

# Analyse Customer Perception and Satisfaction in Restaurants Promoted by Influencers

Dr. Sheeba U<sup>1</sup>, Ms. Lipika S<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

<sup>2</sup>III B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

## ABSTRACT

Customer decision-making in the restaurant business has been profoundly altered by the increasing power of social media influencers. With an emphasis on expectations formed through influencer content, post-visit satisfaction, perceived credibility and trust, and difficulties encountered after relying on such promotions, this study attempts to examine customer perception and satisfaction toward restaurants promoted by influencers. In order to comprehend customer perception and satisfaction, a descriptive research design was used. Through Google Classroom, data was gathered from customers who went to establishments recommended by social media influencers in order to evaluate their overall satisfaction and experiences. Using random sampling techniques, a sample of one hundred respondents was chosen. The Chi-square test, ranking method, and percentage analysis were used to analyse the data. The study measures overall satisfaction, compares customer expectations with actual dining experiences, and identifies important factors influencing customer perception. The results give restaurants valuable information to boost customer satisfaction and enhance influencer marketing tactics.

**Keywords:** *Influencer marketing, Customer perception, Customer satisfaction, Restaurant promotion, Social media influencers, Dining experience.*

## INTRODUCTION

The rapid growth of social media influencers has created a significant transformation in the way customers choose restaurants and dining experiences. Influencers have a significant impact on what customers expect in terms of food quality, atmosphere, cost, and general service through reviews, images, and videos. Customers are depending more and more on suggestions from influencers before dining out because of their extensive reach and perceived authenticity. Customers may now find restaurants more quickly and easily because of the change from conventional word-of-mouth to influencer-based promotion. Influencer content, however, can also raise expectations, which affects how satisfied customers are following their visit. This study investigates how influencer marketing affects consumer satisfaction and perception. The goal of the study is to comprehend how consumer expectations, eating experiences, trust, and happiness in restaurants that influencers endorse are impacted by influencer marketing.

Additionally, the restaurant industry's decision-making process and consumer trust have changed due to the growing reliance on influencer-generated content. Influencers serve as opinion leaders that connect restaurants with prospective patrons by offering recommendations that are relatable and grounded in personal experience. Such promotions raise expectations for quality and service even as they help eateries become more visible and draw in new patrons. Customer impression and satisfaction levels may be impacted by any discrepancy between influencer representation and the real dining experience. Therefore, assessing influencer marketing's efficacy in influencing patron experiences and long-term happiness in restaurants requires an understanding of its role.

## STATEMENT OF THE PROBLEM

Customer decision-making in the dining industry has been profoundly altered by the growing dependence on social media influencers for restaurant recommendations. Influencer marketing frequently features idealised depictions of the cuisine and setting, which might not always reflect the actual dining experience. As a result, there is a discrepancy between customer satisfaction and expectations. Customer perception is greatly influenced by elements including influencer credibility, trust, exaggeration in marketing,

and post-visit experience. When influencer-promoted content does not accurately reflect reality, customers may become dissatisfied, which could result in problems with trust and unfavourable opinions. In order to emphasise the impact of influencer-based restaurant promotions on consumer behaviour and restaurant marketing techniques, this study aims to examine how these promotions affect customer perception, satisfaction levels, and obstacles encountered after relying on them.

### **OBJECTIVES OF THE STUDY:**

- To identify the factors that influence customers' expectations after seeing the influencer's content.
- To evaluate customer satisfaction after visiting the influencer-promoted restaurant.
- To assess the credibility and trust customers place in the influencer's recommendations.

### **SCOPE OF THE STUDY**

The study's scope is restricted to patrons who have dined at establishments endorsed by social media influencers, with an emphasis on comprehending their satisfaction and perspective. Customers' expectations after watching influencer content, post-visit satisfaction levels, the legitimacy and trustworthiness of influencer recommendations, and the difficulties encountered after depending on such promotions are all examined in this study. Additionally, it takes into account client demographic factors, including age, gender, occupation, and income. A systematic questionnaire was used to gather primary data. The results may not be applicable outside of the chosen respondents and research region, but they are intended to shed light on the efficacy of influencer marketing in the restaurant sector.

### **RESEARCH METHODOLOGY**

#### **I. Sources of Data**

The study uses both primary and secondary data

#### **II. Data Collection Method**

##### **Primary Data**

A standardised questionnaire disseminated via Google Forms was used to gather primary data from patrons of restaurants endorsed by influencers. In order to provide accurate and pertinent firsthand data, the questionnaire included closed-ended questions about influencer impact, customer expectations, eating experience, satisfaction level, trust in influencers, and issues faced after the visit.

##### **Secondary Data**

Secondary data on influencer marketing, consumer perception, customer happiness, and restaurant promotions were gathered from books, journals, research publications, websites, and other studies. These resources gave the study context and theoretical support.

#### **III. Area of the Study**

The study focuses on customers who went to restaurants that influencers recommended, mostly in metropolitan and semi-urban areas like Coimbatore, in order to investigate consumer perception, satisfaction, and the impact of influencers on eating decisions.

#### **IV. Sampling Size**

The study includes 100 respondents who have experienced dining at restaurants promoted by social media influencers. Convenience sampling was used to choose the sample, which includes respondents from a variety of demographic backgrounds to guarantee a range of viewpoints.

#### **V. Period of Study**

November 2025 – January 2026

#### **VI. Statistical Tools of the Study**

- Simple percentage analysis
- Ranking method
- Chi-square test

### **LIMITATIONS OF THE STUDY**

- The results are restricted to Coimbatore and are based on a small sample that was gathered using a practical sampling technique.

- Because there were only 100 participants in the survey, the results might not accurately reflect the opinions of all patrons who depend on influencer-based restaurant promotions.

## **REVIEW OF LITERATURE**

### **The impact of promotion by social media influencers on a restaurant's sales - A case study of “Barsha Bennah” restaurant - Rakmana Journal (2022) <sup>1</sup>**

This case study looks at how social media influencer marketing affects customer purchasing decisions and enhances company performance. The study's goal is to examine how influencer marketing affects Barsha Bennah Restaurant in Annaba's internet presence and sales. Data was gathered through structured interviews with the campaign's influencer and restaurant owner using a case study methodology. Following the promotion, the restaurant's Facebook and Instagram followings significantly increased, and sales of its main menu items almost doubled. According to the study's findings, influencer marketing works best when the influencer's audience closely resembles the restaurant's target clientele.

### **How Social Media Influencers Affect Consumers' Restaurant Selection: Statistical and Sentiment Analysis - ICCIS Conference, IEEE (2020) <sup>2</sup>**

This study looks at how social media influencers affect restaurant choices in Riyadh, where sites like Snapchat have a big impact on customer choices. The goal is to quantify the impact of influencer recommendations on eating habits and pinpoint important service elements that impact client assessments. The research combines statistical analysis of 1,435 restaurant patrons with sentiment analysis of 26,000 Arabic Google Maps reviews using machine learning techniques. The results show that the most important elements are meal quality, service, ambience, price, menu diversity, and décor. According to the study's findings, restaurant choices are greatly influenced by influencer marketing, which also aids companies in better understanding what customers want.

### **The Sway of Influencer Marketing: Evidence from a Restaurant Group – Po-Yen Lee et al.(2021)<sup>3</sup>**

This study explores the effectiveness of influencer marketing by examining whether online views truly reflect promotional success in restaurants. The main objective is to compare Cost Per View (CPV) and Cost Per Action (CPA) as measures of customer engagement. Using two controlled experiments with influencer pairs in Taipei restaurants and interviews, the study analyses posting styles, customer reactions, and engagement outcomes. The results show that while posting style affects attention, actions such as visits and purchases are more reliable indicators than view counts. The study concludes that CPA-based evaluation and coordinated planning improve influencer marketing effectiveness.

### **Effects on People's Purchase Intention Caused by Influencer Marketing in the Restaurant Industry – Daniela Martínez González & Reza Zanjirani-Farahani(2023)<sup>4</sup>**

This study emphasises how influencer marketing is increasingly influencing consumers' intentions to make purchases in Colombia's restaurant sector. Understanding how influencers impact various phases of the consumer decision-making process is the goal. Purposive sampling was used to conduct semi-structured interviews with 25 followers of Colombian food influencers using a qualitative method. The results show that while authenticity has little impact, brief video evaluations greatly raise purchase intention. Gender and age have a big impact on how people use platforms and react to influencer content. According to the study's findings, influencer marketing is essential for raising restaurant visits and awareness in developing nations.

### **The Impact of Influencers on Restaurant Reviews – Luciana Santos Morais(2021)<sup>5</sup>**

With an emphasis on the distinctions between influencer and non-influencer reviews on TripAdvisor, this study explores the impact of online restaurant ratings on customer eating choices. Analysing how these variations impact consumer perception and decision-making is the goal. The study uses text mining and sentiment analysis techniques on a sizable dataset of restaurant reviews from Lisbon that were retrieved using Python. The findings demonstrate that influencer reviews follow different rating patterns and are deemed more helpful, even though they are generally positive, like non-influencer reviews. Despite possible platform bias, the study finds that customer impressions are significantly shaped by influencer reviews.

**DATA ANALYSIS AND INTERPRETATION**  
**SIMPLE PERCENTAGE ANALYSIS**

**TABLE 1.1**  
**DEMOGRAPHIC CATEGORY OF THE RESPONDENTS**

<b>Demographic Category</b>	<b>Sub-Category</b>	<b>Percentage (%)</b>
<b>Age</b>	Below 18 years	8
	18–30 years	80
	31–40 years	12
	Above 41 years	0
<b>Gender</b>	Male	41
	Female	59
	Other	0
<b>Marital Status</b>	Married	8
	Unmarried	92
	Diploma	2
	Undergraduate (UG)	83
	Postgraduate (PG)	7
	Others	
<b>Occupation</b>	Student	76
	Private Employee	17
	Government Employee	3
	Self-Employed	3
	Professional	1
<b>Monthly Income</b>	Below Rs. 50,000	74
	Rs. 50,001–80,000	17
	Rs. 80,001–1,00,000	5
	Above Rs. 1,00,000	4
<b>Residential Area</b>	Rural	19
	Urban	65
	Semi-Urban	16
<b>Type of Family</b>	Nuclear Family	72
	Joint Family	27
<b>Size of the Family</b>	2 Members	21
	3 Members	29
	4 Members	38
	Above 4 Members	12

**Interpretation**

According to Table 1.1 above, women make up 59% of the responses, while men make up 41%. The majority of respondents (80%) are between the ages of 18 and 30, indicating a youthful and active customer base. Other age categories are barely represented in the population. With 83% of the respondents being undergraduates and 7% being postgraduates, the respondents are highly qualified in terms of education. Students make up the largest occupational category (76%), followed by private employees (17%), indicating that the student community is drawn to eateries that are advocated by influencers. In terms of residential area, the majority of respondents (65%) are from urban areas, followed by rural (19%) and semi-urban (16%) regions, indicating an urban-centric sample.

The majority of responders (59%) are female, the majority (80%) are between the ages of 18 and 30, the majority (83%) are undergraduates, the majority (65%) live in cities, and the majority (76%) are students.

**TABLE 1.2**

**FACTORS INFLUENCING CUSTOMERS' EXPECTATIONS AFTER SEEING INFLUENCER CONTENT**

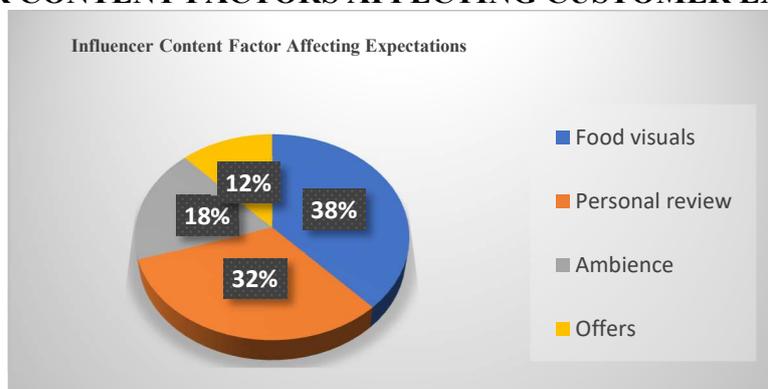
Particulars	Category	Percentage (%)
Overall Dining Experience	Highly Satisfactory	6
	Satisfactory	28
	Neutral	46
	Unsatisfactory	14
	Highly Unsatisfactory	6
Food Quality vs Influencer Content	Significantly Above Expectations	4
	Above Expectations	8
	As Expected	40
	Below Expectations	38
	Significantly Below Expectations	10
Ambience and Service	Highly Appealing	18
	Appealing	22
	Neutral	42
	Unappealing	12
	Highly Unappealing	6
Value for Money	Very High Value	8
	High Value	26
	Moderate Value	38
	Low Value	20
	Very Low Value	8

**Interpretation**

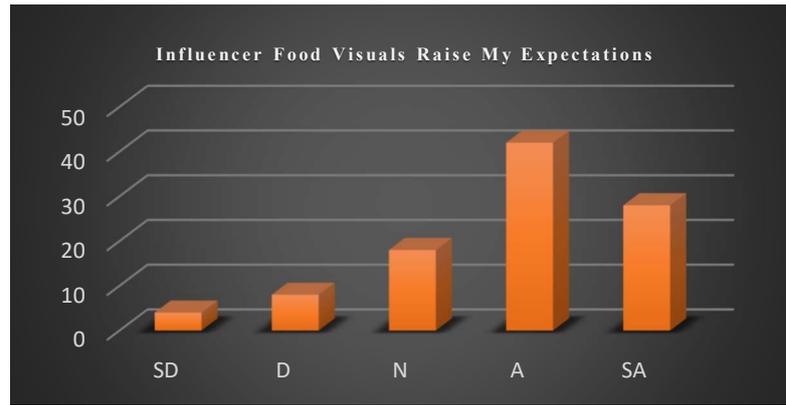
The majority of respondents (46%) ranked their overall dining experience as neutral, followed by satisfactory (28%) and unsatisfactory (14%), according to Table 1.2 above. Most people (40%) thought the food quality was As Expected when compared to influencer content, while 38% said it was Below Expectations. 42% of respondents gave ambience and service a neutral rating, followed by appealing (22%) and highly appealing (18%). In terms of value for money, the majority of respondents (38%) rated it as Moderate Value, followed by High Value (26%) and Low Value (20%). All things considered, most diners had an average degree of satisfaction.

**CHART 1.1**

**INFLUENCER CONTENT FACTORS AFFECTING CUSTOMER EXPECTATIONS**



**CHART 1.2**  
**INFLUENCE FOOD VISUALS EXPECTATION RAISE**



**RANK ANALYSIS**

**TABLE 1.3**  
**FACTORS INFLUENCING CUSTOMER EXPECTATIONS**

FACTORS	NO. OF RESPONDENTS (Total 100)	RANK
Discount/offer shown	3	VII
Trust in the influencer	52	I
Brand image	3	IX
Honest review	11	II
Social media platform	5	VIII
Influencer popularity	5	VI
Match between promotion & reality	13	X
Clear explanation of food & price	6	IV
Repeated promotion	2	V
Attractive food photos/videos	0	III

**Interpretation**

The value of trust in the influencer is demonstrated by Table 1.3 above, which ranks it first (Rank I) as the most influential factor for customers, followed by Honest review (Rank II). Third place (Rank III) goes to appealing food images and films, suggesting a moderate impact on consumer expectations. Clear food and pricing explanations are placed fourth (Rank IV), suggesting that trust and reviews are more important. Social media platform, brand image, influencer popularity, discount/offer displayed, and match between promotion and reality are all scored lower, indicating that they have minimal impact on consumer expectations. The majority of responders (52%) are impacted by the influencer's credibility.

**TABLE 1.4**  
**FACTORS INFLUENCING CREDIBILITY AND TRUST IN INFLUENCER**  
**RECOMMENDATIONS**

FACTORS	NO. OF RESPONDENTS	RANK
Accuracy of information shared	70	I
Transparency about paid promotions	2	II
Consistency of past recommendations	5	III
Professionalism in content presentation	0	IV
Engagement with audience (comments/replies)	0	V
Expertise in food or dining	6	VI
Reputation among followers	2	VII
Sharing both positives and negatives honestly	3	VIII
Authentic photos/videos of the visit	5	IX
Responsiveness to feedback or queries	7	X

### Interpretation

According to Table 1.4 above, the most crucial criterion is the accuracy of the information supplied (Rank I), which is followed by the consistency of previous suggestions (Rank II) and the expertise in food or eating (Rank III). Other elements have less of an impact, such as candidly discussing both positive and negative aspects, being open about sponsored advertisements, and using real images and videos.

The majority of respondents (70%) believe that the most important criterion in trusting influencer content is the accuracy of the information presented.

### FINDINGS

- The majority of responders (80%) are between the ages of 18 and 30, 83% are students, and 65% are from urban locations, according to the demographic data, suggesting that influencer-promoted restaurants mostly draw young, educated, urban patrons.
- The majority of responders (76%) are students, indicating that influencer-endorsed food places mostly cater to the student community.
- When it comes to the entire dining experience, 46% of respondents gave it a neutral rating, and 40% thought the food quality was up to par. This suggests that most patrons are only somewhat satisfied after dining at these establishments.
- According to 52% of respondents, trust in the influencer is the most significant factor affecting expectations (Rank I). Honest reviews come in second (Rank II), demonstrating the importance of honesty and credibility in influencing consumer opinion.
- According to 70% of respondents, the most crucial aspect affecting credibility and trust is the accuracy of the information presented. This is followed by food/dining knowledge and the consistency of previous recommendations, highlighting the need for genuine and trustworthy influencer material.

### SUGGESTIONS

- In order to keep customers' trust and happiness, influencer-promoted restaurants should make sure that reviews and information provided by influencers are accurate, impartial, and consistent with real dining experiences.
- To control expectations and avoid disappointment, restaurants should include realistic graphic representations of cuisine and ambience in influencer advertising, together with clear pricing information.
- In order to resolve issues and forge closer bonds with consumers, brands should actively engage with them via social media, comments, and feedback.
- Restaurants can improve food quality, portion sizes, and service standards to meet or exceed the criteria set by influencer content in order to increase overall satisfaction.

- In order to promote repeat business and sustained involvement, restaurants may introduce loyalty programs or exclusive deals for customers impacted by social media campaigns.

## CONCLUSION

According to the study's findings, influencer marketing has a substantial impact on customers' dining preferences in the contemporary digital era, especially among young, urban consumers who place a high value on authenticity, trust, and visually appealing material. The results show that customers place a high value on accurate information, truthful evaluations, and authentic visual depictions, all of which have a significant impact on their eating expectations and level of satisfaction. Influencers affect views of value, ambience, food quality, and service in addition to restaurant choice. When promotional content is consistent with real experiences, consumers are more inclined to believe and heed suggestions, underscoring the significance of openness and consistency. In general, restaurants can improve customer happiness, loyalty, and goodwill by being genuine in influencer relationships, carefully controlling expectations, and interacting with patrons through open communication and feedback. Influencer marketing may build trust, promote repeat business, and improve a brand's long-term reputation by emphasising accurate depiction in addition to successful advertising.

## REFERENCES

1. Rakmana Journal (2022) <sup>1</sup>“The impact of promotion by social media influencers on a restaurant's sales - A case study of Barsha Bennah Restaurant.”
2. ”Pratik Ghosh, Sonali Upadhyay, Vimal Srivastava, Rahul Dhiman, Larry Yu (2023) <sup>2</sup>“How influencer characteristics drive Gen Z behavioural intentions of selecting fast-food restaurants: Mediating roles of consumer emotions and self-construal.”
3. ICCIS Conference, IEEE (2020)<sup>3</sup> “How Social Media Influencers Affect Consumers' Restaurant Selection: Statistical and Sentiment Analysis.”
4. Po-Yen Lee et al. (2021)<sup>4</sup> “The Sway of Influencer Marketing: Evidence from a Restaurant Group.”
5. Daniela Martínez González & Reza Zanjirani-Farahani (2023)<sup>5</sup> “Effects on People's Purchase Intention Caused by Influencer Marketing in the Restaurant Industry.”
6. Luciana Santos Morais (2021) “The Impact of Influencers on Restaurant Reviews.”
7. Hamraoui Imene, Belmokhtar Yacine & Bouadda Mohamed (2022) “The Impact of Social Media Influencers on Brand Image in Sponsored Content.”
8. Dr Mukta Martolia (2023) “Influencer Marketing an Emerging Tool for the Success of Local Businesses with Special Reference to the Hotel and Restaurant Industry.”
9. Nur Faizah Binti Mohammad (2022) “The Effects of Influencer Personality and Social Media Content Towards Customer Purchase Intention in the Restaurant Industry.”
10. Rida Azim and Praveen Balakrishnan Nair (2023) “Social Media Influencers and Electronic Word of Mouth: The Communication Impact on Restaurant Patronising.”