

The Role of Food in Food Blogs: A Netnographic Analysis of Indian Food Bloggers' Posts on Social Media

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Abstract: The role of social media is to build relationships with food, with the food makers, and how they adapt those in their lives. This study focuses on food bloggers and how they portray Indian food in their food blogs. The study adopted a netnographic approach and visited popular Indian food bloggers' social media sites, followed by a qualitative content analysis. The findings of the study reveal that innovativeness, experience, memories, fusion cuisine, health and nutrition, as well as social elements of food are the main themes that bloggers associate Indian food with in social media blogs. Social media with different Indian food blogs play a meaningful role in how travellers learn about local ingredients, cooking techniques, and the dishes' cultural significance. The food blogs on Indian food could be a powerful tool in presenting India's diverse culinary landscape in tourism and hospitality to the global audience.

Keywords: Food bloggers, netnography, memories, experience, innovativeness

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Introduction

Currently, many media outlets allow individuals to publish information about food and engage with audiences. Previous studies highlight the substantial growing interest in food and eating culture (Jallinoja et al., 2018). A blog is a site where bloggers post articles regularly (Lukkaila, 2018; Tremayne, 2012). Blogging is a social activity for individuals to share ideas and gain recognition, while for some, it is a livelihood. Food bloggers, as self-proclaimed experts, share recipes for followers to recreate. They write relatable content, and social acceptance of food that enhances pride and satisfaction (Ivanic, 2016). Quality food boosts customer satisfaction and creates memorable experiences (Liang et al., 2024). Further, food bloggers highlight the connection between food and social media, influencing audiences (Rosenfeld et al., 2020).

In the internet age, countless blogs have emerged globally, offering insights on products, services, and consumer behaviour (Litvin et al., 2008). Blogs help consumers enhance their knowledge and inform their purchase decisions (Mariani et al., 2020). Studies show bloggers' recommendations aid in marketing and engagement of consumers (Quelhas-Breto et al., 2020). Bloggers leverage authority by sharing genuine content fuelled by passion. Research indicates that blogs are dynamic and more reliable than other sources (Cosenza et al., 2015). However, food bloggers focus primarily on the Western cuisine, often overlooking the rich diversity of Asian food such as Indian food. Given the lack of research on Indian food bloggers, this study explores the impact of social media on them.

Food bloggers review products and services through social media, reaching large audiences and influencing purchasing decisions (Wang, 2011). Research has examined the link between food bloggers and consumer restaurant selections (Sati & Kazancoglu, 2020). However, very few studies have explored how food blogs impact their followers' food choices (Puspita & Hendrayati, 2020). Further, previous studies struggle to clarify the role of food blogs and bloggers' expertise in engaging consumers (Brombin et al., 2021). While past research supports blogger recommendations, it emphasises credibility, engagement, and intention.

Food blogs are increasingly popular, especially for experiential products like food, impacting consumer behaviour (Bijork & Kauppinen-Raisanen, 2016; McDonnell, 2016). They offer travellers subjective opinions on local cuisine, helping them form a comprehensive view of food quality before dining (Yee, 2015). Food tourism links tourism and agriculture, branding their economic relationship (Hjalager & Richards, 2002). On the other hand, culinary tourism, fuelled by social media, enhances food literacy, culinary arts, and cultural identities while promoting sustainable tourism (Ranteallo & Andilolo, 2017). Food blogs, from a sociological perspective, help transmit quality products with a nostalgic touch related to childhood and serve as strategic marketing tools.

This study examines how food blogs influence consumer intentions regarding cuisine, the impact of bloggers on culinary innovation perception, and how experiential elements in blogs affect consumers' memory creation. It also investigates the relationship between health and nutritional content in food blogs and consumer behaviour, the influence of social elements on attachment and cuisine adoption, and how blog engagement promotes culinary tourism by creating memorable experiences. Lastly, it analyses the connection between consumer attachment to food blogs and their willingness to experience the featured cuisines.

Literature Review

A food blog includes recipes, product reviews, and personal stories, enhancing bloggers' audience credibility (Doub et al., 2016; Lepkowska-White & Kortright, 2018). Food bloggers, as social media influencers, motivate and inspire individuals through their content (Freberg et al., 2011). Previous studies indicate that eating behaviour is influenced by social media models (Coates et al., 2019; Higgs, 2014), emphasising the need for research on how social media influencers shape shared content.

Food blogging creates a communication channel that reaches a broader audience. Along with other media, blogs serve as a popular means of sharing information (Kennedy, 2004). Bloggers offer practical tips on cooking, influencing followers' food choices quickly (Weber et al., 2021). Unlike celebrities, food bloggers build trust with users. Their shared experiences shape consumer perceptions about food and recipes (Zhu et al., 2019), and the trust they foster impacts decision-making (Ho & Chien, 2010).

Many past studies have examined the relationship between food and individuals. Talvia & Anglé (2018) highlighted its unique nature influenced by personal experiences and cultural contexts (Jallinoja et al., 2018). Food relates to various aspects of our lives, including health, culture, and social issues. Today, food relationships develop through experimentation and social media, where customer segmentation and advertising focus on preferences (Pettigrew, 2016). This relationship has become visual and multi-channel (Lee et al., 2018; Saariketo, 2018). Food integrates naturally into social media (Suominen et al., 2013). Bloggers position themselves as authentic influencers while adhering to professional standards (Blum-Ross & Livingstone, 2017). They use social networks for leadership by sharing original content (Doub et al., 2016). Social network analysis explores community connection structures (Borgatti et al., 2013).

The popularity of food blogs has risen due to gastronomy tourism (Li et al., 2020) and the sensory pleasure of food (Batat et al., 2019). Food influences travel decisions by helping individuals learn culinary identity, cultural legacy, and gastronomic values (Chang et al., 2020; Islam et al., 2024; Konar et al., 2024).

Food bloggers use storytelling as electronic word-of-mouth about their food evaluations, impacting perceived usefulness and purchase decisions (Briliana et al., 2020). The sensory nature of food blogs attracts readers’ attention (Coker et al., 2021) and influences behaviour. Food-related reviews and blogs enhance potential tourists’ travel gain (Briliana et al., 2020). While many scholars, practitioners, and institutions recognise the importance of food blogging for knowledge and promotion, there is a scarcity of scientific research on the topic (Wang, 2011). Only a few studies address how food blogs influence readers (Sati & Kazancoglu, 2020).

This study analyses the relationship between food blogs and their representation on social media, shaping consumer perceptions of food. Despite interest in this phenomenon, research on food bloggers’ contributions is limited. Hence, this study discusses food bloggers’ posts on Indian cuisine, revealing how these interactions reflect modern lifestyles on social media. It employs a theoretical framework of social relationships to interpret the connections among Indian cuisine bloggers, influencing food perceptions and driving consumer engagement on social media platforms. Social capital refers to the motivation to form relationships for resource access (Lin, 2001). The social influence theory explains how social interactions induce changes in attitudes or behaviours, indicating that trusted individuals affect actions online. Research links social networking sites and social capital. Food bloggers aim to influence through social media and connect with others to access resources that enhance social capital via content engagement, as shown in Figure 1.

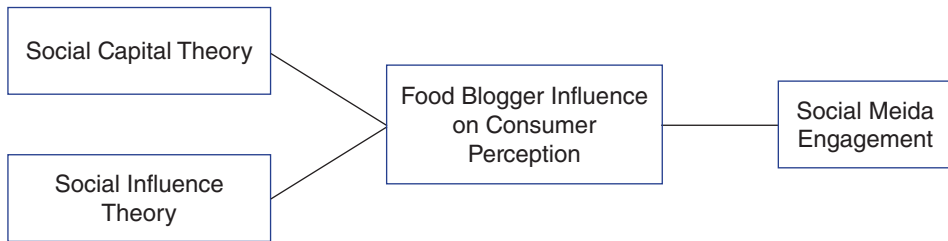


Figure 1. Theoretical framework

Methodology

This research analyses the role of food in Indian food blogs, using a netnographic method by visiting popular blog sites. Netnography, developed from ethnographic studies with anthropological roots (Morais et al., 2020), is a qualitative method that investigates online consumer behaviour (Kozinets, 1998). This approach has been used to examine food experiences at various destinations (Thanh & Kirova, 2018).

Kozinets (2002) defined netnography as a methodology adapting ethnographic techniques to study communities through computer-mediated communication.

Netnography is a simple, quick, and inexpensive method for accessing genuine consumer experiences on the internet (Wu & Pearce, 2014). It is a non-participant observation process that does not influence respondents (Elliot & Jankel-Elliot, 2003), available online. This method allows for studying customer experiences, as reviews are unaffected by traditional data collection methods (Hammersley & Atkinson, 1995). Researchers can be passive observers outside the community, not participating while engaging with the blogging community, aiming to understand the food bloggers' relationship with Indian food and their portrayal of it in blogs.

Data were collected from Facebook, a leading platform for food bloggers, between October 2024 and January 2025. This research focused on 15 top bloggers from FeedSpot, famed for the best Indian food blogs, categorised by niches like food, travel, and education (2025). FeedSpot rankings consider search engine optimisation, social media engagement (followers, likes, comments), post quality, consistency, and expert reviews. Blogger rankings reflect relevancy, authority, social media following, and freshness, as shown in Table 1. The study included 12 women and 3 men bloggers, reflecting the predominance of women's contributions to food preparation in the Indian society (Chera, 2020). The blogs were listed in descending order by rank, excluding those not specific to Indian food. All selected blogs focused on Indian or regional Indian cuisines, covering vegetarian, vegan dishes, innovative presentations, fusion foods, and personal childhood food memories.

The study adopted an inductive analysis, a key feature of qualitative research, which involves reading data to identify evolving codes and themes (Miles et al., 2020). This analysis highlights representative data to support findings and relates them to theory and literature (Bingham & Witkowsky, 2022). The qualitative data was interpreted through thematic analysis by coding comments (Neuendorf, 2017). The focus shifted to observing and coding messages via content analysis, gaining popularity with social media content (Tavakoli & Ling, 2022).

A thematic approach was preferred for extracting meanings and patterns from data (Braun & Clarke, 2006). Content analysis also offers flexibility and clarifies reality, considered a basic qualitative analysis method (Brooks et al., 1996). Codes form themes, collected from the dataset until all themes were differentiated and matched. Themes were finalised by refining their meanings and the aspects of the data they cover (Javadi & Zarea, 2016). Ethics in netnography involves respecting online bloggers' privacy. The study omitted bloggers' usernames and profile data to prevent identification. Despite the blogs being publicly accessible, the researcher masked and coded usernames to honour their privacy.

Table 1. List of bloggers and their ranking

Code	Rank	Gender	Focus
FB1	1	Female	Vegetarian recipes which bring joy through wholesome and healthy recipes
FB 2	2	Male	A destination of tried and tested recipes presented appropriately
FB 3	3	Male	Vegetarian chef with tried and tested vegetarian recipes
FB 4	4	Female	India's leading recipe and food discovery platform gives the world credible and confident 'DIY' solutions for everyday cooking. Its mission is to encourage people to enjoy cooking with simple recipes, focusing on health and nutrition.
FB 5	5	Female	South Indian and North Indian recipes with step-by-step pictures and videos.
FB 6	7	Female	Vegan Indian food with easy instructions and step-by-step photographs for preparation
FB 7	8	Female	Food recipes with a focus on Indian food
FB 8	9	Female	Tasty and healthy cooking recipes
FB 9	10	Female	Indian food blog with healthy breakfast, dinner, dessert and drink recipes for a busy cook
FB 10	11	Female	Indian fusion food blog, where recipes are shared with food styling tips, and exemplary video tutorials, with recipes of Indian food with herbs and spices.
FB 11	13	Female	A site with traditional South Indian and North Indian recipes for everyday cooking
FB 12	14	Male	A collection of Tamil Nadu recipes, Tamil cuisine, Kongunad recipes, vegetarian and non-vegetarian dishes with step-by-step images.
FB13	15	Female	Flavourful fusion cooking, Indian authentic cooking with a fusion of spices
FB 14	16	Female	Tasty Indian vegetarian recipes for breakfast, lunch & dinner with some easy kid recipes for little ones.
FB 15	17	Female	Traditional Palakkad Iyer cuisine. All the recipes on this blog have been tried out in my kitchen and largely reflect our preferences.

Analysis

The analysis focused on immersing and categorising data (Timmermans & Tavory, 2012). Netnographic studies typically involve overlapping data analysis as researchers revisit and categorise accordingly. In this study, data overview followed blog selection in the initial stage, dividing it into sections based on bloggers' articles. The data was

then illustrated with examples related to food. Research findings emerged from at least 8–9 bloggers' articles, leading to themes for categorisation (Hsieh & Shannon, 2005), including innovativeness, presentation, experience, health and nutrition, fusion food, as well as social and cultural elements of food.

Results

Innovativeness in Food Preparation & Presentation

Eating new foods enhances social representation and adherence to technology and natural options, leading to enjoyment (Bäckström et al., 2003; Islam et al., 2024). A small amount of innovation encourages the exploration of new foods (Huutilainen et al., 2005).

The category highlights food bloggers' relationship with innovative food presentation, showing a strong interest in Indian cuisine. Inspired by recipes and artful plating, some bloggers aim to create and share contemporary Indian food. They infuse Indian dishes with new flavours and ingredients. This innovative preparation adapts classic recipes for a global palate, while the unique presentation of street food as a regional specialty showcases the evolution of the Indian cuisine.

The bloggers of Indian food have created innovative dishes that interest readers and allow them to opt for the innovative dishes, as can be discerned from the following excerpts.

If you are bored with regular kadhi then don't worry try this unique variation of 'Bhindi kadhi'. and enjoy a flavourful meal. (FB 2)

Instant Rava Dosa Recipe - These are incredibly easy to make and require no grinding or fermentation, unlike the traditional dosa recipe. (FB 3)

Wheat rava sweet pongal with jaggery, an alternate for rice and super quick to prepare. Pongal festival special recipe. (FB 5)

Unique south Indian breakfast idea with stuffed idiyappam, 3 ways - Sweet stuffed, potato masala stuffed, mixed vegetable stuffed. (FB 5)

Easy Almond flour Naan flatbread! It's soft fluffy gluten-free and delicious! No kneading or rolling out needed !! (FB 6)

Experience the rich, smoky flavors of Baingan Bharta made in the Instant Pot. This vegan eggplant dish is infused with aromatic spices, making it a delightful addition to your meal. Serve as a dip with flatbread or alongside curries or dals. (FB 6)

Make my Samosa Pie for all your samosa craving! Indian samosa potatoes stuffed in puff pastry! Easy and so delicious. (FB 6)

Gulab Jamun Tea Sandwiches – Unique and fusion small-sized tea sandwiches made with soft bread, cream cheese, gulab jamuns and cardamom. Perfect Diwali parties or any tea-time indulgence! (FB 11)

Custard Gulab Jamun – Creamy eggless custard served with soft and juicy gulab jamuns! A simple fusion Indian dessert for the holiday season. (FB 11)

Kozi Soup and Muttai kari | Two in one recipe | Chicken Soup and Chicken stir-fried with eggs. (FB 12)

The food bloggers were eager to test and incorporate new ingredients and ways to prepare dishes with common appliances. Some suggested improvements for the food product and its presentation. Innovation is seen in blog recipes for festival cooking, given the variety of foods served at each festival. Preparing festival dishes sometimes required planning a day in advance, which the bloggers enjoyed for the challenges it presented with new ingredients.

Health & Nutrition

Selecting food is a common consumer activity. It involves balancing objectives like taste and nutrition, leading to decisions that meet various goals. Individuals eat to satisfy their appetite and maintain health (Finkelstein & Fishbach, 2010). The healthiness of food is defined by the sensory pleasure it provides while eating. Healthy food fosters a happy body that enjoys food and participates in the social community (Ditlevsen et al., 2018). It is determined by the food's nutritional value, a concept known as "nutritionism", considered a scientific discipline of human nutrition (Chrysochou et al., 2010). The following excerpts reflect this.

This recipe is packed with protein-rich moong and fibre-filled oats, making it the perfect blend of taste and nutrition. Stay tuned to #MoongKiPathshala for more delicious and healthy recipes to try. (FB 2)

Is time to give your laddoos a nutritious twist by simply adding fox nuts. (FB 2)

Say hello to these delicious 'Makhana Laddoos,' packed with the goodness of healthy ingredients, making them the perfect. (FB 3)

Savor the tangy goodness of 'Chinchechi Kadhi,' a traditional tamarind-based curry that's perfect for your #CozyCurryDays! This comforting dish strikes a perfect balance of spice and tartness, delivering a delightful burst of flavour in every bite. (FB 4)

Craving crispy, flavourful snacks without the guilt? This Zero Oil Onion Bhajia made in an Air Fryer is the perfect healthy twist on the classic Indian fritter. It is packed with the same crunch and spices you love, which is ideal for weight loss or anyone seeking low-calorie Indian snacks. (FB 8)

Brighten up your mornings with this healthy beetroot dosa recipe. Packed with nutrients and a vibrant pink colour, this quick and gluten-free beetroot dish. (FB 8)

Egg-citing flavours with a spicy twist. This chutney Podi egg Tadka is loaded with bold spice, lots of ghee, and protein-packed goodness. (FB 9)

Chocolate Ragi ladoos with Dates, sugar-free and gluten-free sweets. (FB 13)

Jowar Khichdi is a gluten-free recipe packed with fibre, protein, and essential nutrients, making it a perfect meal for those looking to enjoy a healthy and hearty dish. (FB 14)

The food bloggers highlighted about healthy choices and well-being in their blog articles using their experience with their choice of recipes and ingredients, which they shared with their readers.

Eating Experience

Eating experience hinges on both the food and the occasions they are served, making it memorable. Memorable experiences rely on an individual's ability to recall events (Kim et al., 2012). Novelty arises from the difference in a customer's experience with a particular food compared to past experiences, characterised by new and unfamiliar sensations (Cheng & Lu, 2012). Food enthusiasts appreciate novel food for its newness and authenticity (Björk & Kauppinen-Räsänen, 2014). Social interactions enhance customer experiences (Reisinger & Turner, 1998), with the interaction between customer and host blogger being crucial for the overall experience (Carmichael, 2005). The eating experience is described in the following blogger excerpts.

Undhiyu is a one-pot vegetable casserole dish that is the hallmark of Gujarati vegetarian cuisine. This is an easy Surti Undhiyu recipe that does not take much time. (FB 3)

Get ready to elevate your dining experience this week with 40+ delectable recipes that will take you on a culinary journey! From 7 days breakfast, dal, sabzi, curry, salad ideas. Here is the weekly meal plan link with recipes and step-by-step instructions. (FB 4)

Chicken Sukka recipe that takes me straight back to my trip to Kundapur! The rich spicy flavours and that perfect aroma- just like the local food I had there. Best enjoyed with neer dosa and chilled beer. A must try if you are craving some true coastal flavours. (FB 9)

Bringing one of my favourite curries from my husband's home town- Mangalorean Crab curry. Slow-cooked with coconut, spices, and a hint of tanginess, this dish is a true taste of Mangalore's culinary heritage. (FB 9)

Slow cooker chicken tikka masala- Loved this recipe! I tried it and was also easy to follow. (FB 9)

Local foods allow customers to experience and appreciate the rich culture of a region. Richards (2002) highlighted that consuming local food helps travellers learn about local geography, people, and culture while preferring traditional Indian foods. Past studies conclude that experience is influenced by the use of local ingredients and taste. The novelty of food presentation also creates memories (Sthapit, 2017).

Fusion Cuisine

Fusion cuisine blends regional and international culinary styles and techniques. This innovation, popularised by globalisation, embraces global mixing (Spence, 2018). Often associated with high-end dining rather than mainstream options (Spence & Piqueras-Fiszman, 2014), fusion food arises from societal intermixing and conflict, requiring the integration of established culinary traditions. Further, Stano (2014) described fusion as a harmonious combination of diverse culinary traditions, creating innovative dishes that blend ingredients and techniques from various food spheres, gaining popularity in the process. Fusion is discussed in the following excerpts.

Amazing luscious cumin, black cardamom scented Indian Tofu eggplant curry!. Spicy crispy eggplant and tofu with Onion Coconut cardamom sauce. serve with naan, or rice. (FB 6)

FABULOUSLY tasty and warming Vegetable Korma – Veggies in Spiced Ginger Chile Sauce. This CREAMY Indian Korma Recipe is a bit different, as it's made with NO Onion and NO garlic 🍷, so it's a PERFECT meal for those trying to avoid both. (FB 6)

Learn to make the best Indian restaurant style Vegan Butter Chikin! Marinated and crisped Tofu in a creamy, decadent Indian butter curry sauce, the most delicious you'll ever taste. (FB 6)

This delicious Baked Kitchari Casserole is a simple 1 Pan nourishing meal! This easy Spiced Lentil Rice Casserole takes just minutes to prep. Just add everything to the pan, cover and bake. (FB 6)

Have you heard of Orange Rasam?? Well now is your sign to make it ! Try this lovelyyy combination which is tangy, zesty, sweet & oh-so good. (FB 9)

Orange Kalakand Creamy, dreamy and zesty – this is the perfect dessert to serve this Diwali! The orange twist is super Yum and we love to serve these layered in shot glasses. (FB 9)

This delightful Dulce De Leche Modak recipe is a classic fusion twist to traditional Indian desserts. Made with 6 simple ingredients, this easy, fuss-free and no-cook modak is a perfect treat for the festival of Ganesh Chaturthi or any time you want to indulge in something sweet and exotic. (FB 10)

Mint Butter Rice with Paneer | Perfect for Lunch Box. (FB 12)

Lemon Idli Recipe. Recipe for an easy-tempered idli flavoured with lime juice and spices. A delightful dish can be prepared in less than 15 minutes. Lemon idlis can be savoured as is or paired with delicious coconut chutney. (FB 12)

Caramel Payasam | Made in the Instant Pot. (FB 12)

Bite-sized fluffy Paniyarams (savoury Indian pancakes) coated in a bold, zesty Peri Peri masala- a fusion snack that's perfect for any time healthy snacks. Made with a mix of semolina with yoghurt & then sauteed in Peri-peri Spice mix. (FB 13)

Fusion cuisine blends elements from various culinary traditions, creating harmonious flavours (Bellesia-Contuzzi, 2017). It introduces new flavours and

presentation techniques while preserving food originality. Food blogs showcased inventive combinations and narratives about their evolution and cultural inspirations. Bloggers shared high-quality photos and videos of fusion dishes that convey sensory experiences, leading to social media shares and travel aspirations.

Memories

Anthropology researchers have found a link between food and memories centred on everyday meals (Stone et al., 2017). Food and associated memories shape our relationship with it. Bloggers recount these memories positively and as unforgettable. The food they share fosters connections and evokes comforting nostalgia, helping soothe any negative feelings (Bellesia-Contuzzi, 2017).

Food creates memory as it involves all five senses (Sutton, 2010). Memory is an ongoing process which gives meaning to the past at both individual and societal levels (Holtzman, 2006).

The food bloggers talk about memories of food as shown here:

Gond ke laddu is a popular and tasty winter sweet from North India. This nutrient dense healthy laddu is made of 'gond' an edible gum, whole wheat flour, ghee and nuts. (FB 3)

Gur Poli-A Sweet Treat with a Dash of Nostalgia, Gur Poli Recipe for Festive Days. (FB 2)

Traditional Sweets Banarasi Magdal, Magdal Magic from Banaras, Authentic Magdal Recipe, Magdal Making. (FB 1)

Craving a #HealthySnacksforWinter that's both tasty and nutritious? You've got to try 'Bajra Paniyaram,' packed with a wholesome mix of bajra, sooji, and veg. (FB 2)

Ready to add a crispy twist to your snack time? Check out my latest Ribbon Pakora Recipe video, and let's bring some festive vibes into your kitchen! These crunchy, golden delights are perfect for any occasion. (FB 4)

Dhapate – Authentic Maharashtrian multigrain flatbread flavored with onion, garlic and spices. Super easy, nutritious and flavorful breakfast or snack dish! (FB 11)

Delicious aromatic chicken curry for the whole family. Easy to make and time saving but from scratch freshly prepared. (FB 8)

Spicy Urad Dal – a simple but delicious vegan Indian daal recipe with black gram lentils in a fragrant Indian gravy that makes for the perfect comfort food dish to add to your weeknight or weekend dinner rotation. (FB 6)

Kashmiri Al Yakhni is a soul-warming yoghurt-based curry that's packed with rich flavors and textures. It's one of those comforting dishes that transports you to the serene valleys of Kashmir with every bite. (FB 4)

Navratri Special Sabudana Kheer! (FB 10)

The bloggers wanted to share memories of food. As food engages all five senses (Sutton, 2010), its memory shapes the past for individuals and society (Holtzman, 2006).

Social Elements of Food

Dietary habits shape what, how, and when individuals eat, rooted in history, religion, and social mores. Traditional meals and cooking techniques are vital in the cultural influence on food. Often passed down generations, they reflect societal history and values (Balasubramanian & Konar, 2022; Gowder, 2024). Further, food preparation and consumption rituals enhance family ties and societal cohesion (Mcintosh, 2013). The social nature of eating strongly influences food blogs, fostering a relationship with food. Bloggers introduce recipes for large groups, emphasising family gatherings. Cultural customs and religious beliefs establish eating patterns. Some bloggers even emphasised that they prefer to prepare a particular dish that their children love. The bloggers also wanted their children to have good food memories, make them aware of food traditions and tutor them about food and health.

Crispy Besan Paara for Diwali (Fried, Air Fryer, & Baked Recipe). (FB 10)

Collection of 111 Tasty Indian Street Food Recipes. (FB 3)

Make the perfect Walnut Burfi (Akhrot Burfi), a classic Indian-style walnut fudge that is both delicious and easy to make. (FB 10)

Sweet potato Makhana Chaat . It's packed with health benefits and SO DELICIOUS ... during Navratras. (FB 8)

Have you ever thought something as simple as Mooli Paratha could warm your soul on a cold winter day? This recipe is a total game -change. (FB 10)

Warm, wholesome, and bursting with flavour- Methi Parathas are your perfect winter comfort food. (FB 10)

Vrat Wale Aloo is a quick, tangy fasting recipe with potatoes, peanuts, and spices—perfect for Navratri or fasting days. (FB 10)

Pala Undrallu - Tiny rice flour dumplings cooked in milk and coconut sauce. A traditional Andhra recipe for Ganesh Chaturthi or Vinayaka Chavithi. (FB 11)

Mutton Vellai Kurma| South Indian Style White Mutton Kurma Recipe. (FB 12)

Celebrate the spirit of Chhath Puja with this beloved festive treat- thekua! In this video, I'll show you two unique and traditional methods of making Thekua, each with its delicious twist. This recipe is simple, authentic, and flavourful, perfect for Chhath Puja prasad or as a snack to enjoy with family. With its crispy texture and rich taste. Whether preparing for Chhath Puja or just craving a traditional snack, this recipe will guide you step-by-step. (FB 14)

It's the sixth day of Navratri, and it's time for something savoury. Today, it's Parippu or Aama Vadai for neivedhyam, or ritual food offerings. Parippu refers to lentils and Vada are deep-fried savoury fritters. The other name Aama Vadai where aama means turtle, comes from the ridged turtle's shell-like appearance. Yet another snack on non-festive days, these spicy lentil fritters are crisp on the outside and soft inside. (FB 15)

Sweet neivedhyam or ritual food offerings which translates loosely as ghee dumplings. They are cooked with rice -jaggery -and cardamom-banana-coconut bits batter. Spoonfuls of this batter are dropped into hot fat/ghee-filled depressions of an aebleskiver-like pan and cooked till dark brown and spongy. (FB 15)

Traditional food consumption is linked to health. The belief that traditional foods are healthy boosts their consumption. While traditional foods can adapt to consumer needs, this idea contradicts the notion that innovation and tradition do not mix. Consequently, consumer acceptance of innovation in traditional foods remains low (Guiné et al., 2021).

Traditional food represents its origin, encompassing people, culture, and the region it comes from. Ethnic foods stem from the heritage and culture of an ethnic group, utilising local ingredients. They are also part of a country's cuisine, culturally and socially accepted by consumers (Kwon, 2015). Traditional food differs depending on the region of origin, eating habits, socio-demographic profile, and experience (Rocillo-Aquino et al., 2021).

Discussion

The findings reveal that bloggers cultivate their relationship with food in various ways (Block et al., 2011). Food offers opportunities for artistic meals, social media groups, and gastronomic discussions. This relationship is multi-dimensional and evolving. Bloggers aim to preserve traditional food culture while incorporating contemporary elements. They embrace innovation and experimentation, creating new recipes and fusion dishes that blend ingredients harmoniously, enhancing taste and presentation. By adopting a multisensory approach, bloggers share experiences and foster connections with food, emphasising the use of local ingredients and their impact on health.

Food blogs connect social capital and tourism by leveraging food's authentic appeal, influencing travel decisions. They inform individuals about local cultures and provide exclusive food experiences. Bloggers link global tourists to local cuisines and collaborate with tourism boards, impacting development strategies. Blogs create demand for culinary tours, yielding economic benefits and cultural interactions driven by social capital. They also allow readers to experience virtual gastronomy, exploring culinary culture without travel. Additionally, bloggers share food histories and contexts related to dishes, offering authentic gastronomic exploration.

Limitations

The study has a number of limitations which needs to be acknowledged. The researcher used netnographic data to understand social media, which may offer limited insights (Hakala & Vesa, 2013). Further, only the top 15 Indian food blogger sites were analysed; others were excluded. Data were collected over three months, potentially affecting the findings, compared to a longer duration of study. Nevertheless, netnography does not generalise but aids in understanding the phenomenon. Further, some bloggers depend on sponsors, which may lead to bias since they rely on sponsorship to create content. Lastly, the analysis excluded pictures of food and consumer comments, as they do not enhance the understanding of bloggers' roles in relation to food.

Conclusion

Some researchers worry that modern food habits are disconnected, but this study demonstrates food bloggers positively expressing their relationship with food, benefiting consumers. Bloggers enhance the food relationship by sharing experiences on social media, and they keep abreast by focusing on ingredient availability, guidance, and presentation (DeCosta et al., 2017). Their broad audience emphasises shared values and communal eating (Ochs & Shovet, 2006). Food blogging is reflexive, utilising expert knowledge and personal experiences. While it may not counter mainstream narratives, it shares information to meet specific needs, fostering knowledge and communal experience (Brombin et al., 2021). Previous research emphasise the importance of food memories and affirmed relationships with food (Everett, 2008). Food blogs significantly influence modern eating culture, making food more visual and multichannel (Saariketo, 2018). Our findings highlight the need for further studies on social media and cultural learning to promote healthier food relationships and spread joy, as illustrated by the bloggers in their articles.

In summary, food bloggers drive consumer engagement through communication and technology, sparking creativity and strengthening connections among participants. This study shows their content influences consumers' taste experiences. Thus, hospitality and restaurant businesses can collaborate with bloggers to promote offerings and engage consumers. These partnerships can help influence food choices, including new restaurant dishes, and showcase regional cuisine. Essentially, bloggers can create food trails linking businesses with regional themes, delivering immersive experiences through traditional recipes and storytelling that convey cultural significance and provide authentic experiences.

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