

Influencer Marketing in Peshawar's Food Industry: Perspectives of Food Influencers and Restaurant Owners

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Abstract

This study explores the role of influencer marketing in Peshawar's food industry, focusing on how food influencers promote local restaurants and how restaurant owners perceive such collaborations. The research addresses a gap in academic literature, as little work has been done on influencer marketing in Peshawar. A qualitative research method was adopted, using semi-structured interviews with nine food influencers and five restaurant owners, selected through purposive sampling. Data was analyzed using thematic analysis to identify recurring patterns and themes. The study is grounded in the Source Credibility Theory, which highlights trustworthiness, expertise, and attractiveness as key factors influencing audience persuasion. Findings reveal that influencers rely on authenticity, storytelling, and engagement strategies to build trust, though paid collaborations sometimes limit honest reviews. Restaurant owners expressed mixed satisfaction, with credibility emerging as a major factor in campaign success. This research contributes to the understanding of influencer marketing in a local context, offering practical insights for businesses and influencers on building trust and maximizing impact. It also emphasizes the importance of transparency and cultural relevance, providing a basis for future studies on audience perceptions and long-term effectiveness.

Keywords: Social media Influencers, Consumer behavior, Purchasing decisions, Food industry, Peshawar

Introduction

PR is a communication discipline that seeks to develop and sustain good relations between organisations and target audiences (Ali & Ahmed, 2019). Historically, PR was associated with media relations, organization image, crisis management and the creation of goodwill in the society through press releases, events, and media coverage. However, the digital technology advancement has been very rapid, causing great changes in PR strategies since 2020 (Bastrigina et al., 2023). The application of new mediums such as social media platforms, influencing partnerships, and content marketing has become a necessary element towards more credible and interactive audience engagement (Cheah et al., 2024). Facebook, Instagram, Twitter, and

LinkedIn are social media platforms that are very important in PR activities in this digital era. Those enable two-way communications directly, which means that organizations can respond swiftly to the issues raised by the people, frame their narratives, and keep track of the popular mood in real-time (Han & Balanabi, 2024). Influencer marketing has become an influential instrument in PR because it involves people with a big following in order to influence perceptions and behaviors of consumers. Individuals who are influential form emotional bonds by sharing stories, content about what is happening behind the scenes, and authentic endorsement, which can result in higher engagement compared to conventional advertising (Smith, 2024). It is the food industry that shows this change as influencer partnerships alter the way brands interact with their consumers. Food influencers create videos such as taste tests and cooking tutorials, unboxing videos, and restaurant reviews that seem more believable and relatable to many compared to ordinary advertisements. This authenticity creates consumer confidence, which promotes trial and loyalty to brands (Coates et al., 2019). Influencer marketing has become very instrumental in such locations as Peshawar. Local food bloggers and social media celebrities influence the preferences of consumers, emphasize the local food culture, and influence the food trends (Misra et al., 2024). These trend setters are commonly the cultural ambassadors, who juggle between the current food trends and the traditional food. This assists in maintaining the local identity and introducing global trends of food (Martínez et al., 2024). The micro-influencers who typically possess smaller but highly active audiences have been a great influence in the food industry of Peshawar. Their targeted nature has made them especially useful to small food establishments and traditional restaurants that seek low cost marketing solutions (Koay et al., 2024). Furthermore, influencer marketing encourages experiential marketing by inviting people to live cooking workshops, interactive question-and-answer sessions, and food tasting events, which helps to engage the community and spread positively via the word-of-mouth (Swein, 2018). Despite its benefits, influencer marketing has challenges, such as transparency issues. Some influencers do not clearly disclose sponsored content, which can harm consumer trust (Le-Anh & Nguyen-To, 2020). Regulatory measures are improving, but enforcement is still uneven, especially in developing areas. Additionally, relying too much on sponsored content can lead to audience fatigue, reducing the effectiveness of campaigns over time (Lim et al., 2017). Thus, creating genuine, culturally relevant stories and ensuring transparency are vital for maintaining success in influencer marketing.

Problem Statement

Generally at district Peshawar in food industry social media influencers' concentration on consumer behavior remains hidden and underexplored. On the other hand influencers are increasingly recognized for shaping trends and promoting food brands, there is limited research on their specific role in enhancing public relations within the local food market. Peshawar's food industry has seen a rise in the influence of social media influencer but it is unclear how this has impacted the industry as a whole. The problem statement for this research is that to what extent social media influencers have affected the growth and development of Peshawar's food industry.

Research Objectives

For this research work following objectives are designed to gain significant result.

To analyze the impact of influencer marketing on consumer behavior in Peshawar's food industry.

To evaluate the marketing strategies employed by food business in Peshawar that utilize influencer marketing.

Research Questions

Keeping in view the study objectives and study problem, following research questions are developed to answer study problem:

RQ1. How do food Influencers impact consumer behavior in Peshawar's food industry?

RQ2. What are the perceptions of restaurant owners regarding the effectiveness of influencer marketing?

Significance of the study

This research work provides significant and valuable insights on the impact of social media influencers' on consumer behavior and purchasing decision in the food industry at district Peshawar. It is significant and important for such business in Peshawar to know about the effectiveness of influencer marketing campaigns to optimize their business strategies to achieve their desired objectives.

LITERATURE REVIEW AND THEORETICAL BACKGROUND

The concept of PR has over the last decades evolved to be less media-based and more dynamic on digital and social media. The shift has radically changed the nature of communication and relationship-building in organizations with their audiences (Ledingham & Bruning, 1998). In the past, PR relied more on the newspaper, radio, and television to communicate messages and control images. The emergence of digital technology and social media use (Facebook, Instagram, YouTube, and Twitter) has, however, opened two-way interactive platforms to direct communication with audiences (Djafarova & Trofimenko, 2019). The food industry has been marked by this change in which the digital media has transformed PR campaigns. Influencer marketing is one of the strategies that have come to the fore. It uses the so-called social media celebrities who dictate the views of the consumers on the products and shifts their buying habits (Djafarova & Rushworth, 2017). Influencers are further divided into two broad categories, macro-influencers and micro-influencers whose number is lower, but the latter have highly active audiences. Authenticity and credibility have been experienced in both of them. They will relay personal messages, underground work and culturally relevant messages in order to create confidence and emotional attachment with customers (Tanwar et al., 2024).

Since 2020, the definition of influencer marketing has expanded and especially during the COVID-19 pandemic. It was the period, which intensified the pace of consumption of digital content and the significance of authentic and relatable content. Altering the consumer behaviour, The Edelman Trust Barometer (2020) has found that, 63% of the consumers trust the recommendation of the influencers more than traditional advertising. The influencers have been significant in the marketing of local foods like the Peshawari kebabs and local dessert. They facilitate the growth of the local culinary identities and the local cultural pride (Tuten & Solomon, 2018). They often contain authenticity, sourcing and cultural value in their content which is attractive to local audiences. This improves community affiliation and works towards the local businesses (Hussain & Malik, 2021).

The credibility and transparency of the influence content is crucial to stay trusted. Influencers were found to have a big influence on the issue of food safety during the pandemic. They gave instant updates, refuted fake news, and assured people (Edelman, 2020). Their power to provide

reasoned information in a fast manner made them be dependable sources in times of health emergencies, and this explains why they are strategically crucial when it comes to marketing other than promoting themselves (Khan & Saleem, 2022). Small and medium-sized food business also have the advantage of cost-effectiveness, particularly the regions such as Peshawar, where conventional advertising is extremely expensive. Micro-influencers, due to their niche audiences, have higher engagement rates up to 60% in comparison to macro-influencers and are, thus, the best ones when conducting a specific campaign (IMH, 2023).

Such platforms as Instagram and Tik Tok permit the presence of the visually attractive material, such as the short videos, live streams, and virtual reality experience. The features can increase consumer involvement and produce immersive brand interactions (Kumar & Gupta, 2021). Although influencer marketing has these positive characteristics, it has obvious challenges. Lack of transparency, including failure to reveal sponsored content, can negatively affect authenticity and hurt the trust in consumers. Federal regulations, such as the ones provided by the US Federal Trade Commission (FTC), demand the transparency of sponsored contents (Koay et al., 2023).

Excessive sponsored content causes consumer burnout and mistrust and makes influencer campaigns less effective. Return on investment (ROI) is a complex area to measure. More conventional measures such as engagement rates are not necessarily directly related to sales or long-term brand loyalty. Influencers act as the custodians of the local cuisine by advertising the cultural recipes, local food items and cultural festivals in the region. This culturally oriented narration creates emotional ties and confidence, which is essential to the genuine PRs (Veissi, 2017).

Going into the future, adding new content such as short videos, live streaming, and augmented reality will be essential to enhance consumer experiences and interactions (Lou & Yuan, 2019). Although worldwide studies show the strategic value of influencer marketing, local researches, in particular, in developing nations such as Peshawar are needed to learn particular dynamics. Additional studies are required on the best practice to be used in transparency, cultural relevancy, and measurement strategies to enhance influencer-based PR campaigns in the future (Jin & Ryu, (2020).

Theoretical Framework

The theoretical concept used to make sense of the part played by influencers in the food sector of Peshawar is the Source Credibility Theory. **Source credibility theory** is an established theory conducted at Yale's University that explains how communication's persuasiveness is affected by the perceived credibility of the source of the communication. This theory justifies that Hovland who believes that the successful communication relies on the belief of the source of the information (Hovland et al., 1953). According to the source credibility theory the extent of influence will be determined by the level of credibility that consumers have in their influencers. Agreeing with previous research, the findings of this study indicate that positive consumer attitudes, purchase intentions and brand loyalty are all facilitated by high source credibility of influencers in the Food Industry. The Source Credibility Theory was advanced originally by Hovland and later refined by other communication scholars with the help of Janis and Kelley in 1953. According to the theory, people are inclined to accept the information presented by the source if the latter tries to appear credible. Trustworthiness, topical expertise and physical attractiveness are the three important constructs of the source credibility. Source credibility theory has been applied in various contexts including consumer behavior, technology, media, and information. It is particularly relevant to influencer marketing, where the credibility

of influencers impacts their ability to persuade followers. The Source Credibility Theory is the cluster of influencers in the food industry of Peshawar. The source credibility theory is a known theory, which has been done in the University of Yale and it proposes how communication persuasiveness is influenced by the perceived credibility of the source of communication. This theory explains why Hovland who thinks that effective communication depends on the perception of the originator of the information is correct (Hovland et al., 1953). The level of influence will be based on the degree of credibility that the consumers give their influencers according to the source credibility theory. Concurring with the earlier studies, this research study shows that positive consumer attitudes, purchase intention and brand loyalty all depend on high source credibility of influencers in the Food Industry. It was Hovland who developed the Source Credibility Theory and it was later developed by other scholars of communications with the assistance of Janis and Kelley in the year 1953. The theory states that when the latter attempts to sound credible, people are likely to believe the information he/she provides. The three significant constructs of the source credibility are trustworthiness, topical expertise and physical attractiveness. The theory of source credibility has been used in different fields such as consumer behavior, technology, media and information. This is especially applicable to influencer marketing, where influencers behave based on the credibility they possess and this influences how they convince their followers.

Methodology

This research used a qualitative approach to explore the role of influencers in Peshawar's food industry. The main goal was to understand how influencers affect food trends, consumer preferences, and brand promotion in the region. The study focused on gathering detailed insights from key players in the food sector, especially social media influencers and restaurant owners. The aim was to comprehend their motivations, content creation processes, and perceived influence on followers' food choices. The population studied consisted of food influencers active on social media platforms like Instagram, Facebook, and TikTok, with a significant following related to Peshawari cuisine, restaurant reviews, and food trends. Only those influencers who frequently posted about Peshawar's food scene and had previously worked with local food brands or restaurants were included. This selection aimed to capture individuals with substantial engagement and influence in the regional food community. The study included restaurant owners, both male and female, who actively promoted online and collaborated with influencers or were involved in local food businesses. Purposeful sampling helped identify and select participants who could provide relevant and thorough insights into the research questions. A total of 10 food influencers were approached, with an initial goal of having an equal number of five males and five females to ensure gender balance and reduce bias. However, due to difficulties recruiting female influencers willing to participate, only four female influencers were interviewed. The remaining six participants were male. Five restaurant owners were also interviewed, including three males and two females. The challenge of finding female restaurant owners limited the sample, resulting in one female owner and one home-based chef taking part in the study. Data collection occurred through in-depth, semi-structured interviews. The researcher designed an interview schedule that allowed flexibility to explore participants' motivations, content creation strategies, and views on their influence over followers' food choices and brand preferences. Interviews were conducted in Urdu and Pashto, based on the interviewees' language preferences, to ensure comfort and clarity. All responses were recorded word for word to maintain accuracy and aid in detailed analysis later. It is after the interviews that the data collected were transcribed into English and the researcher was able to analyze the responses carefully. The transcripts have been read on several occasions in order to determine

the recurrent themes and patterns of the narratives of the participants. The interviewees were given different codes depending on the role and gender to be used in order to make the interview process clear and maintain the confidentiality of the participants. It was found that food influencers were referred to as MI (Male Influencer), and fi (Female Influencer) and the restaurant owners were referred to as MRO (Male Restaurant Owner), and FRO (Female Restaurant Owner) with a following number to identify individual participants. This is the systematic coding that facilitated organizing the data in transcription, analysis and presentation that ensured that the participants remained anonymous and gave a coherent comprehension of the different perspectives in the study.

Results and Findings

Strategies Used by Food Influencers to Engage Their Audience

Influencers in Peshawar use a variety of strategies to boost engagement on social media. One main method is to create visually appealing content that features high-quality photos and videos, highlighting the food's color, texture, and presentation. Many influencers stressed the need to combine eye-catching visuals with relatable, emotionally engaging stories to make a lasting impact. For example, one influencer (FI9) said, "I focus on high-quality video production and compelling storytelling that highlights not just the food, but also the ambiance and overall experience. When visuals and narration connect emotionally with viewers, the content performs well." Another common method is to use effective video hooks. These attention-grabbing elements appear within the first few seconds of a video to keep viewers from scrolling past. Often, these hooks are paired with trending music, voiceovers, and local humor, appealing to short attention spans and providing quick value. As one influencer (MI4) mentioned, "We focus on creating a strong five-second hook at the beginning of our videos, using the best food visuals to grab attention and encourage viewers to watch the entire video." Authenticity and honesty are also important for engaging the audience. Influencers like Maryam BlogSpot and Peshawar Desi Vlogger noted that real, unedited content builds trust and loyalty. For instance, MI6 stated, "I don't use heavy editing or effects. I show the food directly to the people as it really looks." Interactive techniques, such as asking questions in captions, sharing behind-the-scenes content, and organizing giveaways, encourage more audience participation and help create a sense of community.

Measuring the Success of Collaborations with Food Brands

Influencers primarily gauge success of their brand collaborations by audience engagement metrics, which consist of likes, comments, shares, saves, and views. Those metrics reveal the effectiveness of the content in terms of the resonance with the viewers and attracting attention to the brands in the spotlight. One of the most influential people (FI1) described, "I follow the audience feedbacks in terms of likes, shares, comments, and other activities of both the brand and followers. In case the brand receives more orders or visits, I believe that the brand is successful. Moreover, concrete achievements such as more people visiting partner restaurants and accessing social media pages are the definite indicators of the effectiveness of a campaign. There are also a number of influencers who consider the feedback of the brand, recurring cooperation, and invitations to carry out additional promotion activities as the signs of success. MI2 added, "When people flock to the restaurant after a video it means that the campaign worked, and in many cases it results in future collaborations. There are influencers who view success as a win-win, in which the brands increase their visibility and sales and influencers enhance credibility and reach their market."

Influence on Food Trends in Peshawar

Food influencers have significantly impacted local food trends by promoting lesser-known dining spots and traditional dishes. Respondents noted that their content has revived interest in authentic regional flavors, often shining a light on hidden eateries and home-based chefs that previously went unnoticed. One influencer (FI1) stated, “I’ve helped bring attention to hidden culinary spots and home-based chefs who were previously underappreciated. By focusing on authentic local dishes, I’ve revived interest among the youth.” Many influencers have also led the way in using short-form videos with voiceovers, especially in Urdu, to create relatable content that resonates with local culture. These videos often go viral, leading to real economic impacts, such as boosting street vendors’ popularity and increasing customer traffic. MI3 shared a success story, “I made a video of a street vendor, Shezzy Bhai, dancing joyfully while serving samosa chaat. The video went viral, and he became so popular he printed a flex banner with his photo and mine on his rickshaw.” Beyond content creation, influencers have helped change public behavior by normalizing food photography and vlogging, encouraging more people to document their dining experiences. This cultural shift has helped rebrand Peshawar as a lively culinary city, countering negative stereotypes and showcasing its rich food heritage.

Challenges in Promoting Local Cuisine

Among the challenges that food influencers have to deal with, there are the absence of visual appeal and online capability with small local restaurants. The majority of these sellers work on an informal setting where people do not have lighting, hygienic facilities and knowledge regarding social media hence, producing content is difficult. According to MI2, as an example, it was noticed that most of the people are not aware of vlogging food; sometimes people think that we are food inspectors, and people laugh or deny us to shoot. Such environmental conditions as overcrowded, noisy, or dim place, or the weather of heat also affect the quality of the content. Hygiene issues are acute, and they influence food safety and hygienic attitudes. Gender-based barriers are especially hard to overcome by female influencers. Their common complaint is that they feel out of place and they do not feel safe in male dominated places. FI8 expounded, as women we are not comfortable with taking photographs in the open due to the glares and undesired attention and this limit of our movements and and the content we capture. Despite these scruples, there are slowly changing trends in the society to accept and support the food content production as it also mentions some of the influencing factors.

Being Authentic in Cooperation with a brand.

The influencers appreciate integrity, transparency, and consistency in creativity to maintain authenticity in the process of collaboration with brands. Most of them choose the brands they actually like and trust in order to make their recommendations acceptable. Honest feedback with little emphasis on over-editing and misrepresentation is also much emphasized. Indicatively, FI1 told, I am a straightforward speaker who does not resort to excessive editing to make the text relatable and authoritative. Influencers are able to maintain their own tone and style of collaborating and assist in maintaining the personal brand image and building authentic relationships with their audience. In further elaboration of MI6, I set clear expectations to brands that my reviews will be objective and honest. In case the service or food is not to the order, I will include this in my review. This will satisfy the growing demand of digital viewers that devours real and experience-based content as opposed to traditional advertising.

Owners’ Perspectives on Influencer Marketing

Restaurant owners see the positive impact of influencers in attracting new customers and boosting visibility. Many report that content created by influencers often leads to increased foot traffic, especially among younger groups, including women and students. For example, MRO1 stated, “Influencers bring us new customers who come after seeing their reviews, which increases our visibility.” Though, some owners prefer organic growth, focusing on service quality and reputation instead of paid partnerships. A few remain skeptical about the return on investment of influencer marketing, expressing concerns about uncertain outcomes and the dependability of influencer-driven traffic. One owner (FHBC) remarked, “I don’t hire food bloggers because they don’t guarantee customer turnout.” When choosing influencers, owners examine follower count, content quality, and authenticity. Many prefer those who genuinely appreciate their offerings over those with high follower counts alone, stressing the value of organic and heartfelt endorsements.

Impact on Customer Demographics and ROI Evaluation

Another shift in the demographics of the customers is that influencer promotions have redirected customers to a younger, digitally savvy population, which has led to more women patronizing. Owners observe that social media marketing is an effective way of targeting this group. Some of the measures used to measure ROI include the number of customers who mention influencer content, and by increased foot traffic and organic feedback. Some of the owners are skeptical and stress on the role of quality of service and long-term relations, rather than short-term promotional outcomes.

Role of Social Media in Business Strategy

All owners recognize social media as an essential part of their marketing strategies. It serves as a main tool for building brand awareness, engaging with customers, and introducing new products. Several owners pointed out that social media allows for real-time communication, fostering community connection and enhancing brand personality. Its targeted nature lets businesses effectively reach specific customer segments, supporting overall growth and competitiveness in the local food industry.

DISCUSSION

This paper examines how food influencers affected food culture, food marketing and consumer behaviour in Peshawar through the perspective of the Source Credibility Theory (Hovland et al., 1953). The results demonstrate a multidimensional effect of influencers, and offer opportunities and obstacles to the changing digital environment of food marketing. The influencers interviewed portray high perceived competence as evidenced by their capability to inspire the resurgence of interest in local and traditional foods especially among the younger age groups. They enlarge the food consciousness of their audience by shedding light on the smaller food establishments, domestic cooks and street sellers. This is in line with the SCT dimension of expertise as audiences tend to believe and take action on information presented by sources that they believe to be knowledgeable and experienced (Lim et al., 2017). Influencers also earn credibility with transparency and truthfulness in reviews. A number of respondents said that they had had explicit expectations with brands about truthful feedback, a factor that demonstrates the importance of integrity as one of the elements of the Source Credibility Theory. This focus on truthful and genuine content builds the audience trust and the influence of the person as credible. The sincerity with which the food experiences, be it good or bad, are reflected, is what makes the audience view their content as trustworthy and will encourage greater interaction (Koay et al., 2024). Creative forms of content, e.g., short videos with

voiceovers in native language can also increase relatability, which is the third element commonly referred to as source attractiveness or similarity in the Source Credibility Theory. These forms have rendered contents easier to access and make them more culturally oriented, particularly to the local viewers. Viral success of such content such as advertising unique local snacks and local charismatic food vendors is a demonstration of how relatable influencers can define food trends and consumer preferences by mediating between traditional foods and contemporary platforms (Djafarova & Trofimenko, 2019). Although such successes have been achieved, there are issues that require the influencers to demonstrate the capacity to be credible. Such problems as logistical challenges, the lack of trust among the population and the appearance of some of the local restaurants compel the influencers to strike a delicate balance between integrity and attractiveness. Women influencers face more obstacles (such as the issue of safety and social expectations) that affect the kind and extent of the content they can create, thus affecting how their authoritative status is understood in gendered social contexts (Coates et al., 2019). In the eyes of restaurant owners, the effect of influencer marketing is mixed. Others acknowledge the importance of influencer credibility in their quest to achieve organic customer engagement, but others are still reluctant to take the plunge on paid collaborations because they do not have a quantifiable ROI.

Among the challenges that food influencers have to deal with, there are the absence of visual appeal and online capability with small local restaurants. The majority of these sellers work on an informal setting where people do not have lighting, hygienic facilities and knowledge regarding social media hence, producing content is difficult. According to MI2, as an example, it was noticed that most of the people are not aware of vlogging food; sometimes people think that we are food inspectors, and people laugh or deny us to shoot. Such environmental conditions as overcrowded, noisy, or dim place, or the weather of heat also affect the quality of the content. Hygiene issues are acute, and they influence food safety and hygienic attitudes. Gender-based barriers are especially hard to overcome by female influencers (Ali & Ahmed, 2019). Their common complaint is that they feel out of place and they do not feel safe in male dominated places. FI8 expounded, as women we are not comfortable with taking photographs in the open due to the glares and undesired attention and this limit of our movements and the content we capture. Despite these scruples, there are slowly changing trends in the society to accept and support the food content production as it also mentions some of the influencing factors.

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Conclusion

This paper has discussed the active interaction between food influencers and restaurant proprietors in Peshawar, analysing the effects of influencer partnerships on marketing and strategies, demographic profiles of consumers, and business. The results point to the fact that food influencers have a major role in influencing the consumer behavior through raising brand awareness, engaging more and younger audience and popularizing the local cuisine in new ways. The selectivity of partnerships and honest content is some of the ways influencers retain authenticity and reinforce trust and interaction with the audience. Conversely, restaurant owners are showing cautious hope concerning influencer partnerships and attach importance to organic growth and quality service as a key to success. These findings are in line with the Source Credibility Theory that states that the power of the message is based on the perceived competence, credibility, and appeal of the source. Genuine content and consistency are the elements that lead to credibility of influencers in Peshawar, thus efficiently impacting consumer choices and promotion of local food brands. Although there are certain obstacles like the lack of measurement tools to assess ROI and the lack of willingness to participate in social media and influencer marketing by the restaurants is becoming part of the ecosystem of the food industry in Peshawar. Overall, the creative outreach of influencers and service quality of owners make a contribution to the food culture development and growth of the market in the region.

Recommendations

For Restaurant Owners:

Invest in building long-term relationships with credible food influencers who align with the brand's values to maximize authentic outreach.

Improve tracking mechanisms, such as customer surveys or digital codes, to better measure the impact of influencer collaborations on sales.

Enhance the digital presence by actively engaging on social media platforms and encouraging organic customer reviews to complement influencer content.

For Food Influencers:

Continue to uphold transparency and authenticity to maintain follower trust and strengthen brand partnerships.

Expand content diversity by exploring untapped local cuisines and smaller eateries to support grassroots food culture.

Collaborate with restaurants to create mutually beneficial campaigns that also consider feedback and areas of improvement.

For Policy Makers and Local Business Support:

Provide workshops or training sessions for small businesses and food outlets on effective social media marketing and influencer engagement.

Facilitate platforms or forums for networking between influencers and restaurant owners to foster collaboration and knowledge sharing.

Encourage ethical standards in influencer marketing to maintain transparency and consumer trust across the food industry.

For Future Research:

Conduct quantitative studies to statistically analyze the financial impact of influencer marketing on local businesses.

Explore the role of emerging social media platforms and new content formats in shaping food trends.

Investigate consumer perceptions of influencer credibility in different cultural contexts within Pakistan.

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