bestowed during the tenure of this exertion.

**NIMA JOSEPHINE**

## **EXECUTIVE SUMMARY**

Social media platforms have become an influential channel for information, experiences and recommendation related to food consumption. The advent of social media has revolutionized various aspects of our lives, and the most profound impacts can be observed in the realm of consumer decision-making, particularly concerning food. Social media platforms have emerged as expansive sources of information, offering a diverse array of content related to food. The consumer can access information about nutritional content, recipes, and culinary trends, this can enhance their awareness knowledge. This readily availability of information contributes significantly to the first stage of the consumer decision-making process.

The visual nature of certain social media platforms, such as Instagram and Pinterest, has introduced a visual appeal and aesthetic dimension to food choices. Aesthetically pleasing images and videos showcasing food products can influence individual perceptions of taste, desirability and overall appeal. This visual influence has become a main factor in the decision-making process as consumer are drawn to visually enticing representation of food.

This study offered insights into a deeper understanding of the consumer's decision-making toward food through social media, the correlation helped in understanding that trust-credibility, purchase intention, consumer perception have a positive influence on decision-making processes related to food through social media. This report covers the introduction to the study, literature review, industry profile, findings, and suggestions and ends with a conclusion and annexures.

The study's primary objective is to understand the impact of information overload on consumer perception regarding food choices. Here the researcher has tried to understand how the various factors directly or indirectly contribute to the decision-making of consumers. The study also analysed how consumer perception and credibility influences the consumer decision-making related to food through social media. To add more value to the study researcher uses the convenience sampling technique, the sample size of the study is 56 respondents and data were collected using a self-designed questionnaire which helped with the analysis and interpretation. To support the primary objective many secondary objectives were established which helped in a better understanding the researcher also used the demographics of the respondents for deeper understanding.

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# **CHAPTER- 1**

## **INTRODUCTION**

## **1.1 INTRODUCTION OF THE STUDY**

Social media platforms have become an influential channel for information, experiences and recommendation related to food consumption. The advent of social media has revolutionized various aspects of our lives, and the most profound impacts can be observed in the realm of consumer decision-making, particularly concerning food.

Social media platforms have emerged as expansive sources of information, offering a diverse array of content related to food. The consumer can access information about nutritional content, recipes, and culinary trends, this can enhance their awareness knowledge. This readily availability of information contributes significantly to the first stage of the consumer decision-making process.

Social media platforms serve as powerful channels for interpersonal influence. Peers and influencers play a vital role in shaping consumer perceptions and preferences. Recommendations, advices, reviews and personal experiences shared on these platforms create a dynamic environment where individuals are influenced by the choices and opinions others in their network.

The visual nature of certain social media platforms, such as Instagram and Pinterest, has introduced a visual appeal and aesthetic dimension to food choices. Aesthetically pleasing images and videos showcasing food products can influence individual perceptions of taste, desirability and overall appeal. This visual influence has become a main factor in the decision-making process as consumer are drawn to visually enticing representation of food.

Social media's impact on consumer decision-making processes concerning food is multifaceted. From information dissemination to peer influence, visual appeal, real-time feedback, cultural trends, social media has become a pervasive force shaping individual's choices and perceptions in the realm of food consumption. As social media continues to evolve, its influence on the food landscape is expected to deepen, making it an indispensable aspect of contemporary consumer decision-making.

## **1.2 STATEMENT OF PROBLEM**

In the area of food marketing, social media has transformed from being a mere platform that shares information to a place that has the capacity to shape consumer food choices while serving as their dietary tales provides a recipe for both clarity and confusion. Social Media platforms not only disseminates positive information, but also have the potential to spread messages that may be confusing, untrue or even harmful to consumers. A deeper understanding of the influence of social media on food consumer behaviour can help them make enhanced food quality choices.

## **1.3 LITERATURE REVIEW**

According to Jalal Rajeh Han Aysha (2022), the process that starts when a consumer recognizes a need, searches for options, evaluates alternatives, and then selects a certain product and service. Therefore, purchase decision can be conceptualized as series of steps that actual purchase. It is made up of different elements, such as what to buy, when to buy, from where to buy, which brand or model to buy, what is the payment method that will be used, and how much to spend.

Maria rosaria Simeone, Debora Scarpato (2020), described that the social network both negatively and positively affect a consumer's behaviour and awareness of sustainable consumption. The purpose of this study is to analyse the complex relationship that exists between information found on social media and sustainable food consumption, environmental awareness, and consumer information.

Coates et al. (2019); Khajeheian et al. (2018), suggested that food and social media is highly controversial topic. However, other research indicates that using social media can raise Body Mass Index (BMI) and the consumption of unhealthy foods by the human being

Coates, Hardman, Halford, Christiansen and Boyland (2019); Folkvord and De B described that with the advance of technologies from social media, consumers have gained more information for food-related purposes, include looking up cooking instructions or recipes, contrasting food items, or assessing a restaurant, all of which contribute to decision-making that involves choosing, buying, and/or consuming particular foods. The food industry is also

taking advantage of social media's marketing possibilities. Among the instances are food content that goes viral after well-known online chefs share culinary advice or restaurant reviews with their following on social media, or influencers who promote food and drink on social media.

According to Li and Darban (2012), The most influencing factors on consumers restaurant selection are the availability of online reviews and social media reviews. News behaviours were produced through social interaction with others, which also had an impact on consumers everyday buying selections. Virtual communities affect customers purchasing decision because consumers enjoy engagement and communication with one another and obtain advice about various goods and services

### **1.3 SIGNIFICANCE OF THE STUDY**

The study of the impact of social media on consumer decision-making processes concerning food holds significant importance in the contemporary landscape of consumer behaviour and information dissemination. As social media platforms continue to play an increasingly prominent role in people's lives, they serve as influential channels for shaping opinions, preferences, and choices. Understanding how social media influences consumers in the context of food related decisions provides valuable insights into the dynamics of modern consumption patterns.

The study delves into the nuances of how social media shapes consumers perceptions of food products, influences their preferences, and fosters environmental awareness. It also explores the role of social media in disseminating accurate and credible information about food, thereby influencing consumer trust and confidence.

Moreover, the study, sheds light on the intricate interplay between social media and consumer decision-making processes, offering a comprehensive perspective that is invaluable for shaping a more sustainable and health-conscious health.

### **1.5 SCOPE OF STUDY**

The scope of studying the impact of social media on consumer decision-making about food is about understanding how platforms Facebook, Instagram, or Twitter influence what people choose to eat it. It involves looking at how information trends and opinions on social media affect the way individuals make decisions about the food they buy, the diets they follow, and

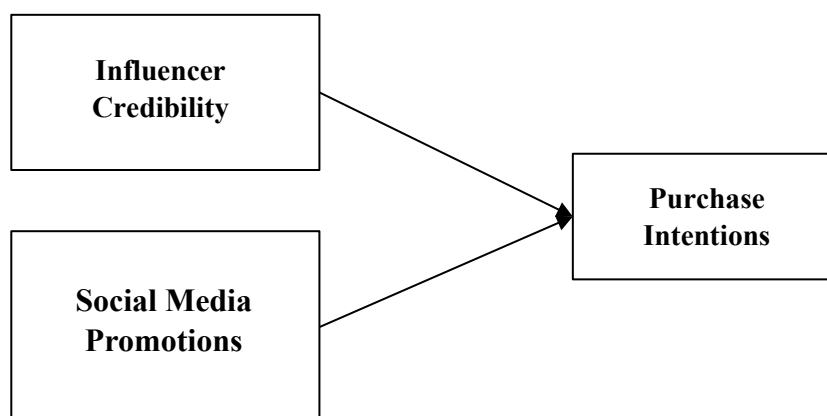
their awareness of sustainability issues related to food choices. This research helps businesses, health advocates better comprehend and respond to the way social media shapes people's food preferences and consumption habits.

## **1.6 OBJECTIVES OF STUDY**

- I. To understand the impact of information overload on consumer perception regarding food choices.
- II. To study the effect of social media credibility perception on consumer trust.
- III. To study the impact of consumer trust on their intention to buy food through social media platforms.
- IV. To identify the factors that influences consumers to make decision related to food through social media.

## **1.7 CONCEPTUAL MODEL**

*Figure 1.7 Conceptual framework*



## **1.8 RESEARCH HYPOTHESIS**

H1: There is a relationship between perception of trust-credibility of food influencers and consumers intention to purchase

H2: There is a relationship between social media promotion videos and consumer purchase intention regarding food

H3: Influencer Credibility and Food Promotion Videos has an impact on Consumer Buying Behaviour.

## **1.9 RESEARCH METHODOLOGY**

### **1.9.1 DATA COLLECTION**

Data collection or data gathering is the process of assembling and measuring information on targeted variables in an established system, which enables one to answer relevant questions and evaluate outcomes. The process of data collection typically involves defining the research question or problem, selecting the appropriate data sources and methods, designing the data collection instruments, collecting the data, organizing and analysing the data. Effective data collection requires careful planning, attention to detail, and a clear understanding of the research objectives. Ensuring the accuracy, reliability, and relevance of the acquired data to the study issue is crucial. Additionally, it is essential to follow ethical guidelines for data collection, such as obtaining informed consent from research participants and protecting their privacy and confidentiality.

When it comes to data collection, there are two methods that are commonly used by researchers. These methods are classified as primary data collections methods and secondary data collection methods. Data collection methods for primary data include observation, interviews, questionnaires, case studies, projective techniques and schedules. Secondary data is data that already exists and can be acquired through published or unpublished sources. Published sources include government publications, public records, bank records and so on. Unpublished data source encompasses letters, diaries, unpublished biographies and work, and so on.

The tool used by researcher for the primary data collection to understand impact of social media on consumer decision making processes concerning food was through questionnaires.

Secondary data in research was used to find about the industry profile. It was also used for introduction of the study and literature review. All secondary data related information has been collected from previously done research papers, and credible internet websites.



## **1.9.2 SAMPLING**

### *1.9.2.1 Population*

A population is a group of elements that share some or all of their characteristics. The population size is determined by the number of elements in the population. In this survey, the population comprises of the customers in the retail sector or the retail customers.

### *1.9.2.2 Sampling Size*

Given the constraints of the time and resources, the sample size chosen is 56 respondents. Questionnaires were distributed to respondents via social media such as WhatsApp, Instagram and enough time was allowed for them to complete in order to reduce sampling error.

### *1.9.2.3 Sampling Technique*

There are two types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Randomization is used in probability sampling techniques to ensure that every element of the population has an equal chance of being represented in the selected sample. Probability sampling techniques include simple random, systematic, stratified random, cluster and multi stage sampling. The non- probability sampling techniques is more dependent on the researcher's ability to select sample elements. The results of this type of sampling may be accused of bias, and extrapolation to the population may be extremely difficult. Non-probability sampling techniques include convenience, purposive, quota and snowball sampling.

The researcher has used convenience sampling technique to collect data on time and to avoid low response rate.

## **1.9.3 TOOLS USED FOR DATA COLLECTION**

The study used a structured questionnaire to collect data from respondents. The questionnaire was carefully designed by the researcher to meet the research requirements. The questionnaire was divided into three sections. The first section concentrates on the respondent's demographics. The second section includes questions about social media influence decision making process concerning food. The third section includes questions about purchase intention of consumers and other variables of the study.

The questionnaire mainly consists of Likert scales ranging between Strongly Agree- 5, Agree- 4, Neutral- 3, Disagree- 2, Strongly Disagree- 1. Also used other Likert scales ranging between To Great Extend- 4, Somewhat- 3, Very Little-2, Not at All- 1.

#### **1.9.4 DATA ANALYSIS TECHNIQUES**

Entire data has been analysed using SPSS (version 20) software. The tools used for analysis in SPSS for this research are as follows;

1. Correlation
2. Percentage Analysis
3. Regression

#### **1.10 LIMITATIONS OF STUDY**

- I. One of the major limitations was the time constraints.
- II. Convincing people to fill in the questionnaire was also an issue.
- III. Adherence to ethical standards, such as informed consent and participant confidentiality, was a major limitation on study procedures.
- IV. One of the major constraints is that findings of the survey are based on the assumptions that the respondent has given correct response.

**CHAPTER- 2**  
**INDUSTRY, COMPANY,**  
**PRODUCT PROFILE**

## **2.1 INDUSTRY PROFILE**

### **2.1.1 Impact of social media in promoting food industry**

Social media has once again proven that it is a fundamental business objective for industries and companies who want to increase their brand exposure. Over 90% of food industry executives agree that social media has completely changed the way consumers interact with their brands. Social media has made it easier than ever for food trends to spread like wildfire.

Once thought of as an ‘extra’ in marketing departments, social media is now a must-have, and one of the best ways to get results. It is estimated that over twenty thousand companies have a Facebook page for their business. With close to a billion people on Facebook, there is the ability for companies to target nearly any consumer group. And that’s just Facebook. Instagram, Twitter, YouTube, and others, continue to grow in importance for companies wanting to create dynamic and interactive online brands.

As social media continues to grow in importance, it will invariably become more and more important for brands in food industry to be engaged with consumers online. Social media strategy is already a necessity in the food industry as the business wants to stay relevant in today’s marketing world.

### **2.1.2 The Power of Social Media in Food Industry**

#### *I. Enhanced Brand Visibility and Sales Impact*

India’s vast and diverse social media user base, offer unparalleled visibility for brands. This wide reach allows food industry to target various demographics across the country. Social media doesn’t just increase brand visibility; it also directly influences purchasing decision.

#### *II. Influence on Consumer Behaviour*

Social media shapes how consumer perceive a brand. Creative and engaging content can position a brand as trendy, health-conscious, or connected to cultural roots, which is vital in a diverse market in India. Through interactive posts, polls and direct messaging, brands like Café Coffee Day and Dabur have actively engaged with their audience, fostering a sense of community and loyalty.

### *III. Cost Effective Marketing*

Comparing to traditional advertising channels like television and print media; Social media marketing is more cost effective, offering a higher return on investment. This is particularly advantageous for smaller or regional food brands.

### *IV. Real-Time Feedback and Adaptability*

Brands receive instant feedback from their audience through comments, shares, and likes. The real-time interaction allows food industries to gauge public reaction and adapt their strategies accordingly. Social media also provides a platform for swift public relation responses in case of any crisis, essential for maintaining brand reputation.

## **2.1.3 Future Trends in Social Media Marketing for Food Industry**

These trends indicate a dynamic and evolving landscape of social media marketing in the food industry. Brands that stay ahead of these trends, adapting to new technologies and consumer preferences, are likely to see greater success in engaging with their audiences on social media.

### *V. Increased Use of AI and Machine Learning*

Artificial intelligence (AI) and Machine Learning (ML) are becoming pivotal in personalizing the customer experience. Food brands can use these technologies to analyse consumer behaviour and preferences, enabling them to deliver content that resonates with individual users.

### *VI. Rising Importance of video content*

Video advertising content, especially short-form videos, is rapidly gaining traction. With the popularity of platforms like Instagram reels and YouTube Shorts, food brands are increasingly using engaging and succinct video content to captivate audiences.

### *VII. Interactive and Augmented Reality (AR) Experiences*

AR offers immersive experiences that can make social media interaction more engaging. Indian food brands use AR to let customers virtually try their products or create interactive games that incorporate their products.

## **2.2 COMPANY PROFILE AND PRODUCT PROFILE**

### **AMUL – TOPICAL AND TRENDING**

Amul is one of the India's leading dairy brands, is known for its unique and timely topical advertisements. Their strategy has been to stay relevant by creating content that is timely, often commenting on current events, festivals and trends. Amul's social media platforms are regularly updated with topical cartoons and posts. These are often humorous takes on current events, making them highly shareable.

### **PAPER BOAT – NOSTALGIA MARKETING**

Paper Boat is a beverage brand known for its traditional Indian drinks. They aimed evoke nostalgia and childhood memories associated with their flavours. The strategy was to connect emotionally with the audience by invoking memories of the past, related to the traditional Indian drinks they offer. Through storytelling on social media, using visually appealing images and narratives, they shared stories that many Indians could relate to, from monsoon memories to festival celebrations. The brand successfully created a strong emotional connection with its audience, leading to a loyal customer base and high engagement rates on social media.

### **CHAI POINT – TAPPING INTO THE URBAN LIFESTYLE**

Chai Point, a popular Indian tea retail chain, aimed to position itself as not just a beverage brand but a part of the urban India lifestyle. The focus was on showcasing their wide range of teas and the convenience of their delivery service, which resonates with the fast-paced life of urban India. They utilized platforms like Instagram and Facebook to showcasing their products, customer testimonials and behind-the-scenes content. The campaign successfully positioned Chai Point as a modern, accessible brand, leading to increase brand recognition and sales.

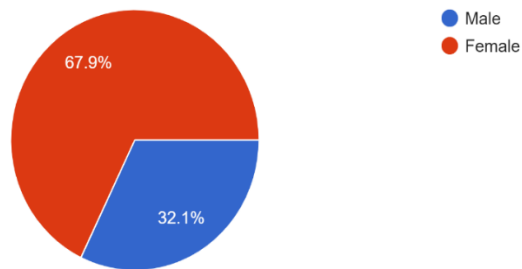
**CHAPTER- 3**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

### **3.1 PERCENTAGE ANALYSIS**

#### 3.1.1 DEMOGRAPHIC DETAILS OF RESPONDANTS

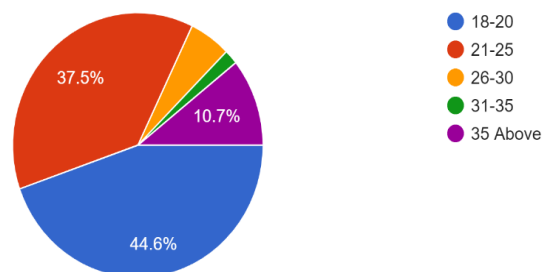
##### *3.1.1(a) Graph showing the Percentage of Men and Women in the Survey*

3. Gender  
56 responses



##### *3.1.1(b) Graph showing the distribution of respondents of different age group in the Survey*

4. Age  
56 responses



#### **3.2.1 DEMOGRAPHIC DETAILS OF RESPONDENTS**

To understand the demographic details of the respondents their gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards decision making processes concerning food on social media than males. The percentage shows 67.9% are females and 32.1% males.

In the age category people that comes under the category of (18-20) shows more interest towards social media on food related decision making followed by people who are between (18-20).

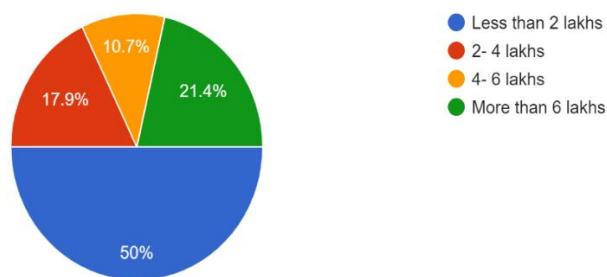


**3.1.1 (a) TABLE Showing the demographic characteristics of respondents of different age group in the Survey**

Demographic Characteristics		No. of respondents	Percentage
Gender	Male	18	32.1%
	Female	38	67.9%
<b>Total</b>		<b>56</b>	<b>100%</b>
Age Group	18-20	25	44.6%
	21-25	21	37.5%
	26-30	3	5.4%
	31-35	1	1.8%
	35 above	6	10.7%
<b>Total</b>		<b>56</b>	<b>100%</b>

*3.1.1(c) Graph showing the distribution of respondents within income groups in the Survey*

5. Annual Household Income  
56 responses



*Fig.3.1.1(a), 3.1.1(b), 3.1.1(c) Above pie chart showing the demographic details of the respondents i.e... their gender, age, annual household income of the respondents.*

To understand the demographic details of the respondents their gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards

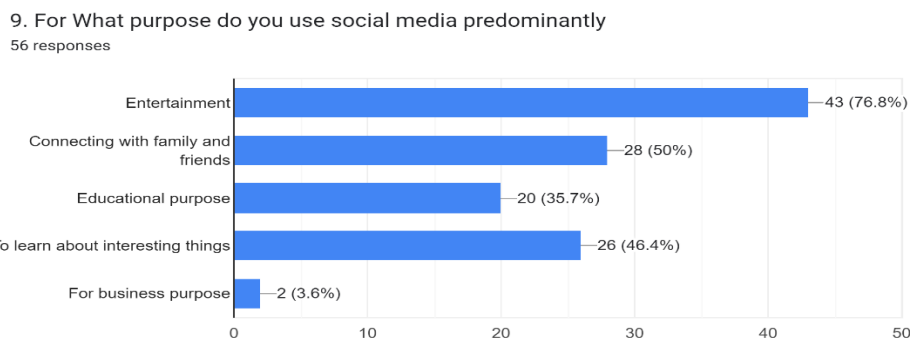
decision making processes concerning food on social media than males. The percentage shows 67.9% are females and 32.1% males.

In the age category people that comes under the category of (18-20) shows more interest towards social media on food related decision making followed by people who are between (18-20).

A pie chart is used to find the annual income on the consumers towards decision making regarding food. A 4-point Likert scale was also used for options. According to pie chart 50% consumers has less than 2 lakhs, 17.9% consumers 2-4 lakhs, 10.7% consumer has 4-6 lakhs, 21.4% consumer has more than 6 lakhs of annual income.

### 3.1.2 CONSUMER PERCEPTION

#### 3.1.2 (a)

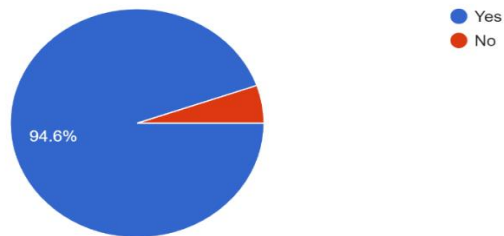


*Fig. 3.1.2(a) In the above graph showing consumer's purpose of using the social media.*

To understand the consumer perception toward decision making processes concerning food through social media. The details of the respondent's opinions were taken into consideration and from the data obtained 76.8% consumers use social media predominantly for entertainment purposes. 50% consumers use social media predominantly for connecting with family and friend's purposes. 35.7% consumers use social media for education purpose. 46.4% consumers use social media to learn interesting things and 3.6% consumers use social media for business purpose.

### 3.1.2 (b)

10. Do you watch videos related to foods content on social media platform  
56 responses

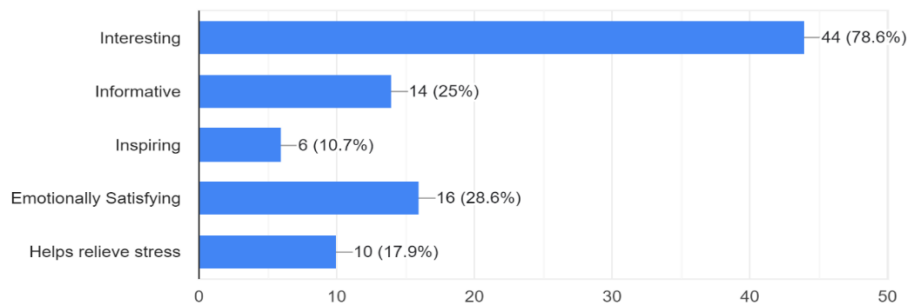


*Fig.3.1.2(b) pie chart showing the percentage of respondents who watch videos related to food contents on social media.*

To understand how many respondents actively view videos pertaining to food on social media The details of the respondent's opinions were taken into consideration and from the data obtained 94.6% respondents watch videos related to food on social media, and 5.4% of respondents don't watch videos related to food on social media.

### 3.1.2(c)

11. How do you perceive videos related to food content  
56 responses



*Fig. 3.1.2(c) In the above graph showing how respondents perceive videos related to food content.*

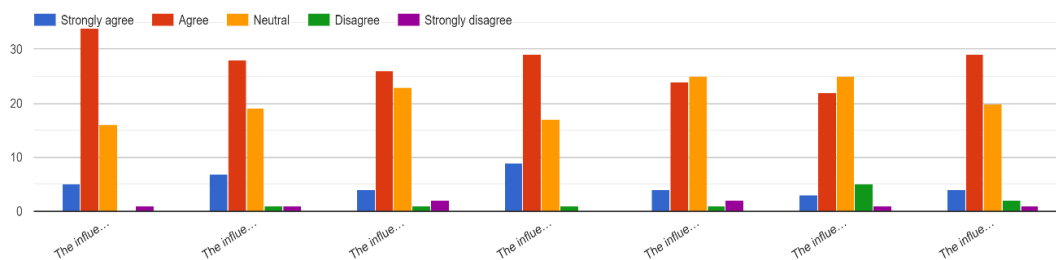
To understand the consumer perception toward factors that influence decision making processes concerning food on social media. The details of the respondent's opinions were taken into consideration and from the data obtained 78.6% of respondent's consider food content videos as interesting, 20% of respondent's consider food content videos as informative, 10.7% of respondent's consider food content videos as inspiring, 28.6% of respondent's consider food

content videos as emotionally satisfying and 17.9% of respondent's consider food content videos as a source of stress relief.

### 3.1.3 DEGREE OF TRUST AND CREDIBILITY OF FOOD INFLUENCERS

#### 3.1.3 (a)

12. Please rate your level of agreement with respect to food influencers on social media

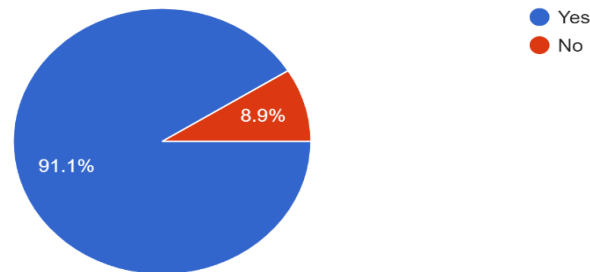


*Fig.3.1.3(a) Graph shows the degree of trust and credibility that respondents have related to food influencers on social media*

To understand the trust and credibility issues of the respondents related to the influencers they follow on social media for food contents, a histogram graph has shown above. The graph is representing the response of the respondents based on the influencers who are experts in their field, have great knowledge about their fields, influencers who explains products from every perspective, is/are reliable, is/are honest, is/are sincere. The blue graph shows respondents who strongly agree with the trust and credibility issues related to influencers they follow for food content on social media. The red graph shows respondents who agree with the trust and credibility issues related to influencers they follow for food content on social media. The yellow graph shows respondents who are neutral with the trust and credibility issues related to influencers they follow for food content on social media. The green bar shows respondents who disagree with the trust and credibility issues related to influencers they follow for food content on social media. The purple bar shows respondents who strongly disagree with the trust and credibility issues related to influencers they follow for food content social media.

### 3.1.3(b) – FOOD RECREATIONS

13. Have you tried experimenting with food preparations after watching food related videos  
56 responses



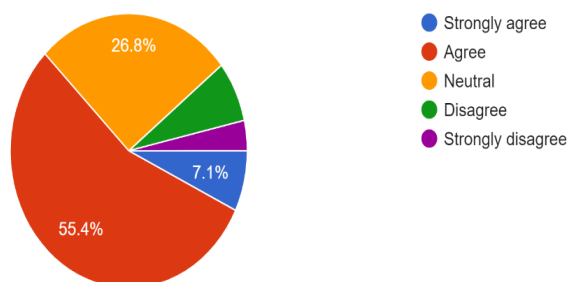
*Fig.3.1.3(b) pie chart showing the trust and credibility of respondents by experimenting with food preparation's after watching food videos.*

The graph shows that 91.1% of respondents experiment with food preparation after watching food videos and 8.9% respondents don't experiment with food preparation after watching food related videos.

### 3.1.4 PURCHASE INTENTION

#### 3.1.4(a)

15. I intent to buy food product that were advertised by influencers on the social media platform  
56 responses

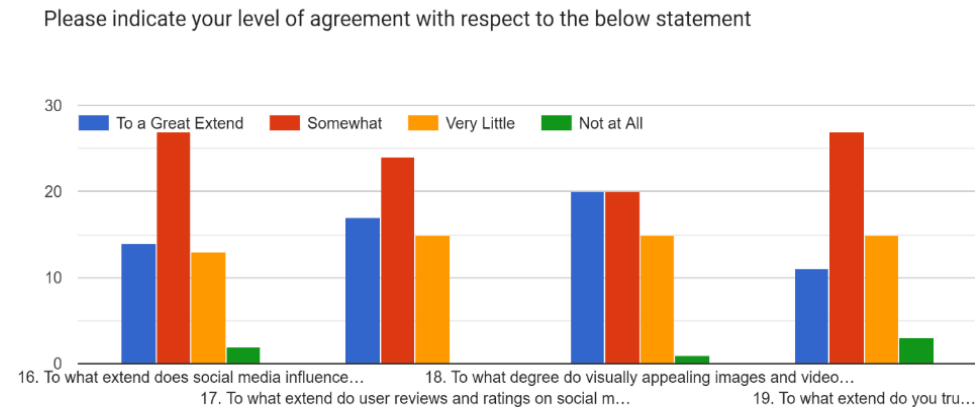


*Fig.3.1.4(a) pie chart showing the purchase intention of the respondents to buy food product that were advertised by influencers in social media*

The graph shows that most of the customers i.e., 7.1% of the respondents strongly agree that they intent to buy food products advertised by influencers in social media. 55.4% of the respondents agree that they intent to buy food products advertised by influencers in social

media. 26.8% of the respondents neutral that they intent to buy food products advertised by influencers in social media.

### 3.1.4(b)

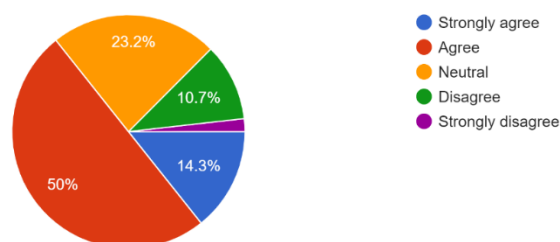


*Fig.3.1.4(b)Above graph showing the purchase intention of the respondents.*

The graph shows the purchase intention of the respondent regarding the social media influence to switch from one food product to another, take new decision by looking into user ratings and reviews, to what extend they trust the information related to food on social media platforms etc.

### 3.1.4(c)

14. If you were to buy food products, you would consider the product promoted in social media platforms  
56 responses



*Fig.3.1.4(c)Pie chart showing the purchase intention of the respondents who buy food products promoted in social media.*

The graph shows that 14.3% of respondent's strongly agree to buy food products promoted in social media, 50% of respondent's agree to buy food products promoted in social media, 23.2%

of respondent's have neutral responses to buy food products promoted in social media, 10.7% of respondent's disagree to buy food products promoted in social media.

## **3.2 INEFERENTIAL STATISTICS**

### **HYPOTHESIS TESTING**

#### **3.2.2 PEARSON CORRELATION ANALYSIS**

**Correlation Analysis** is a method of statistical evaluation used to study the strength of a relationship between two numerically measured, continuous variables (e.g. height and weight). This particular type of analysis is useful for when researcher wants to establish if there are possible connections between variables.

**H1: There is a relationship between perception of trust-credibility of food influencers and consumers intention to purchase**

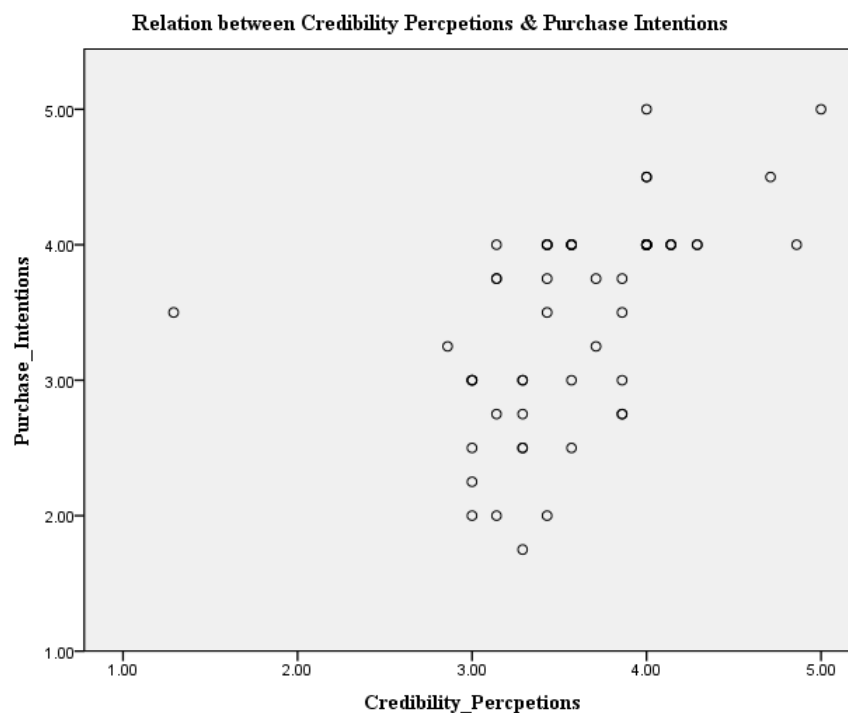
When customers trust and believe in the information they see on social media about food, the more likely they are to make decision based on it. Whether it's a recommendation from a trust source or a popular influencer, people tend to follow advice that they perceive as credible. In order to find out if trust-credibility will positively influence the decision-making processes regarding food through social media correlation analysis is carried out.

**TABLE 3.2.2(b) Table showing correlation between degree of consumer credibility perception and purchase intention regarding food through social media**

Correlations		Purchase Intentions	Credibility Perceptions
Purchase Intentions	Pearson Correlation	1	.541**
	Sig. (2-tailed)		.000
	N	56	56
Credibility Perceptions	Pearson Correlation	.541**	1
	Sig. (2-tailed)	.000	
	N	56	56

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Consumer perception of trust and credibility of food influencers had a moderate positive relation with their intentions to purchase food items promoted by the influencers,  $r(54) = .541$ ,  $p = .000$ .



Hence proposed hypothesis H1 was accepted.

**H2: There is a relationship between social media promotion videos and consumer purchase intention regarding food**

The level of purchase intention among consumers is closely intertwined with their decision-making processes regarding food through social media. In order to find out if purchase intention will influence the decision-making processes regarding food through social media correlation analysis is carried out.



**TABLE 3.2.2(c) Table showing correlation between food promotional videos and purchase intention.**

Correlations		
	Purchase intention	SMPromo
Purchase Intentions	Pearson Correlation	1
	Sig. (2-tailed)	.640**
	N	56
SMPromo	Pearson Correlation	.640**
	Sig. (2-tailed)	.000
	N	56

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Consumer perception of food promotional videos had a moderate positive relation with their intentions to purchase food items promoted,  $r(54) = .640$ ,  $p = .000$ .

### **H3: Influencer Credibility and Food Promotion Videos has an impact on Consumer Buying Behaviour.**

To study the combined impact of Influencer Credibility and food promotion videos on consumer buying behaviour of food products, a simple linear regression was performed. Below are the summary tables of the output obtained from SPSS.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 <sup>a</sup>	.437	.416	.58786

a. Predictors: (Constant), SMPromo, Credibility\_Percpetions

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.237	2	7.119	20.599	.000 <sup>b</sup>
Residual	18.315	53	.346		
Total	32.552	55			

- a. Dependent Variable: Purchase intentions  
 b. Predictors: (Constant), SMPromo, Credibility\_Percpetions

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.297	.525	.565	.574
	Credibility_Percpetions	.292	.179	.220	.109
	SMPromo	.557	.151	.498	.001

a. Dependent Variable: Purchase\_Intentions

Multiple linear regression analysis was conducted to evaluate the extent to which Influencer Credibility and social media Promotional Videos could predict consumer purchase Intentions.

The overall fit of the model was statistically significant, as indicated by an F-statistic of 20.6 with a p-value less than .005  $F(2,53) = 20.6, p < .05$ , suggesting that the model explains a significant portion of the variance in consumer purchase intentions. The adjusted  $R^2$  value of .42 further illustrates that the model can account for approximately 42% of the purchase intention variability, highlighting the included predictors' (Credibility and promotions) substantial impact.

### Coefficients

The intercept,  $\beta_0$ , was estimated to be .30, implying an average purchase intention baseline when all independent variables are held at zero.

**Credibility Perceptions (X1):** Every one degree of increase in credibility perceptions (on a 5point scale) was associated with a .29 degree increase in Purchase Intentions ( $\beta_1 = .29$ ), however this variable was insignificant in the model, underscoring the value of perceptions of credibility

**SM Promotions (X2):** Every one degree of increase in social media promotions (on a 5point scale) was associated with a .56 degree increase in Purchase Intentions ( $\beta_1 = .56$ ), with a 95% confidence interval of [.25, .86] reinforcing the importance of Social Media promotions.

**Hence Accepting H3**

**CHAPTER-4**  
**SUMMARY OF FINDINGS,**  
**SUGGESTIONS AND**  
**CONCLUSION**

## **4.1 LIST OF FINDINGS**

1. Table 3.2.1 shows the demographic details of the respondents which includes gender and age. The female respondents are higher than male respondents and most of the people who make decision process concerning food through social media platform are in the age group of 18-20 and 21-25.
2. Graph 3.1.2(a) and graph 3.1.2(b) shows that most of the people use social for the purpose of entertainment and to learn new things from different social media platforms which are very interesting for the people who uses social media.
3. From graph 3.1.2 (c) we can arrive to a conclusion that people watch food related videos on different social media platform.
4. From the bar graph 3.1.3(a) it is depicted that the consumer's greatly trust the influencers on social media and trust credible food brands in social media platform.
5. Graph 3.1.3(b) we can infer that there is a large number of people who experiment with food preparation after watching food videos in social media platforms.
6. Graph 3.1.4(a) shows the purchase intention of the customers. Over 56.7% customers intend to buy food product that were advertised by the influencers on various social media platforms.
7. Bar graph 3.1.4(b) shows the purchase intention of the customers regarding the social media influence. A large number of customers get influenced to switch from one food product to other, take new decisions by looking into user ratings and reviews in social media.
8. Graph 3.1.4(c), it is evident that over 50% customers tend to buy food products which is promoted by social media platforms.
9. From the table 3.2.2(a) we can arrive into a conclusion that there is positive relationship between trust-credibility and decision-making processes regarding food through social

media. In correlation analysis it is resulted that consumer decision-making regarding food through social media is largely influenced by trust-credibility issues.

10. From the table 3.2.2(b) we can depict that there is a negative relationship between consumer purchase intention and decision- making regarding food through social media. In correlation analysis it is evident that consumers decision-making regarding food through social media is negatively influence by consumer purchase intention.
11. From the table 3.2.2(c) we can arrive into a conclusion that there is positive relationship between consumer perception and decision-making processes regarding food through social media. In correlation analysis it is resulted that consumer decision-making regarding food through social media is largely influenced by consumer perception.
12. From the table 3.2.2(d) we can arrive into a conclusion that there is positive relationship between consumer perception of credibility and purchase Intentions. In correlation analysis it is resulted that consumer decision-making regarding food through social media is largely influenced by consumer perception and trust-credibility issues.
13. From the table 3.2.2(e) we can arrive into a conclusion that there is positive relationship between social media promotional videos and purchase decisions. In correlation analysis it is resulted that consumer decision-making regarding food through social media is largely influenced by promotional videos.
14. From table 3.3(a) we can infer that the regression analysis results that credibility perceptions and social media promotions combined together impacts purchase intention

### **4.3 SUGGESTION**

1. From the study we can compare the level of impact that different social media platforms such as YouTube, Instagram, Facebook, TikTok etc... have on consumers. Find out the variations in the consumers perception regarding food related content.
2. Find out how social media influencers affect food related decision-making among their followers. You could analyse the content of posts from influencers in different niches and examine the engagement levels, comments, reactions to understand how they influence food choices.
3. Explore how visual contents like images and videos on social media influences food choices. This could involve conducting experiments to measure the impact of different types of food imagery on decision-making processes.
4. Investigate the role of social norms in food related decision-making on social media. This could involve analysing how perception of social norms (e.g. what others are eating, dietary trends) influence individual's choices and behaviours regarding food consumption.
5. Examine how cultural and demographic factors influence food related decision-making on social media, compare decision-making processes among different demographic groups (e.g., age, gender) and how cultural values and norms shape dietary choices in online environments.
6. Find out how food advertising impact on social media on individual's decision-making processes. Analyse sponsored content and advertisements related to food products and assess their effectiveness in influencing consumer behaviour and attitudes.
7. Investigate the role of social media in promoting healthy eating behaviours and overall well-being. Examine the types of contents (e.g., recipes, nutrition tips, wellness challenges) that are shared on social media platforms and assess their impact on user's food choices and health outcomes.
8. Conduct longitudinal studies to track changes in individual's food related decision-making processes over time on social media. This could provide insights into how exposure to different types of content and experiences on social media shapes dietary choices and behaviours in the long term.

**9.** Examine ethical consideration related to food related contents on social media, such as the promotion of disordered eating behaviours, misinformation about nutrition or the endorsement of unsustainable food practices. Explore how these ethical concerns influences individual's decision-making processes and attitude towards food contents on social media.

### **4.3 CONCLUSION**

The study on the impact of social media on decision-making processes related to food highlights the significant influence that social media platforms wield over individual's food choice. Through the analysis the behaviour and engagement patterns, it becomes evident that social media platforms serve as powerful mediums for shaping perception, preferences and ultimately, decision-making processes related to food.

This influence stems from various factors such as peer recommendations, visual content, sponsored posts, and the amplification of trends. As a result, individuals are increasingly relying on social media as a source of information, inspiration, validation when making food-related decisions.

Social media platforms serve as powerful channels for interpersonal influence. Peers and influencers play a vital role in shaping consumer perceptions and preferences. Recommendations, advices, reviews and personal experiences shared on these platforms create a dynamic environment where individuals are influenced by the choices and opinions others in their network.

However, it is crucial to recognize the potential pitfalls, including misinformation, unrealistic standards, and the promotion of unhealthy eating habits, that accompany this influence. Thus, while social media can undoubtedly enhance and streamline decision-making processes regarding food, consumer must exercise critical thinking and discernment to make informed choices that align with their health and well-being.



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## **ANNEXURE**

This questionnaire is administrated as part of the data collection efforts in connection with decision-making regarding food through social media. A total 20 questions were asked in the questionnaire hoping to get accurate responses. 56 responses were collected through the questionnaire.

### **QUESTIONNAIRE**

- 1) Name
- 2) Email id
- 3) Gender
  - Male
  - Female
  - Others
- 4) Age
  - 18-20
  - 21-25
  - 26-30
  - 31-35
  - 35 above
- 5) Annual household income
  - Less than 2lakhs
  - 2-4 lakhs
  - 4-6lakhs
  - More than 6 lakhs
- 6) Occupation
  - Student
  - Working professional
  - Business owner
  - Homemaker
- 7) Qualification
  - High school
  - Degree
  - Masters/ PG
  - PHD
- 8) Do you use social media regularly
  - Yes
  - No

9) For what purpose do you use social media predominantly

- Entertainment
- Connecting with family and friends
- Educational purpose
- To learn about interesting things
- For business purpose

10) Do you watch videos related to foods content on social media platforms

- Yes
- No

11) How do you perceive videos related to food content

- Interesting
- Informative
- Inspiring
- Emotionally satisfying
- Helps relieve stress

12) Please rate your level of agreement with respect to influencers on social media

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The influencers on social media I follow for food content vlogs are experts in their field.					
The influencers on social media I follow for food content have great knowledge about their field.					
The influencers on social media I follow for food content explains products from every perspective.					
The influencers on social media I follow for food content provide reference based on their expertise.					
The influencers on social media I follow for food content is/are reliable.					
The influencers on social media I follow for food contents is/are honest.					
The influencers on social media I follow for food contents is/are sincere.					

13) If you were to buy food products, you would consider the product promoted in social media platform.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14) I tend to buy food product that were advertised by influencers on social media platforms.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly agree

15) Please indicate your level of agreement with respect to the below statement

	To a great extent	Some what	Very little	Not at all
16. To what extent does social media influence your decision when it comes to switching to different food product than the one you normally use.				
17. To what extent do user reviews and ratings on social media influence your decision to try new food product.				
18. To what degree do visually appealing image and videos of food on social media impact your desire to try or to purchase a specific food product.				
19. To what extent do you trust the information concerning food shared on social media platform.				

20) Have you ever felt compelled to try specific food product because you didn't want to miss out a trending or popular item on social media?

- To a great extent
- Somewhat
- Very little
- Not at all