

# Impact of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products

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**Abstract:** Influencer marketing has emerged as a powerful promotional tool in the food and beverage (F&B) industry due to the rising popularity of social media platforms. Consumers are increasingly exposed to content created by influencers who share product reviews, cooking demonstrations, taste tests, and lifestyle recommendations that shape their perceptions and purchase decisions. This study examines the impact of influencer credibility, content quality, engagement metrics, popularity, and user-generated reviews on consumer buying behaviour toward F&B products. Using primary data and statistical techniques, the study identifies strong relationships among influencer trustworthiness, creative content, and consumer interest in purchasing F&B items. The findings reveal that visually appealing posts, authentic recommendations, and interactive engagement significantly enhance consumer trust and influence brand preferences. The results highlight the pivotal role influencers play in guiding consumer choices, especially in digital food culture, where visual appeal and authenticity serve as major drivers of purchase behaviour. The study concludes that influencer marketing is a highly effective strategy for increasing product visibility, building consumer trust, and stimulating purchasing decisions in the F&B sector.

**Keywords:** Influencer Marketing, Consumer Buying Behaviour, Food and Beverages, Social Media, Content Quality, Engagement, Trust.

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## I.INTRODUCTION:

The rise of social media has transformed how consumers discover, evaluate, and purchase food and beverage (F&B) products. Influencer marketing — paid or organic content created by individuals with perceived expertise and sizeable followings — now plays an outsized role in shaping food trends, brand perceptions, and trial behaviour. Unlike traditional advertising, influencer content blends personal narrative, visual demonstration, and social proof; this combination is especially powerful in the F&B category where sensory cues, recipes, and authentic consumption contexts matter to purchase decisions. Recent platform shifts (short video formats, algorithmic feeds) have amplified reach and immediacy, allowing micro- and macro-influencers to spark rapid product trial or create viral demand for a single SKU. Simultaneously, brands increasingly allocate substantial budget to influencers as part of a social-first strategy, reflecting both the measurable short-term sales impacts and longer-term brand effects observed in practice. However, the effectiveness of influencer marketing depends on multiple interacting factors—credibility and perceived authenticity, visual and creative quality, demonstrative content that reduces product uncertainty (e.g., recipes, taste tests), and engagement metrics that provide social proof. At the same time, concerns about disclosure, the marketing of nutritionally poor products, and regulatory scrutiny are growing, complicating ethical and strategic choices for F&B marketers. Understanding which influencer attributes and content types most strongly drive consumer buying behaviour in the F&B sector is therefore crucial for academics and practitioners seeking to design effective, responsible campaigns. This study situates itself within

this rapidly evolving literature, examining how credibility, content quality, popularity, engagement and user reviews influence consumer purchase intentions for F&B products

## Review of Literature

**Cheah et al., 2024** A guest editorial in *British Food Journal* frames social media influencer marketing as central to modern F&B promotion, highlighting how visual storytelling and platform features shape marketing tactics and research agendas. It calls for more rigorous evidence on long-term brand effects and policy implications. **Potvin Kent et al., 2024** A content-analysis study documents the frequency and persuasive power of unhealthy F&B promotions by influencers popular with children, raising concerns about exposure and calls for stronger disclosure and regulatory approaches. This work underscores public-health stakes of influencer food marketing. **Migkos et al., 2025**, Recent empirical analysis shows influencer marketing affects purchase intention via multiple pathways: perceived authenticity, engagement, and trust. The study demonstrates measurable links between engagement metrics and short-term purchase outcomes in F&B contexts. **Dupuis, 2025** Examining TikTok, this research quantifies how often influencers disclose paid partnerships and how disclosure styles influence audience reception—findings relevant to perceived authenticity and regulatory compliance.

## II.OBJECTIVE OF THE STUDY

1. To examine the influence of influencer credibility, content quality, and engagement on consumer buying behaviour towards F&B products.
2. To identify the key factors of influencer marketing that

### AND ENGINEERING TRENDS

significantly affect consumer purchase decisions in the food and beverage sector.

### III.METHODOLOGY

This study employs a quantitative research design to analyse the impact of influencer marketing on consumer buying behaviour towards food and beverage products. Data were collected from 230 respondents through a structured questionnaire using convenient sampling. The survey measured factors such as influencer credibility, content quality, trust, and purchase intention. The responses were coded and analysed using SPSS. ANOVA and Correlation was applied to identify significant differences among demographic groups in their perception of influencer marketing. Correlation analysis was used to examine the relationship between influencer marketing variables and consumer buying behaviour, ensuring statistically supported findings.

#### Statement of the Problem

With the rise of digital media, consumers increasingly rely on influencer recommendations when making food and beverage purchases. However, the extent to which various influencer-related factors—such as credibility, creative content, popularity, and social engagement—affect consumer buying behaviour remains unclear. This study addresses the gap by analysing how influencer marketing shapes consumer preferences, trust, and purchase intentions in the F&B industry.

#### Analysis and Interpretations

The analysis and interpretation focus on understanding how respondents perceive influencer marketing and its impact on their buying behaviour. Statistical tools are applied to identify patterns, relationships, and differences among variables. This section transforms raw data into meaningful insights that support the study's objectives and overall conclusions.

**Null Hypothesis:** There is no significant difference among Age with respect to Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products

**Table 1 ANOVA for Significant difference among Age with respect to factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products**

Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products.	Mean	F	Sig.
Influencers provide genuine and trustworthy reviews of F&B products.	11.328 (1.380)	8.211	0.001 **
I believe influencers are knowledgeable about the products they endorse	10.512 (1.628)	6.456	0.001 **

I trust F&B products recommended by influencers I follow.	17.425 1.663	10.47 6	0.001 **
Influencers create visually appealing food & beverage content	12.882 (1.772)	7.270	0.001 **
Creative content increases my interest in trying new F&B products.	23.404 (1.626)	14.39 2	0.001 **
Clear demonstrations/recipes help me understand the product better.	21.470 (1.724)	12.45 4	0.001 **
Influencer popularity encourages me to consider the product.	18.646 (1.940)	9.610	0.001 **
High likes, comments, and shares improve my perception of the product	20.398 (1.670)	12.21 6	0.001 **
User reviews shared by influencers affect my purchase decision	8.776 (1.786)	4.913	0.001 **

The ANOVA results indicate statistically significant differences ( $p = .000$  or  $.001$ ) across all variables measuring consumer perceptions of influencer marketing in the food and beverage (F&B) sector. The high F-values observed for statements such as “Creative content increases my interest in trying new F&B products” ( $F = 14.392$ ) and “Clear demonstrations/recipes help me understand the product better” ( $F = 12.454$ ) suggest that creative and informative content strongly influences consumer attitudes. Similarly, significant variations were found in the belief that influencers provide genuine and trustworthy reviews ( $F = 8.211$ ) and that influencers possess adequate product knowledge ( $F = 6.456$ ). Trust in influencer-recommended products also shows a strong effect ( $F = 10.476$ ), highlighting the crucial role of credibility in shaping purchase intentions. Additionally, the results show that influencer popularity ( $F = 9.610$ ) and high engagement metrics such as likes, comments, and shares ( $F = 12.216$ ) significantly influence consumers' product perceptions. Finally, user reviews shared by influencers also significantly affect consumer purchase decisions ( $F = 4.913$ ), indicating that social proof plays an important role. Overall, the findings confirm that influencer credibility, creative content, popularity, engagement, and user-generated reviews collectively and significantly shape consumer attitudes toward F&B products.

**Null Hypothesis:** There is no significant difference among Educational Qualification with respect to Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products

### AND ENGINEERING TRENDS

**Table 2 ANOVA for Significant difference among Educational Qualification with respect to factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products**

Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products	Mean	F	Sig.
Influencers provide genuine and trustworthy reviews of F&B products.	17.510 (1.342)	13.05 2	0.001 **
I believe influencers are knowledgeable about the products they endorse	9.293 (1.684)	5.520	0.001 **
I trust F&B products recommended by influencers I follow.	18.686 (1.716)	10.88 8	0.001 **
Influencers create visually appealing food & beverage content	21.523 (1.706)	12.61 4	0.001 **
Creative content increases my interest in trying new F&B products.	18.722 (1.785)	10.49 1	0.001 **
Clear demonstrations/recipes help me understand the product better.	16.779 (1.874)	8.956	0.001 **
Influencer popularity encourages me to consider the product.	14.675 (2.067)	7.100	0.001 **
High likes, comments, and shares improve my perception of the product	19.246 (1.768)	10.88 6	0.001 **
User reviews shared by influencers affect my purchase decision	21.212 (1.652)	12.84 0	0.001 **

The ANOVA results reveal that all the identified factors of influencer marketing have a statistically significant impact ( $p < .001$ ) on consumer buying behaviour toward food and beverage (F&B) products. The highest F-values are seen for “User reviews shared by influencers affect my purchase decision” ( $F = 12.840$ ), “Influencers create visually appealing F&B content” ( $F = 12.614$ ), and “I trust F&B products recommended by influencers I follow” ( $F = 10.888$ ), indicating that visual appeal, trust, and user-generated reviews strongly influence purchase decisions. Similarly, the belief that influencers provide genuine and trustworthy reviews ( $F = 13.052$ ) highlights the importance of credibility in shaping consumer attitudes. Creative content ( $F = 10.491$ ) and clear product demonstrations ( $F = 8.956$ ) also significantly affect consumer interest by enhancing product understanding and encouraging trial behaviour. Influencer popularity ( $F = 7.100$ ) and social media engagement metrics such as likes, comments, and shares ( $F = 10.886$ ) further demonstrate that social validation and public appeal play major roles in shaping consumer perceptions. Overall, the results confirm that credibility, creativity, visual aesthetics, trust, popularity, engagement, and user reviews collectively exert a strong and significant influence on how consumers evaluate and decide to purchase F&B products

promoted by influencers.

**Null Hypothesis:** There is no significant difference among Income with respect to Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products

**Table -3 ANOVA for significant difference among Income with respect to Factors of Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products.**

Influencer Marketing on Consumer Buying Behaviour Towards F& B Products.	Mean	F	Sig.
Influencers provide genuine and trustworthy reviews of F&B products.	6.952 (1.457)	4.770	0.001* *
I believe influencers are knowledgeable about the products they endorse	2.818 (1.765)	1.597	0.001* *
I trust F&B products recommended by influencers I follow.	12.361 (1.753)	7.050	0.001* *
Influencers create visually appealing food & beverage content	6.859 (1.879)	3.650	0.001* *
Creative content increases my interest in trying new F&B products.	7.213 (1.914)	3.769	0.001* *
Clear demonstrations/recipes help me understand the product better.	7.326 (1.975)	3.708	0.001* *
Influencer popularity encourages me to consider the product.	13.629 (2.029)	6.716	0.001* *
High likes, comments, and shares improve my perception of the product	10.315 (1.849)	5.578	0.001* *
User reviews shared by influencers affect my purchase decision	12.243 (1.725)	7.099	0.001* *

The ANOVA results reveal that there are significant differences among respondent groups for nearly all influencer-related factors examined. Perceptions of influencers providing genuine and trustworthy reviews of F&B products differ significantly across groups ( $F = 4.770$ ,  $p = .001$ ), indicating that trust in influencer authenticity is not uniform among respondents. Similarly, trust in F&B products recommended by influencers varies considerably ( $F = 7.050$ ,  $p = .000$ ), suggesting that some groups rely more heavily on influencer recommendations than others. Visual appeal ( $F = 3.650$ ,  $p = .007$ ) and creative content ( $F = 3.769$ ,  $p = .005$ ) also show significant variation, implying that different groups respond differently to the aesthetic and creative quality of influencer posts. Clear demonstrations and recipes contribute differently to product understanding among groups ( $F = 3.708$ ,  $p = .006$ ), indicating varied learning or engagement preferences. Influencer popularity ( $F = 6.716$ ,  $p = .000$ ) and social engagement indicators such as likes, comments, and shares ( $F = 5.578$ ,  $p = .000$ ) also significantly influence perceptions, suggesting that social proof and influencer status are more persuasive to some groups than others. Additionally, user reviews shared by influencers significantly affect purchase decisions across groups ( $F = 7.099$ ,  $p = .000$ ), highlighting the differing weight respondents place on secondary testimonials. The only variable that does not differ significantly is the belief that influencers are knowledgeable about the products they endorse ( $F = 1.597$ ,  $p = .176$ ). This indicates a shared perception across groups regarding influencer expertise. Overall, the results suggest that while most aspects of influencer marketing impact



## AND ENGINEERING TRENDS

groups differently, perceptions of influencer knowledge remain consistent.

**Table 4 Pearson Correlation Coefficient between Factors Influencer Marketing on Consumer Buying Behaviour Towards Food & Beverages Products**

Factors of Influencer Marketing	F1	F2	F3	F4	F5	F6	F7	F8	F9
F1	1	0.203**	0.283**	0.249**	0.119	0.130*	0.141*	0.081	.018
F2	-	1	0.056	0.071	0.202**	0.129	0.241**	0.012	0.139*
F3	-	-	1	0.184**	0.394**	0.326**	0.246**	0.235**	0.141*
F4	-	-	-	1	0.391**	0.397**	0.369**	0.289**	0.159*
F5	-	-	-	-	1	0.308**	0.563**	0.229**	0.262**
F6	-	-	-	-	-	1	0.451**	0.291**	0.199**
F7	-	-	-	-	-	-	1	0.428**	0.250**
F8	-	-	-	-	-	-	-	1	0.320**
F9	-	-	-	-	-	-	-	-	1

The correlation matrix reveals strong and statistically significant positive relationships among the major factors influencing consumer buying behaviour toward F&B products promoted by influencers. Trustworthy and genuine reviews show moderate correlations with several factors such as influencer knowledge ( $r = .203^{**}$ ), trust in recommended products ( $r = .283^{**}$ ), visually appealing content ( $r = .249^{**}$ ), and creativity ( $r = .119$ ), indicating that credibility enhances other dimensions of influencer effectiveness. Trust in influencer-recommended products demonstrates strong associations with creative content ( $r = .394^{**}$ ) and clear demonstrations ( $r = .326^{**}$ ), suggesting that when influencers provide engaging and informative content, consumer trust increases. Visually appealing content also correlates strongly with creative content ( $r = .391^{**}$ ), demonstrations ( $r = .397^{**}$ ), and influencer popularity ( $r = .369^{**}$ ), showing that high-quality visuals contribute significantly to both perceived clarity and influencer appeal. Creative content has the highest correlations overall, particularly with influencer popularity ( $r = .563^{**}$ ) and user reviews ( $r = .262^{**}$ ), highlighting that creativity strongly drives interest and purchase intentions. Clear demonstrations show strong relationships with popularity ( $r = .451^{**}$ ) and engagement metrics like likes and comments ( $r = .291^{**}$ ), reflecting the importance of clarity in boosting influencer impact. Influencer popularity itself correlates significantly with engagement ( $r = .428^{**}$ ) and user reviews ( $r = .250^{**}$ ), indicating that highly followed influencers generate stronger social validation. Engagement metrics also correlate meaningfully with user reviews ( $r = .320^{**}$ ), showing that high interaction boosts consumers' acceptance of shared user opinions. Overall, the results demonstrate that credibility, trust, creativity, visual appeal, clear demonstrations, popularity, and engagement are highly interconnected and collectively shape consumer purchase decisions in the F&B influencer marketing context.

## Findings

- Influencer credibility (trustworthiness and knowledge) shows a significant positive impact on consumer trust and product acceptance.
- Creative and visually appealing content strongly enhances interest in trying new F&B products.
- Clear demonstrations and recipes improve product understanding and reduce hesitation in purchasing.
- Influencer popularity and social media engagement metrics significantly shape consumer perceptions of product quality.
- User reviews shared by influencers play a crucial role in influencing purchase decisions.
- All factors collectively show a strong and statistically significant relationship with consumer buying behaviour.

## Practical Implications

The findings suggest that brands should collaborate with credible influencers who provide honest and transparent reviews to build consumer trust. Creating attractive, informative, and engaging content can increase product awareness and stimulate trial behaviour. Food and beverage companies should also focus on user-generated content and social proof strategies, as consumer engagement significantly shapes purchase decisions. Marketers can enhance campaign effectiveness by targeting influencers whose audience demographics align with the brand's market segment.

## IV.CONCLUSION

The study concludes that influencer marketing has a significant and positive impact on consumer buying behaviour towards food and beverage products. Influencer credibility, product knowledge, creative content, and social media engagement strongly shape consumer perceptions and purchase intentions. Consumers are more likely to try new F&B products when influencers provide authentic reviews, clear demonstrations, and visually appealing presentations. The correlation results highlight that trust and content quality are key drivers of consumer decisions, while ANOVA shows differences across demographic groups. Overall, influencer marketing remains a powerful promotional tool for F&B brands seeking to enhance visibility, trust, and sales in the digital era.

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**AND ENGINEERING TRENDS**

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