

Impact of Instagram Food Bloggers on Consumer (Generation Z) Decision Making Process in Islamabad. Pakistan

Authors : Tabinda Sadiq, Tehmina Ashfaq Qazi, Hoor Shumail

Abstract : Recently, the advent of emerging technology has created an emerging generation of restaurant marketing. It explores the aspects that influence customers' decision-making process in selecting a restaurant after reading food bloggers' reviews online. The motivation behind this research is to investigate the correlation between the credibility of the source and their attitude toward restaurant visits. The researcher collected the data by distributing a survey questionnaire through google forms by employing the Source credibility theory. Non- probability purposive sampling technique was used to collect data. The questionnaire used a predeveloped and validated scale by Ohanian to measure the relationship. Also, the researcher collected data from 250 respondents in order to investigate the influence of food bloggers on Gen Z's decision-making process. SPSS statistical version 26 was used for statistical testing and analyzing the data. The findings of the survey revealed that there is a moderate positive correlation between the variables. So, it can be analyzed that food bloggers do have an impact on Generation Z's decision making process.

Keywords : credibility, decision making, food bloggers, generation z, e-wom

Conference Title : ICMACS 2024 : International Conference on Media and Mass Communication Studies

Conference Location : Vancouver, Canada

Conference Dates : May 20-21, 2024