

To Study the Impact of Vlogging on Customers Selection of Food and Beverage Eateries

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Abstract

Internet use today has merged seamlessly into daily life, making the present era genuinely the era of communication. All kinds of businesses are utilizing social media as a crucial component of their marketing strategies as its popularity continues to rise. This study investigates how consumers perceive various retailers' food and beverage vlogging. The influence of the vlogs on consumer preference for those outlets, whether customers are aware of the concept of vlogging and whether any such food vloggers are followed. Additionally, the study will better comprehend the connection between food Vloggers' reviews and suggestions, as well as how this affects the restaurants that customers choose to visit. Additionally, it identifies a few variables that motivate and sway diners' restaurant selections. Furthermore, it identifies various social media channels that customers have suggested to review the different food and beverage vlogs produced for decision-making.

Keywords: Food Vlogging, Vloggers, Customer Perception, Social Media, Buying Behaviour

entries frequently include supporting text, images, and other metadata along with an embedded video (or a video link). Entries may be recorded in a single take or in several takes. Popular on the video-sharing website YouTube, Instagram, Facebook, snapchat are the vlog category. One of the most well-liked types of digital entertainment in recent years, "vlogging" has given rise to a sizable online community (JARDIN, 2018). The consensus is that, in addition to being entertaining, vlogs can convey complex context through imagery more effectively than written blogs.

On all social media platforms, we typically scroll to find food vloggers who can inspire us to try new things when we want to cook something special or look for popular street food. Making food-related videos to display one's culinary abilities is known as "food vlogging." These food vloggers inspire millions of people to experiment with new foods. People from all over the world are drawn to them because of their authenticity (Shubham Upadhyay, 2022).

LITERATURE REVIEW

(Shatakshi et al., 2022) investigated how consumers view reviews and suggestions on food blogs when selecting the restaurants, they would like to visit. The blogs of these bloggers—often referred to as "foodies"—are written with the intention of influencing readers and generating income. The main determinants of a blogger's level of influence, aside from the blog's content, are their personality, persuasiveness, and engagement style. For this, 141 respondents were chosen using the quota sampling method, and information was gathered using a structured questionnaire.

INTRODUCTION

Technology, also known as the digital revolution, has become central to modern life. For daily tasks, humans depend on devices like smartphones, laptops, and smart watches. Social media applications are becoming more and more common as smartphone sales rise. In the age of the digital revolution, vlogging is one way to keep up with what is going on locally and globally.

A vlog is a type of blog where the medium is video. It is also referred to as a video blog or video log. Vlog

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(Pan et al., 2007) explored travel blogs as a representation of travel. To understand how the destination experience is manifested, visitor reviews posted on popular travel blog sites were examined. The three most popular travel blog websites and three blog search engines were used to compile travel blogs about Charleston, South Carolina. Semantic network analysis and content analysis techniques were used to examine blogs in order to determine what travelers were writing about.

(Azim & Nair, 2021) analyze the elements of electronic word-of-mouth (eWOM) produced by food blogging that influence consumers' decisions to eat out when they consult reviews posted by social media influencers. The study specifically identifies four independent variables, Expertise of Source (EX), Popularity of Source (PO), Convenience of Information (CO), and Familiarity of Source (FA), and investigates their effects on consumers' Intention to Purchase (IN).

(Manoj Timilsina, 2019) examined the effects social media has on business and how it affects business activities is the main goal of this thesis. Additionally, this study gives a brief overview of social media and how effective marketing can be carried out using it. Additionally, a clear explanation is provided to show how social media has changed the way traditional marketing activities are conducted.

(Grizane & Jurgelane, 2016) studied with a questionnaire to look at social media usage habits, a partially structured interview method is used to acknowledge restaurant owners' or employees' opinions about the impact of social media activities on the business environment. The findings suggest that social media has an effect on the restaurant industry and patron behavior in Jelgava town, but none of the evaluated restaurants have reaped the full benefits. The created model is appropriate for evaluating the advantages.

(Kim et al., 2016) investigated how operating efficiency metrics and social media reviews affect restaurant financial performance as well as the moderating effect of an excellence certificate. The results of this study show that restaurants' performance is significantly improved by the volume of online reviews that patrons leave.

(Hwang et al., 2021) studied consumers' satisfaction is positively correlated with the adoption of social media on smartphones. More specifically, consumers' intention to

use social media is fulfilled when they see that process, content, and social gratification are satisfied. This study suggests that consumers' restaurant decision-making processes need to be understood because they are not independent decision-making stages; rather, they are all organically connected to and influence one another.

(Rasal, 2021) demonstrate the influence of social media reviews on patron restaurant choice in Pune. Social media is becoming more and more popular, and all kinds of businesses are utilizing it as a crucial component of their marketing plans. Social media has made it possible to instantly reach thousands of customers at a low cost and with ease. It has been praised for contributing more and more to process improvement and guest satisfaction, among other areas of the hospitality sector.

(Hanjeerapanya, 2017) carried a descriptive study looks into information about actual phenomena. Through observation, in-depth interviews, and case analysis, this study's methodology and research process will be completed. After that, connect the study's findings to a framework. Therefore, all the data will be used to evaluate the study's theoretical framework and hypothesis.

(Cheksengrat et al., 2017) conducted a study to better understand consumer decisions and identify restaurant success factors from online reviews in order to increase profitability and efficiency by enabling establishments to respond quickly to patron opinions and satisfaction.

(Shah et al., 2023) explored how Generation Z chooses a restaurant in the Kathmandu district and how social media usage affects that decision. The influence of the independent variables (perceived image, electronic word-of-mouth, sales promotion, and restaurant popularity) on the dependent variable (restaurant choice) is investigated using a hierarchical multiple regression model. By using convenience sampling, information from members of Generation Z (Gen Z) living in Kathmandu districts is gathered. According to the positive correlation and regression coefficients, the results of this study suggest that the Gen Z residents of Kathmandu district frequently base their restaurant selections on their perceived image and electronic word-of-mouth (E-WOM).

(Siddiqui, 2020) determined the influence of social media marketing, including sharing, publishing, visual word-of-mouth, and electronic word-of-mouth, on consumers' choice decisions. A significant and advantageous

moderator in this study is the reputation of the bloggers. According to this study, social media marketing is expected to become more important over time in terms of e-business, entertainment, and marketing.

Li-Shia Huang (Huang, 2015) studied beneficial effects of product evaluation self-disclosures and popularity on readers' cognitive trust as well as the beneficial effects of social self-disclosures on readers' affective trust through a survey study involving seven blog posts about dining experiences. Trust in both cognitive and affective ways improves consumer attitudes toward products. The intention of readers to leave feedback on the blog is also increased by affective trust. This study makes recommendations for bloggers and businesses that use blogs as marketing tools based on its findings.

NEED (LITERATURE GAP) AND SIGNIFICANCE OF STUDY

Numerous studies have been done on the impact of social media on consumers' perceptions of restaurant choices, according to the various reviews of literature. The consumption trends across different food and drink blogs and bloggers. However, the idea of vloggers, also known as video bloggers of food and drink, has not yet been recognized and explored within the limits of the city.

This study investigates the relationship between food and beverage vlogging, vloggers, and their impact on consumer decision-making when choosing a food and beverage outlet. Furthermore, it identifies various social media channels that customers have suggested to review the different food and beverage vlogs produced for decision-making.

OBJECTIVE

- To study the customer awareness of the food and beverage vloggers and their vlogs.
- To analyse the customer perception towards the food and beverage vlogging and vlogs, its impact on the choice of food and beverage outlets.
- To identify the various social media platforms that customers rely on for exploring various food and beverage vlogs.

RESEARCH DESIGN

A representative population of customers in the city of Pune was selected in order to gather data for the study. Effective use of the "descriptive research methodology" was made to conduct the investigation. Both primary and secondary sources of information were assessed for this study.

Primary Data

The Primary data for the research was received from the response collected for a well-designed survey for the chosen sample population limited to Pune. A total of 150 respondents completed the questionnaire, and of those, 118 were deemed to provide valid answers that addressed the research question.

Secondary data

Data collected from the following means:

- Journals
- Social Media Platform
- Books
- Magazines
- Past Data
- Websites etc.

DATA ANALYSIS AND INTERPRETATION

Demographic Response of the Respondent

Age of the Respondent

Observation

A significant portion of the population, or 56 respondents, or nearly one-third of all responses, were made by respondents who were between the ages of 18 and 25. Almost 28.76 percent of the population, or 42 respondents, are in the 36 to 45 age range. 5 responses were given by more than 3.42 percent of respondents who were 56 years old and older. The respondents, who are ages 18 and 25, respectively, range in age from 26 to 35 and 46 to 55.

Gender of the Respondent

Observation

The survey received responses from 78 men and 68 women, totaling 54 and 46 percent, respectively.

Visiting Food and Beverage Eatery

Do You Prefer Visiting Food and Beverage Eateries Around Your Areas?

Observation

There were 146 responses total, all of which indicated that choosing different restaurants is a common practice in Pune. The response rate for whether respondents preferred visiting food and beverage eateries was 100%.

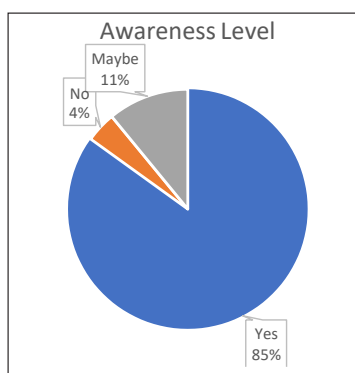
Frequency of Visiting Food and Beverage Eateries?

Observation

In response to a question about how frequently they visit food and beverage eateries, respondents said they did so more frequently once every two weeks and once a month, with responses totalling 29.45% (43 responses) and 39.72% (58 responses), respectively. 13.69% of respondents say they eat out once per week, and respectively 14 and 11 respondents said they would prefer to eat out twice per week or very infrequently.

Awareness and Perception of the Food and Beverage Vloggers and Their Vlogs

Awareness of the Food and Beverage Vloggers and Their Vlogs

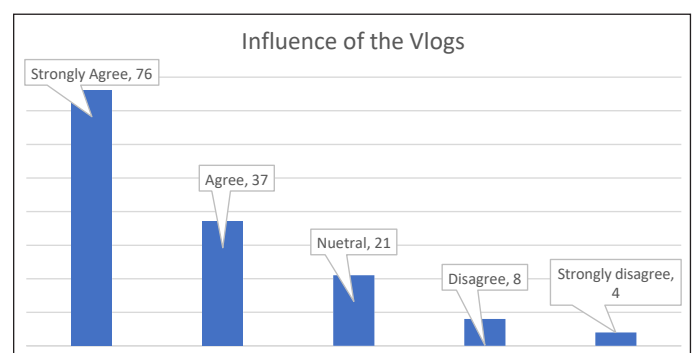


Graph 1

Observation

A positive awareness response was given regarding food and beverage vloggers and their vlogs in Pune, with nearly 85% of the 124 respondents knowing about the concept and nearly 11% of the 16 respondents not knowing whether they are aware or not, responding with Maybe. 6 respondents on average were not aware of the concept of food and beverage vloggers and their vlogs.

Influence of the Vlogs on Selection of Food and Beverage Eatery

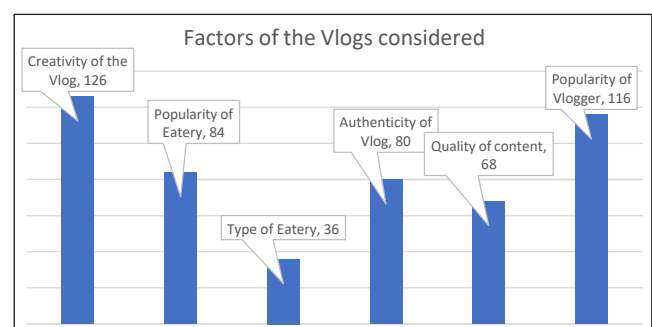


Graph 2

Observation

Nearly 113 respondents, or 77.39%, agreed that they are influenced by the vlogs of food and beverage eateries and that this influence affects their choice of restaurants when asked about the influence of these vlogs. 21 respondents, or 14.38%, are indifferent about the influence of vlogs, while 12 respondents, or 8.21%, say they are not affected by them.

Factors Considered of the Vlogs



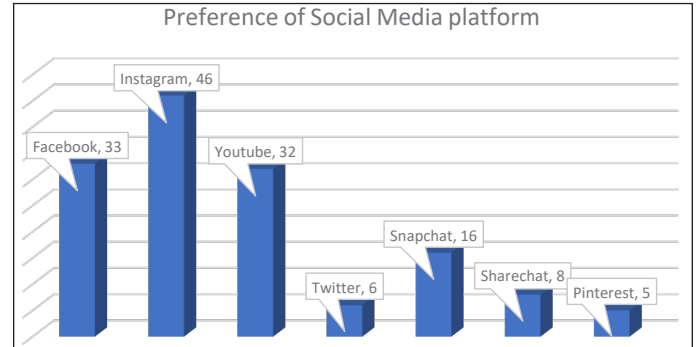
Graph 3

Observation

On investigating the elements that various vloggers take into account when creating their vlogs. Whose influences on choosing a restaurant for food and drink were questioned. According to the responses to the multiple-choice question, the popularity and creativity of the vloggers have the greatest impact, receiving 126 and 116 responses, respectively, stating that the vlogger and the vlog have a significant impact. Before choosing any type of eatery, customers must also confirm the authenticity of the content, and they did so with a solid 80 respondents. Additionally, the popularity of the restaurant is a factor that can be examined while consulting the vlogger's previous vlogs before choosing the Eatery. While only 68 respondents indicated that quality of content had any bearing on their choice of restaurant, only 36 indicated that the type of Eatery they choose did not bother them.

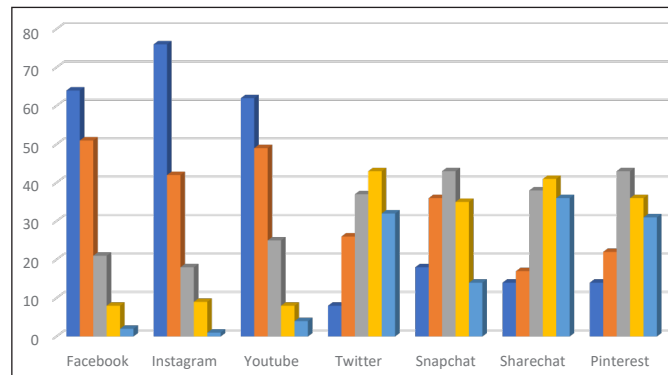
Social Media Platform

Preference of Social Media platform



Graph 4

Influence Rate of the Social Media Platforms



Graph 5

Table 1: Mean Value of Influence Rate by Social Media Platform (On the Scale of 1 to 5)(5 Being the Highest Influencing Factor and 1 Being the Least)

Social Media Platform	5	4	3	2	1	MeanValue
Facebook	64	51	21	8	2	4.14
Instagram	76	42	18	9	1	4.25
YouTube	62	49	25	8	4	4.12
Twitter	8	26	37	43	32	2.55
Snapchat	18	36	43	35	14	3.06
Share chat	14	17	38	41	36	2.53
Pinterest	14	22	43	36	31	2.67

Observation

The preference of the respondents for following vloggers and their vlogs on various social media platforms. A definite response was obtained, showing that the respondents prefer the well-known social media platforms, such as Instagram, Facebook, and YouTube, with responses of 46, 33 and 32 respectively, for exploring the various vlogs made by the vloggers around Pune. Whereas, a very meagre response was received for social media platforms like Snapchat, ShareChat, Twitter, and Pinterest, with responses of 16, 8, 6 and 5 respectively.

Additionally, according to responses on a 5-point Likert scale, Instagram, Facebook, and YouTube, with mean ratings of 4.25, 4.14, and 4.12, respectively, are the three most influential social media platforms. The mean value calculated for Snapchat, Pinterest, Share Chat, and Twitter, respectively, is 3.06, 2.67, 2.53, and 2.55, which indicates that the influencing rate for other social media platforms is in equilibrium, respectively.

Food and Beverage Vloggers in Pune City

Following is a list of the most popular and widely followed food and drink vloggers, compiled after asking the respondents @YasHBajaj, @pune_food_diary_ by @tejas_Zende, @foodish_punekar by Parth, @KhadadPunekar, @Pune_आर_kitchen, @thefoodmonster_ by Ashray Patil, @punefoodbloggerashray, @pune_captures, @tweakmetsmaak, @tweakmetsmaak7970 on YouTube, @spicykick, @TheUrbanGuide, @VirtualBanjara, @snehapatil2542, @GolgappaGirl, @fusionfood7622.

CONCLUSION

In today's technologically advanced world, Vloggers and their Vlogs are growing in popularity, and the majority of customers prefer them before choosing any particular restaurant serving food and beverages.

The different types of vlogs that are available on different social media platforms, such as Instagram, Facebook, YouTube, etc., have a major influence on the audience.

The influencers/vloggers are currently becoming more well-known, have seen an increase in the number of followers, and are making more educational vlogs about the different food and drink options available.

The videos made for various restaurants serving food and drinks are attractively done in order to leave an impression on the viewers.

LIMITATION

The typical subjective limitation may apply to this study. The complexity, issues with quantification, and data quality that arise during information processing are some of the predictions made by behavioral science. Because it was conducted there, the study may have its own implications and be constrained to those same parameters because it only takes into account the parameters and population of Pune City. The opinions of the authors are more common than general observations when it comes to the information on the internet, both published and unpublished. Furthermore, a trustworthy impression or point of view are frequently absent from the comments. Therefore, the aforementioned restrictions might affect the study's qualitative and empathetic findings.

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