



A STUDY ON THE POWER OF SOCIAL MEDIA INFLUENCER IN PROMOTING FOOD PRODUCTS

SMT. DR. U. HOMIGA¹, C. SANJAI KUMAR²

¹ MBA, MPhil, PhD., NET, CTFC, PGDCBM, Faculty, NICM, CHENNAI

² BBA, MBA., NICM CHENNAI

ABSTRACT :

This study explores into the efficacy of social media influencers in promoting food products and evaluates their impact on consumer behavior and brand promotion. Through an in- depth analysis of influencer profiles, industrial background, and questionnaire-based data collection from the public, the research aims to uncover insights into the relationship between influencer marketing strategies and consumer responses. Utilizing descriptive analysis and objective testing, the study interprets findings to elucidate factors influencing consumer engagement, brand perception, and purchase behavior.

The research findings provide valuable recommendations for marketers and brands seeking to optimize their influencer marketing strategies for food products. These recommendations encompass content creation strategies, influencer selection criteria, campaign monitoring techniques, and leveraging emerging trends in digital marketing. In conclusion, this study contributes to understanding the power of social media influencers in promoting food products and offers actionable insights for enhancing marketing effectiveness and driving consumer engagement in the digital age.

INTRODUCTION:

Social media influencers are people who have a lot of followers on platforms like Instagram, YouTube, and TikTok. They are like trendsetters who can influence what others buy and like. When it comes to food products, these influencers have a big role to play. They use their platforms to show off and talk about different foods in fun and interesting ways.

EVOLUTION OF SOCIAL MEDIA INFLUENCERS IN FOOD PRODUCTS:

The evolution of social media influencers in promoting food products is like watching a trend grow from a tiny seed to a towering tree. It all started with people sharing their food experiences on platforms like Instagram, YouTube, and TikTok. These early influencers were just regular folks who loved food and wanted to share their passion with others.

ADVANTAGES OF SOCIAL MEDIA INFLUENCERS IN FOOD PRODUCTS

1. **Trustworthy Recommendations:** People trust influencers because they feel like friends recommending products. When influencers talk about a food product, it feels genuine, making followers more likely to try it.
2. **Wide Reach:** Influencers have lots of followers, so when they promote a food product, it reaches a large audience quickly. This helps food brands get noticed by more potential customers.
3. **Engagement and Interaction:** Influencers interact with their followers, answering questions and responding to comments. This engagement makes followers feel connected to the influencer and more interested in the promoted product.
4. **Creativity and Appeal:** Influencers are skilled at creating visually appealing content that makes food products look irresistible. Their creativity grabs people's attention and makes them want to try the food themselves.

INDUSTRIAL BACKGROUND

Social media influencers in the food industry highlights a significant shift in marketing strategies and consumer engagement. Traditionally, companies relied on conventional advertising channels such as TV commercials and print ads to promote their food products. However, the emergence of social media has revolutionized marketing approaches, providing brands with an opportunity to engage with customers on a more personal and interactive level.

OBJECTIVES OF THE STUDY

1. To understand how social media influencers affect consumer behavior.
2. To analyze the reach and engagement of social media influencers.
3. To conduct content analysis of social media influencer posts.
4. To target specific demographics through social media influencer marketing.
5. To evaluate consumer trust in social media influencers.

REVIEW OF LITERATURE

Billeter (2012) and Chandra (2009) (A study on Consumer Perception of Transparent Food Packaging) find that transparent food packaging enhances customer trust, perception of product quality, and purchase likelihood, ultimately leading to increased profits for food manufacturers.

Nory Jones (2015) (A study on Small Business Marketing Strategies During Pandemics: A Social Media Perspective) underscores the increasing significance of social media for small businesses, enabling them to reach global audiences and generate awareness through websites

Fuch (2017) (A study on Understanding Social Media Usage Patterns) simplifies social media as a platform for sharing and communication via the internet, allowing users to post content freely and interact with others.

Roth and Zawadzki (2018) (A study on Instagram Marketing for Superfood Products: Consumer Engagement Analysis) explore Instagram's role as a platform for promoting superfood products.

HYPOTHESIS OF THE STUDY

To identify the reach and engagement of social media influencers in promoting food products

Null hypothesis (H0): There is no significant relationship between Age of the respondents and the extent to which social media influencers shape people perceptions of food brands.

Alternative hypothesis (H1): There is a significant relationship between Age of the respondents and the extent to which social media influencers shape people perceptions of food brands.

SOURCES OF DATA

The data collected from both primary and secondary data

(a) **Primary data:** A questionnaire was prepared and administered to 81 respondents.

(b) **Secondary data:** Collected from online journals, websites & review of literature from published articles.

TOOLS AND TECHNIQUES

The study utilized a questionnaire as its research instrument for data collection. This questionnaire was designed in alignment with the study's objectives and was administered to consumers to gather their perspectives. The information was collected using a meticulously structured questionnaire.

STATISTICAL TOOLS

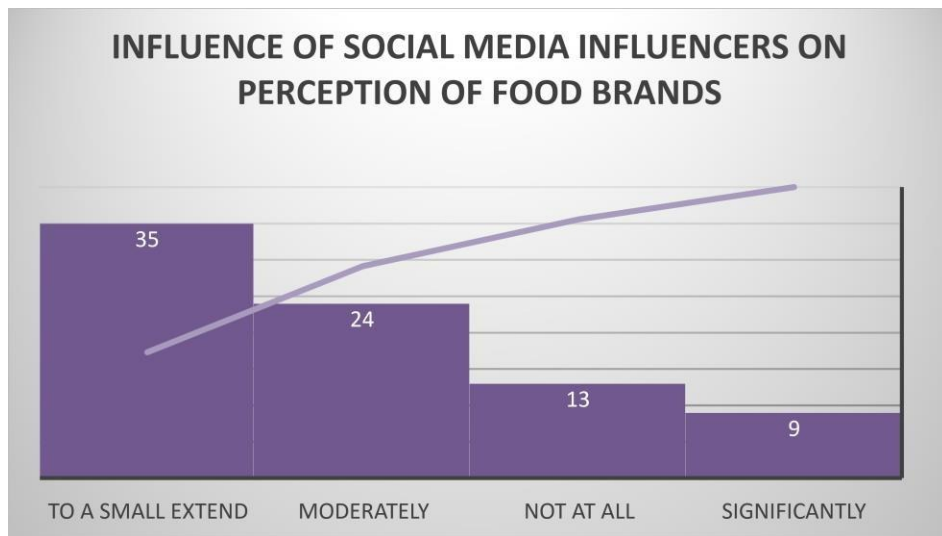
CHI-SQUARE

Chi-square test is a statistical method used to determine if there is a significant association between categorical variables. It compares observed frequencies with expected frequencies under the assumption of independence. The test calculates the difference between observed and expected frequencies, squares these differences, and divides by the expected frequency to yield a chi-square statistic. A higher chisquare value indicates a greater deviation from expected frequencies and suggests a stronger association between the variables.

ANALYSIS AND INTERPRETATION OF THE DATA

INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON PERCEPTION OF FOOD BRANDS

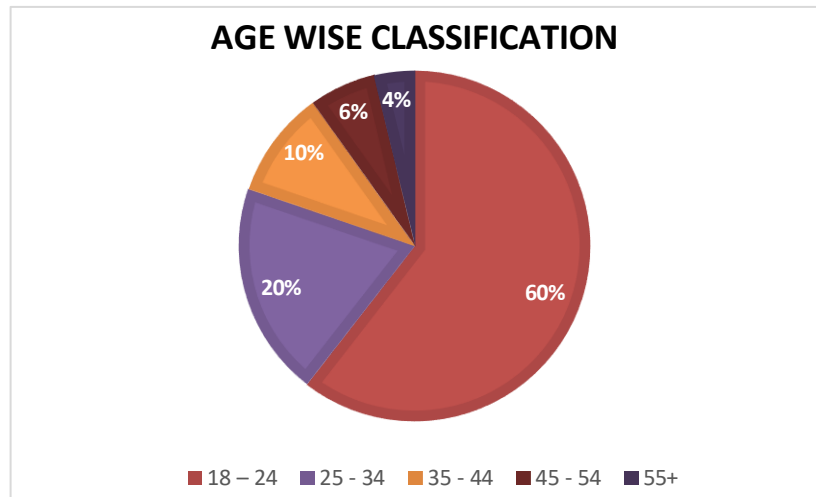
PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
NOT AT ALL	13	16%
TO A SMALL EXTEND	35	43.2%
MODERATELY	24	29.6%
SIGNIFICANTLY	9	11.1%

**INTERPRETATION:**

From the above analysis 16% respondents not at all shape their perception of food brands, 43.2% to a small extend, 29.6% moderately, 11.1% significantly.

AGE WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENT	% OF RESPONDENT
18 – 24	49	60.5%
25 – 34	16	19.8%
35 – 44	8	9.9%
45 – 54	5	6.2%
55+	3	3.7%

**INTERPRETATION:**

From the above analysis (60.5%) respondents are from the age group of 18-24, (19.8%) are from the age group of 25-34, (9.9%) respondents are from the age group of 35-44, (6.2%) respondents are from the age group 45-54, (3.7) respondents are from the age group of 55

CHI-SQUARE

O	E	O-E	(O-E) 2	(O-E)2/E
9	7.86	1.14	1.2996	0.1647
23	21.17	1.83	3.3489	0.1581
14	14.51	-0.51	0.2601	0.0179
3	5.44	-2.44	5.9536	1.0944
2	2.56	-0.56	0.3136	0.1225
7	6.91	0.09	0.0081	0.0011
5	4.74	0.26	0.0676	0.0142
2	1.78	0.22	0.0484	0.0271
1	1.28	-0.28	0.0784	0.0612
2	3.45	-1.45	2.1025	0.6094
2	2.37	-0.37	0.1369	0.0577
3	0.87	2.11	4.4521	5.0023
1	0.80	0.2	0.04	0.05

1	2.16	-1.16	1.3456	0.6229
3	1.48	1.52	2.3104	1.5610
2	1.29	0.71	0.5041	0.3907
1	0.33	0.67	0.4489	1.3603
CALCULATED VALUE				11.3155

Calculated value: 11.3155

DEGREE OF FREEDOM:

d.f = (r-1) (c-1)

= (4-1) (5-1) =

=3*4

=12

Level of significance: 0.05 Table value: 21.03

INFERENCE:

Therefore, calculated value is 11.3155 less than the table value 21.03. So, accept H₀. Hence proved that there is no significant relationship between Age of the respondents and who are influenced by the social media influencers.

KEY FINDINGS

- Teenagers and Adults are predominantly are influenced by social media influencers.
- People are moderate online users.
- People are moderately engaged with online reviews.
- People are occasionally influenced when it comes to decision making.
- People have a positive attitude towards influencers decision making.
- People to a small extend shape perception of food brands.
- People occasionally engage with content posted by food influencers.
- People have positive attitude towards following specifically food related contents.
- People are likely to share food related contents.
- People find review as most appealing food content.

CONCLUSION

In conclusion, this study highlights the significant power of social media influencers in promoting food products. The research shows that social media influencers have a lot of power over both teens and adults when it comes to food stuff. People spend a good amount of time online and seem to like seeing food-related posts. They tend to share these posts with their friends too. But not everyone trusts influencers and the products they promote all the time. Some people doubt them and want influencers to be honest. This study points out the complex link between consumers, influencers, and food brands. It stresses how important it is for influencers to be real, open, and for people to keep judging if they can trust what influencers recommend online.

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