

Supplementary Table 1. The Questionnaire.

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|--|---|
| <b>1. Gender:</b>  | <b>Female</b><br><b>Male</b>  |
| <b>2. Age category</b>   | <b>(12-27(gen z target audience))</b><br><b>(28-43(millennials))</b><br><b>(44-59(gen x))</b> |
| <b>3. Do you prefer blogs that focus on healthy eating or fast food?</b>                           | <b>Healthy eating</b><br><b>Fast food</b>   |
| <b>4. How often do food bloggers pop on your screen while you're scrolling through your phone?</b> | <b>Daily</b><br><b>Weekly</b><br><b>Monthly</b><br><b>Rarely</b>                              |
| <b>5. If daily how many times per day?</b>   | <b>Once</b><br><b>Twice</b><br><b>More than 2 times per day</b>                               |
| <b>6. Do you find that food bloggers influence your choice in the types of food you eat?</b>       | <b>Yes</b><br><b>No</b>   |
| <b>7. Do you prefer food bloggers that include nutritional information?</b>                        | <b>Yes</b><br><b>No</b>   |
| <b>8. Have you noticed any changes in your weight since you started watching food bloggers?</b>    | <b>Yes</b><br><b>No</b>   |
| <b>9. If yes did your weight increase or decrease?</b>   | <b>Increase</b><br><b>Decrease</b>  |
| <b>10. Do you have any health conditions of these?</b>   | <b>Obesity</b><br><b>Diabetes</b><br><b>Hypertension</b><br><b>Other</b>                      |
| <b>11. If other health condition, please specify:</b>  |   |
| <b>12. Have you ever participated in a diet plan advertised by a food blogger?</b>                 | <b>Yes</b><br><b>No</b>   |

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|---|---|
| <p><b>13. How often do you try restaurants/ cafés based on food bloggers recommendations?</b></p>             | <p><b>Every time</b><br/><b>Sometimes</b><br/><b>Rarely</b></p>     |
| <p><b>14. Have you adopted any specific healthy eating habits from food bloggers?</b></p>                     | <p><b>Yes</b><br/><b>No</b></p>                                     |
| <p><b>15. How Do food bloggers affect your mental or emotional relationship with food?</b></p>                | <p><b>Positively</b><br/><b>Negatively</b><br/><b>No effect</b></p> |
| <p><b>16. Do you feel pressure to eat in a certain way due to food bloggers?</b></p>                          | <p><b>Yes</b><br/><b>No</b></p>                                     |
| <p><b>17. Did you experience food cravings after watching food bloggers content?</b></p>                      | <p><b>Yes</b><br/><b>No</b></p>                                     |
| <p><b>18. Do you exercise regularly (3 to 4 times per week)?</b></p>  | <p><b>Yes</b><br/><b>No</b></p>                                     |
| <p><b>19. On a scale of 1-10, how much do you think food bloggers have influenced your eating habits?</b></p> |   |