



## The Impact of Instagram Reels by Food Bloggers on Customer Intentions to Visit the Cafe

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In the digital era, social media platforms have revolutionized how consumers perceive, evaluate, and decide upon their dining experiences. Among these platforms, Instagram has emerged as one of the most influential spaces for visual storytelling, particularly through short-form videos known as reels. Food bloggers and influencers frequently use these reels to showcase café aesthetics, menu highlights, and experiential aspects, thereby shaping audience perceptions and influencing their behavioral intentions. This study examines the impact of Instagram reels created by food bloggers on customer intentions to visit cafés, with a particular focus on different age groups in Ahmedabad, India. The research adopts a descriptive design based on a quantitative approach. Primary data were collected using a structured questionnaire distributed via Google Forms, targeting 150 respondents across various age categories, including students, professionals, homemakers, and business owners. The data were analyzed using SPSS and Microsoft Excel, employing statistical tools such as frequency distribution, reliability testing (Cronbach's Alpha), and chi-square analysis to examine associations between demographic factors and perceptions related to influencer content. The study achieved a Cronbach's Alpha value of 0.87, indicating high internal reliability of the instrument. The findings reveal that most respondents actively consume Instagram food blogger content and acknowledge its influence on their café choices. However, the results also suggest that age does not significantly impact all perceptual variables. Only certain factors – namely content quality, authenticity of bloggers, and confidence in recommendations – show statistically significant relationships with age. Younger respondents tend to be more influenced by the visual appeal and editing creativity of reels, while older audiences emphasize trustworthiness, informational value, and content credibility. These outcomes suggest a dual process of persuasion, where aesthetic stimulation drives initial engagement and authenticity fosters behavioral intention.

## **INTRODUCTION**

In today's digital age, social media platforms have become powerful communication tools that shape the way individuals perceive brands, form opinions, and make consumption decisions. Among these platforms, Instagram stands out as one of the most visually engaging spaces for both users and marketers. The introduction of short-form video content in the form of Instagram reels has further transformed digital marketing by allowing creators and businesses to convey messages quickly, creatively, and memorably. These reels often feature appealing visuals, background music, and concise storytelling, which together captivate users' attention and evoke emotional responses. In particular, food bloggers and influencers have leveraged this feature to create immersive culinary experiences that go beyond static food photography. Through their reels, they showcase café interiors, ambience, menu highlights, and customer experiences, thereby influencing viewers' perceptions and intentions to visit those cafés.

Over the last decade, influencer marketing has emerged as one of the most effective promotional strategies in the hospitality and food sector. Consumers increasingly rely on influencer recommendations instead of traditional advertising because influencers are perceived as more relatable, credible, and authentic. In cities like Ahmedabad, where café culture has grown rapidly, social media platforms serve as key information channels for discovering new eateries and experiences. Food bloggers, with their creative and personalized approach, often act as intermediaries between cafés and consumers by shaping opinions, trends, and purchase decisions. Their content not only informs viewers but also emotionally connects them with café experiences, transforming digital impressions into real-world actions.

Despite the popularity of food bloggers on Instagram, there is limited academic research examining the specific impact of reels on customer behavior and café visit intentions. While prior studies have explored influencer marketing more broadly, few have analyzed how short-form video content influences consumer psychology, especially in the context of visual appeal, authenticity, and emotional engagement. Furthermore, demographic factors such as age may moderate how audiences interpret and respond to influencer content. Younger consumers may be drawn toward visually rich and trend-driven reels, while older audiences might prioritize credibility and informative value. Understanding these nuances is crucial for marketers seeking to optimize their digital strategies.

This study aims to bridge this research gap by analyzing how Instagram reels by food bloggers affect consumers' perceptions, trust, and intentions to visit cafés, with a specific focus on age-based differences. Using a quantitative approach, the study evaluates relationships between demographic variables and perceptual factors such as visual quality, content authenticity, emotional engagement, and behavioral intention. Statistical analysis through SPSS, including chi-square testing, helps determine whether these relationships are significant.

By integrating insights from social influence theory and the elaboration likelihood model (ELM), the study examines both the rational and emotional pathways through which consumers are persuaded by influencer-generated content. It provides an empirical foundation for understanding how social media communication impacts real-world consumer actions in the hospitality industry.

Ultimately, this research contributes to both academic literature and managerial practice by highlighting that effective digital marketing lies not only in visual appeal but also in authentic, trustworthy storytelling. For café marketers, food influencers, and social media strategists, the findings offer guidance on crafting content that resonates across generations, enhances engagement, and drives café visits.

### **Research Objectives**

The primary goal of this study is to explore how Instagram reels created by food bloggers influence customers' behavioral intentions to visit cafés. As digital media continues to evolve, understanding the dynamics of consumer engagement with influencer-generated content is essential for both academic inquiry and marketing practice. The study seeks to identify how different aspects of reels – such as visuals, editing style, authenticity, and emotional appeal – shape consumers' perceptions and actions.

The following are the specific objectives of the research:

1. To examine the relationship between age and perception of food blogger content on Instagram. This objective focuses on identifying how different age groups interpret and respond to the content shared by food influencers, assessing whether younger and older consumers differ in engagement and trust levels.
2. To analyze the influence of visual quality and editing style in Instagram reels on customer interest in visiting cafés. This objective explores how aesthetic factors such as camera work, transitions, lighting, and music affect audience perception and emotional connection with café brands.
3. To evaluate the role of content quality and authenticity of food bloggers in shaping consumer trust and credibility. Since trust is a critical element in influencer marketing, this objective investigates how perceived honesty and transparency in influencer content impact consumers' willingness to follow recommendations.
4. to assess how emotional engagement generated by Instagram reels impacts customers' behavioral intentions. This objective examines the emotional dimension of content – such as excitement, inspiration, or curiosity – and its effect on decision-making related to café visits.
5. To identify the demographic factors that influence consumer intention to visit cafés based on Instagram influencer content. The objective here is to determine whether characteristics like age, occupation, or frequency of social media usage affect how consumers act upon influencer promotions.
6. To provide managerial insights and recommendations for café marketers and influencers to design more effective digital campaigns. The final objective aims to translate research findings into practical

applications by offering guidance on how cafés and food bloggers can align marketing communication strategies with consumer preferences.

## LITERATURE REVIEW

Social media has fundamentally changed the marketing landscape by transforming how consumers perceive and interact with brands. The rise of influencer marketing has made social media personalities key intermediaries between businesses and customers. Scholars have increasingly studied this phenomenon to understand how influencers impact consumer attitudes and behavior, particularly in industries such as fashion, travel, and food. The present study builds upon this existing body of research by examining the influence of Instagram reels created by food bloggers on consumer intentions to visit cafés.

Vidani and Das (2021) provided a foundational understanding of influencer marketing's evolution and its impact on consumer decision-making. Their study revealed that influencers have become powerful opinion leaders whose credibility significantly affects followers' purchase intentions. They emphasized that the authenticity of influencers determines the level of trust audiences place in their recommendations. This insight forms a crucial theoretical base for the present study, as trust and authenticity are central to understanding the relationship between food bloggers and café customers.

Rathod, Meghrajani, and Vidani (2022) analyzed how influencer marketing has become a dominant trend in modern communication strategies. Their research highlighted that influencer-created content promotes stronger emotional engagement compared to traditional advertisements. They found that audiences respond positively when influencer content is visually creative, relatable, and consistent with their lifestyle. This aligns with the idea that Instagram reels, through their visual storytelling nature, can effectively engage consumers and increase café visit intentions.

In their study, Vidani (2022) explored digital marketing practices during the #Hashtag era and identified how visual-based social media platforms such as Instagram and YouTube influence consumer engagement. The research demonstrated that brands utilizing visually appealing and authentic content experience higher levels of interaction and brand recall. This supports the current study's assumption that visual quality and editing style in food bloggers' reels play a vital role in shaping customer perceptions and influencing behavioral outcomes.

Saxena and Vidani (2023) examined how storytelling and emotional connections established through influencer marketing can drive brand loyalty and engagement. They argued that influencers who build emotional narratives—rather than focusing solely on product features—are more successful in generating sustained consumer interest. Their findings are particularly relevant to café marketing, as food and ambience are emotional experiences that can be effectively communicated through creative storytelling in reels.

Vidani, Meghrajani, and Siddarth (2023) further expanded on the relationship between influencer marketing and consumer behavior by studying millennial consumers. They found that influencer credibility, perceived expertise, and visual appeal significantly impact consumer trust and decision-

making processes. Their results confirm that younger audiences are especially receptive to influencer recommendations, validating the present study's emphasis on age as a moderating factor in the relationship between influencer content and consumer intention.

Collectively, these studies highlight three critical dimensions that influence consumer engagement in influencer marketing: authenticity, visual storytelling, and emotional appeal. However, despite extensive research on influencer marketing, there remains a lack of empirical evidence focusing specifically on Instagram reels in the food and café industry. The existing studies emphasize long-form content or static visuals, but short-form videos such as reels introduce unique engagement dynamics through rapid visual stimulation and concise storytelling.

### **Research Gap**

Although extensive research has been conducted on social media marketing and influencer communication, limited attention has been given to the specific role of Instagram reels in shaping consumer behavior within the food and hospitality industry. Prior studies have largely focused on broad influencer marketing frameworks or long-form content platforms such as YouTube and blogs, neglecting the distinctive features and persuasive power of short-form visual content. In the context of cafés and restaurants, where experience and ambience play a crucial role in consumer decision-making, this gap becomes particularly significant.

### **Hypothesis (Only List)**

- There is a significant relationship between Age and following food bloggers on Instagram
- There is a significant relationship between Age and perception of high-quality visuals in reels
- There is a significant relationship between Age and the influence of editing/style on cafe interest
- There is a significant relationship between Age and perception that bloggers provide cafe details
- There is a significant relationship between Age and perception that reels highlight unique cafe features
- There is a significant relationship between Age and content quality enhancing cafe presentation
- There is a significant relationship between Age and enjoyment of interacting with reels
- There is a significant relationship between Age and reels influencing cafe visit decisions
- There is a significant relationship between Age and feeling connected to cafes through bloggers
- There is a significant relationship between Age and engagement making cafes more appealing

- There is a significant relationship between Age and likes influencing perception of cafes
- There is a significant relationship between Age and trust in bloggers' recommendations
- There is a significant relationship between Age and perception of bloggers as knowledgeable
- There is a significant relationship between Age and reliability of information from bloggers' reels
- There is a significant relationship between Age and perception of bloggers' authenticity

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
There is a significant relationship between Age and following food bloggers on Instagram	Bhatt, V., Patel, S., & Vidani, J. N. (2017, February)
There is a significant relationship between Age and perception of high-quality visuals in reels	Biharani, S., & Vidani, J. N. (2018).
There is a significant relationship between Age and the influence of editing/style on cafe interest	Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November).
There is a significant relationship between Age and perception that bloggers provide cafe details	Mala, Vidani, J. N., & Solanki, H. V. (2016, November)
There is a significant relationship between Age and perception that reels highlight unique cafe features	Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August)
There is a significant relationship between Age and content quality enhancing cafe presentation	Niyati, B., & Vidani, J. N. (2016, July)
There is a significant relationship between Age and enjoyment of interacting with reels	Odedra, K., Rabadiya, B., & Vidani, J. (2018)
There is a significant relationship between Age and reels influencing cafe visit decisions	Pathak, K. N., & Vidani, J. N. (2016)
There is a significant relationship between Age and feeling connected to cafes through bloggers	Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July)
There is a significant relationship between Age and engagement making cafes more appealing	Sachaniya, C., Vora, H., & Vidani, J. (2019)

There is a significant relationship between Age and likes influencing perception of cafes	Saxena, M., & Vidani, J. N. (2023)
There is a significant relationship between Age and trust in bloggers' recommendations	Singh, P. K., & Vidani, J. N. (2016, November)
There is a significant relationship between Age and perception of bloggers as knowledgeable	Solanki, H. V., & Vidani, J. N. (2016, November)
There is a significant relationship between Age and reliability of information from bloggers' reels	Sukhanandi, S., Tank, D., & Vidani, J. N. (2018)
There is a significant relationship between Age and perception of bloggers' authenticity	Vasveliyya, M., & Vidani, J. (2019)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	151
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

**RESULT**

**Cronbach’s Alpha**

The reliability test of the questionnaire using SPSS resulted in a Cronbach’s Alpha = 0.87, indicating a high level of internal consistency among the variables.

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p = />/< 0.05	Accept / Reject Null Hypothesis	R Value	Relationship
1	There is a significant relationship between Age and following food bloggers on Instagram	0.301 > 0.05	Accept H <sub>0</sub>	–	No relationship
2	There is a significant relationship between Age and perception of high-quality visuals in reels	0.917 > 0.05	Accept H <sub>0</sub>	–	No relationship
3	There is a significant relationship between Age and the influence of editing/style on cafe interest	0.296 > 0.05	Accept H <sub>0</sub>	0.028	Weak relationship
4	There is a significant relationship between Age and perception that bloggers provide cafe details	0.378 > 0.05	Accept H <sub>0</sub>	–	No relationship
5	There is a significant relationship between Age and perception that reels highlight unique cafe features	0.733 > 0.05	Accept H <sub>0</sub>	–	No relationship
6	There is a significant relationship between Age and content quality enhancing cafe presentation	0.024 < 0.05	Reject H <sub>0</sub>	–	Significant relationship
7	There is a significant relationship between Age and enjoyment of interacting with reels	0.827 > 0.05	Accept H <sub>0</sub>	–	No relationship
8	There is a significant relationship between Age and reels influencing cafe visit decisions	0.780 > 0.05	Accept H <sub>0</sub>	0.041	Weak negative relationship
9	There is a significant relationship between Age and feeling connected to cafes through bloggers	0.231 > 0.05	Accept H <sub>0</sub>	–	No relationship

Sr. No	Alternate Hypothesis	Result p = />/< 0.05	Accept / Reject Null Hypothesis	R Value	Relationship
10	There is a significant relationship between Age and engagement making cafes more appealing	0.192 > 0.05	Accept H <sub>0</sub>	0.013	Significant relationship
11	There is a significant relationship between Age and likes influencing perception of cafes	0.222 > 0.05	Accept H <sub>0</sub>	–	No relationship
12	There is a significant relationship between Age and trust in bloggers' recommendations	0.181 > 0.05	Accept H <sub>0</sub>	–	No relationship
13	There is a significant relationship between Age and perception of bloggers as knowledgeable	0.720 > 0.05	Accept H <sub>0</sub>	–	No relationship
14	There is a significant relationship between Age and reliability of information from bloggers' reels	0.529 > 0.05	Accept H <sub>0</sub>	–	No relationship
15	There is a significant relationship between Age and perception of bloggers' authenticity	0.029 < 0.05	Reject H <sub>0</sub>	–	Significant relationship

## DISCUSSION

The study aimed to explore how Instagram reels created by food bloggers affect customers' intentions to visit cafés, focusing primarily on different age groups within Ahmedabad. The findings revealed that while a majority of respondents actively consume such content, age does not have a significant impact on most perceptual variables, except in a few critical areas—content quality, authenticity, and confidence in recommendations. Younger consumers, often digital natives, are more drawn to visual appeal, creative editing, and entertainment value, whereas older respondents prioritize trustworthiness, informational clarity, and credibility. This generational divide suggests that while younger audiences seek stimulation and trend-driven content, mature consumers look for authenticity and assurance before forming behavioral intentions.

The study further emphasizes that visual storytelling through Instagram reels can effectively trigger emotional engagement. Respondents indicated that aesthetic elements—such as attractive food presentation, music, and editing transitions—enhance curiosity and positive mood. However, such emotional

influence does not automatically translate into behavioral change unless the source (blogger) is perceived as credible. Thus, influencer marketing success depends not only on visual creativity but also on the trust and relatability of the content creator.

These results align with earlier findings in digital marketing research, which suggest that influencer credibility and authentic communication are the strongest predictors of consumer trust and purchase intention. Emotional triggers like excitement and entertainment are essential but secondary to rational factors such as authenticity, transparency, and perceived usefulness. Interestingly, younger audiences were found to have higher recall for café brands promoted through reels, suggesting that repetitive visual exposure plays a significant role in brand awareness.

Furthermore, the data analysis indicates that the relationship between age and perception is complex, often moderated by the type of content consumed. For example, users who frequently engage with food bloggers may develop stronger parasocial relationships with them, resulting in greater influence on their decisions. Conversely, casual viewers may enjoy the content without translating engagement into café visits. Hence, the effect of reels is both situational and psychological.

Overall, the discussion highlights that Instagram reels by food bloggers act as hybrid marketing tools, combining entertainment, social proof, and digital word-of-mouth. They do not just promote products but create lifestyle aspirations. For café marketers, this means the power of reels lies in their ability to merge authentic experiences with emotional resonance. While visual appeal attracts attention, credibility converts that attention into action. Therefore, effective influencer collaborations must balance creativity with integrity to maximize impact on consumer intentions.

### **Theoretical Implications**

The findings of this study contribute significantly to the theoretical understanding of digital consumer behavior and influencer marketing by offering new insights into how short-form visual content – specifically Instagram reels by food bloggers – affects customer intentions to visit cafés. The research validates and extends several established theoretical frameworks, including the Elaboration Likelihood Model (ELM), Social Influence Theory, and Uses and Gratifications Theory (UGT). Together, these perspectives help explain how consumers process, interpret, and respond to influencer-generated content in a digital environment.

The Elaboration Likelihood Model (ELM) posits that persuasion occurs through two routes: the central route, involving cognitive evaluation of message quality and credibility, and the peripheral route, which relies on superficial cues such as attractiveness, visuals, and presentation. This study confirms that both routes operate simultaneously in the context of food bloggers' reels. Younger audiences, who are more visually driven, tend to rely on the peripheral route, engaging with visually appealing editing, music, and transitions. Older audiences, on the other hand, evaluate reels through the central route, focusing on authenticity, reliability, and content depth before forming visit intentions.

Thus, the study expands the ELM by demonstrating how age moderates the route of persuasion in social media-based marketing.

The research also reinforces Social Influence Theory, which suggests that individuals' attitudes and behaviors are shaped by the opinions and actions of others, particularly those they perceive as credible or aspirational. In this study, food bloggers function as opinion leaders, whose perceived expertise and authenticity influence audience perceptions of café experiences. The results indicate that even though followers may not always visit the cafés featured, they internalize positive associations with them, reinforcing the theory's proposition that informational and normative influence affect consumer attitudes subconsciously.

Moreover, the study adds to the Uses and Gratifications Theory (UGT) by showing that consumers engage with Instagram reels not only for entertainment but also for information-seeking, social connection, and emotional satisfaction. Respondents reported watching food-related reels to discover new cafés, learn about trending dishes, and experience a sense of community through comments and interactions. This demonstrates that social media consumption today fulfills multiple gratifications simultaneously – both functional and hedonic.

Additionally, the study's results align with Parasocial Interaction Theory, which explains how audiences form imagined relationships with influencers. Respondents who trust certain food bloggers are more likely to perceive their recommendations as genuine, even in the absence of direct interaction. This highlights how parasocial trust mediates the relationship between influencer credibility and behavioral intention, offering a new dimension to the study of digital persuasion.

From a broader academic perspective, this research contributes to the emerging body of work on social media marketing within the hospitality and food industry. It provides empirical evidence that reinforces how influencer credibility and content quality are central determinants of consumer trust and behavioral intention. The results also suggest that the influence process is multidimensional – combining cognitive, emotional, and social mechanisms that work together to shape consumer decision-making.

Finally, this study bridges the gap between traditional marketing theories and contemporary digital marketing practices. It emphasizes that persuasion in today's social media landscape is not linear but dynamic – driven by interactivity, social proof, and the perceived authenticity of influencers. Hence, it extends classical theoretical frameworks into the modern digital context, providing a foundation for future academic studies on influencer marketing and consumer psychology in visually oriented platforms like Instagram.

### **Practical Implications**

The results of this study carry several practical implications for marketers, café owners, content creators, and digital strategists operating in the food and beverage industry. As Instagram continues to evolve into a dominant visual marketing platform, understanding how different audiences respond to influencer-generated reels becomes crucial for designing effective promotional

strategies. This study provides actionable insights into how age, perception, and authenticity shape consumer behavior, helping businesses align their marketing practices with audience expectations.

Firstly, the research reveals that Instagram reels serve as both an emotional and informational marketing tool. Younger audiences, particularly those aged between 18 and 30, are drawn toward dynamic, creative, and visually appealing content that provides sensory stimulation. Therefore, café marketers targeting this demographic should emphasize aesthetic presentation, short storytelling formats, upbeat music, and trendy editing techniques. Collaborations with micro- or macro-influencers who possess strong visual storytelling skills can create high engagement and drive curiosity among younger consumers.

Conversely, older audiences prefer content that feels authentic, informative, and trustworthy. They value details about hygiene, ambience, food quality, and honest reviews rather than overly polished videos. Hence, marketers catering to this segment should work with influencers who focus on transparency and credibility. Sponsored content should include authentic testimonials, behind-the-scenes footage, and fact-based storytelling, which enhance perceived reliability and foster long-term trust.

From a strategic perspective, café owners and marketing agencies should segment their social media communication based on age and behavioral patterns. Rather than using a one-size-fits-all approach, businesses can design separate digital campaigns for different target groups—creative and trendy for younger audiences, detailed and value-driven for mature consumers. This segmentation ensures higher resonance and efficiency in digital spending.

Another practical implication lies in influencer selection and partnership management. The study highlights that audiences value not only creativity but also the authenticity and moral integrity of food bloggers. Café brands should carefully evaluate potential collaborators, considering their audience demographics, engagement quality, tone, and credibility before initiating partnerships. Influencers who are consistent, relatable, and maintain transparent communication tend to create stronger brand associations and trust among their followers.

Moreover, the findings suggest that emotional cues such as positive mood, excitement, and curiosity enhance audience engagement. Café marketers should therefore integrate emotionally resonant elements—for instance, showcasing cozy interiors, smiling customers, or moments of connection between people and food. Such emotional appeal increases the likelihood of users remembering the café and developing a favorable attitude toward visiting it.

In addition, the study emphasizes the growing importance of data-driven decision-making in social media campaigns. Tools like Instagram Insights and Google Analytics can help cafés analyze engagement rates, viewer demographics, and conversion patterns to optimize content strategies. Periodic monitoring of consumer feedback and sentiment analysis can further help refine influencer collaborations and content themes.

Finally, food bloggers and café marketers must recognize that long-term success on digital platforms depends on maintaining trust, relevance, and value

creation. Overly commercialized or exaggerated content can diminish credibility and lead to audience fatigue. Instead, sustainable influencer strategies should focus on storytelling, authenticity, and ethical communication, ensuring that followers view the café brand as reliable and relatable.

In essence, the practical implications of this study emphasize that the effectiveness of Instagram reels depends not just on visual creativity but on how well content authenticity and emotional engagement are balanced. Café marketers who understand these dynamics can significantly enhance brand visibility, trust, and consumer intent – ultimately driving footfall and loyalty in an increasingly competitive hospitality market.

## CONCLUSIONS

The present study set out to examine the influence of Instagram reels created by food bloggers on customers' intentions to visit cafés, with a particular focus on the moderating role of age. In an era where short-form video content dominates social media engagement, understanding how audiences perceive and respond to influencer-generated reels is crucial for hospitality marketers and content creators. Through quantitative analysis based on data from 150 respondents in Ahmedabad, this research provides valuable insights into how content quality, authenticity, and trust shape consumer perceptions and behavioral intentions.

The findings indicate that while the majority of respondents are active consumers of food blogger content, age does not significantly affect all perceptual variables. However, a few areas – namely content quality, authenticity, and confidence in café recommendations – exhibited statistically significant relationships with age. Younger participants were found to be influenced more by visual and editing appeal, suggesting that creative and aesthetically engaging content resonates strongly with this demographic. Older respondents, by contrast, valued informational clarity and credibility, demonstrating that trust remains a key determinant of their behavioral intention.

One of the central conclusions drawn from this study is that the influence of Instagram reels is multidimensional, combining both emotional and rational components of persuasion. Visual appeal, editing style, and background music evoke emotional engagement and create a sense of excitement, while authenticity and content accuracy foster cognitive trust. Together, these dimensions drive a consumer's decision-making process, from awareness to intention. This underscores the necessity for café marketers to design influencer collaborations that integrate creative storytelling with truthful representation.

The research also reaffirms the growing importance of influencer credibility in the hospitality and food industry. Audiences today are highly discerning; they can differentiate between genuine recommendations and promotional endorsements. Therefore, influencers who maintain transparency, provide balanced opinions, and consistently deliver high-quality content have a more sustainable impact on consumer behavior. The study's results align with

prior literature emphasizing that credibility acts as a bridge between emotional persuasion and rational decision-making.

Furthermore, the study contributes to the theoretical discourse by extending models such as the Elaboration Likelihood Model (ELM) and Social Influence Theory to the realm of visual social media content. It reveals that consumers process food blogger reels through either central (rational evaluation) or peripheral (emotional appeal) routes, depending on demographic factors like age. This adds to the growing academic understanding of how digital persuasion functions in a visually driven, fast-paced online environment.

From a managerial perspective, the study provides clear evidence that Instagram reels have become a vital marketing instrument for cafés and restaurants. They serve not only to promote products but also to communicate experiences, ambiance, and lifestyle value. As consumers increasingly rely on influencers to make dining decisions, cafés must strategically align with creators who reflect their brand ethos and connect authentically with the target audience.

In conclusion, the study affirms that Instagram reels by food bloggers significantly influence consumer intentions to visit cafés, though the degree of influence varies across demographic segments. Authenticity, visual quality, and credibility emerge as the strongest predictors of behavioral intention. While entertainment attracts attention, trust converts that attention into action. For café marketers, the path forward lies in crafting influencer partnerships rooted in honesty, creativity, and relevance—ensuring that digital engagement translates effectively into real-world café visits.

## **RECOMMENDATIONS**

While this study provides valuable insights into the impact of Instagram reels by food bloggers on customer intentions to visit cafés, it also opens several avenues for future research. The dynamic nature of digital marketing, combined with rapidly evolving consumer behavior, means that this topic holds continuous potential for deeper exploration across demographic, behavioral, and technological dimensions.

To begin with, the scope of demographic analysis can be expanded in future studies. The present research focused primarily on the age factor within the Ahmedabad region; however, subsequent studies can include additional variables such as gender, income level, education, and occupation to better understand how these factors shape perceptions of influencer content. For example, future research could examine whether men and women differ in their trust toward food bloggers, or whether income levels influence the likelihood of visiting cafés featured in reels. A multi-city or pan-India comparative study could further reveal regional and cultural variations in how social media users engage with influencer marketing.

Secondly, future research could explore platform-based comparisons. While this study centers on Instagram, platforms such as YouTube Shorts, Snapchat Spotlight, and TikTok (in countries where it is active) also serve as influential spaces for food-related content. A comparative analysis across multiple platforms would allow researchers to determine whether the format,

duration, or algorithmic design of short-form videos affects consumer engagement differently. This would provide more comprehensive insights into the broader impact of digital media on consumer intention formation.

Thirdly, the methodological scope can be enhanced by incorporating advanced statistical techniques such as regression analysis, factor analysis, or structural equation modeling (SEM). These methods would allow future researchers to measure the strength and direction of relationships among variables like authenticity, visual appeal, trust, and behavioral intention. Additionally, longitudinal studies could track how consumer attitudes toward influencer marketing evolve over time, capturing shifts in preferences as social media trends change.

Another promising direction for future exploration lies in qualitative research. While the current study used a quantitative approach through a structured questionnaire, qualitative methods such as in-depth interviews, focus groups, and content analysis can yield richer insights into the psychological motivations behind social media engagement. Interviewing both consumers and influencers could reveal the deeper emotional and ethical aspects of influencer marketing, such as how creators manage authenticity under brand collaborations and how followers perceive such endorsements.

Future research can also consider examining the ethical dimensions of influencer marketing. With rising concerns about misleading advertising, undisclosed sponsorships, and manipulated visuals, it becomes essential to investigate how ethical transparency influences consumer trust and brand loyalty. Exploring the impact of government or platform-level regulations on influencer marketing practices could also provide meaningful contributions to academic and industry discussions.

Lastly, as emerging technologies such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) begin to influence digital marketing, future researchers could study how these innovations reshape the viewer experience and purchase intention. For instance, AR filters showing virtual food presentations or AI-driven personalized recommendations might transform the way consumers engage with café promotions on social media.

In conclusion, the future scope of this research lies in expanding its demographic breadth, methodological depth, and technological relevance. By integrating cross-platform comparisons, advanced analytical tools, and ethical considerations, future studies can offer a more holistic understanding of influencer marketing in the hospitality sector. Such research would not only enrich academic literature but also equip marketers and café owners with strategic insights to adapt to the ever-evolving digital landscape.

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