

Impact of Food Vlogging on consumers perception -with special reference to Bilaspur city

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Abstract- The Internet has provided new scope to influence consumer and video blogging is an exciting way to engage people and deliver opinions to mass in creative. As this vlogging is trending in YouTube and Instagram, providing features of adding video contents in it make more popular among youngster. Food vlogging has a great follower in YouTube, Facebook and Instagram they make their contents about the food taste, restaurants and ingredients etc.

Under this study sample of 232 were taken from Bilaspur city and data were drawn by prepare questionnaire and disturbed link randomly in social media. The data drawn from this questionnaire were about the impact of food vlogger on the consumer in various aspects such as the choice of restaurants and food vlogger spread awareness among consumer regarding the poor quality of food and low maintained standards by restaurants. The authenticity of food vloggers was also tested here along with the objective of food vlogging as a desirable medium to promote restaurants. The pie diagrams were used to test the result and even the limitation of this study as it is concentrated in Bilaspur city only and social media was used to collect data so the result obtain are bias and not general as it varies from city to city.

Keyword: - video blogging, food vlogging, social media

I.INTRODUCTION

The current era is known as a communication era and the internet becomes an integral part of the day to day life. Practically every problem was goggled from which dress to wear, what foods are right and so on it, name it any and internet is possibly providing more than one solution and one of the forms of the solution is weblog popularly use the short term that is 'Blog'. It was written in an informal or conversational style which is a regularly updated website or webpage typically run by an individual or small group. the blog has present in every sector from business to economic and from social to the cultural aspect. The blog is intrinsically social, as they reveal the blogger's personality, interests and point of view. They help people know things on the individual level and influence their decision making regarding their products.

Video blogs or vlogs are blogs where each posts video. Although the posts may also include text, providing context for the video, the focus of each post is a video. the use of video allows the video blogger (vlogger) to express their view and interact with their viewers more directly on a personal level. Vlogs have become increasingly popular over recent years. Mainly on social media platforms such as Facebook, Instagram and YouTube. These vloggers deliver their updates to mass and great extend influence them to.

Food vlogging is very popular among them. they post about restaurants, street foods reviews around the city and convey their message about a particular dish and places in every minute detail possible the flaws, the taste, every ingredient. thus, the owners of restaurants reached out these vloggers for advertisement.

Bilaspur city which is situated in Chhattisgarh has a population of 365,579 according to the census of 2011. Bilaspur urban area population is estimated at 452,851.in this city above 200 restaurants and hotels are operating apart, various street food chain such as chaupatis are very popular among people. It is tough for a layman to select the perfect restaurants to meet all the needs and wants respect to the meal.so here comes the food vloggers who make it easy to make the process decision making among the available options by reviewing the foods as well as the restaurants according to various classification such as type cuisine, event, price adorability, taste etc.

Some known vloggers in the Bilaspur city are namely foodies_bilaspur_10 (Instagram/blogger/3813 followers / 272 Post) , foodiesardarjiii (blogger/1128 followers / 95 post) , foodie engineer Bilaspur (blogger/1601 followers

/163 post), Hoogerblogger (YouTube) and many Facebook pages are updated by local food vloggers of Bilaspur city.

Under this study, we examine the extent of influence food vlogger have on the consumer and do change the taste and preference of the consumer. And also, to evaluate the authenticity of these food vloggers.

II. LITERATURE REVIEW

According to a study on the interaction in two German food blogs, released in Boston University (Kerstin,2010), it is proof that food blog has evolved into the valid medium from where an individual creates an identity and interacts with others through their food and the internet. The two blogs taken into account for the study were 'Delicious: daily' by Nichole stich and 'Cucina Casalinga' by Nathalie. Through both of the blogs are different, they still have one common thing that is shaping and sharing their identities online with others who love to read about their food and lifestyles.

According to a survey conducted by 'The State of Food Blogging' in February 2012 by Foodista and Zephyr Adventures that are the organizers of the International Food Blogger Conference, the food blogging world not made up of youngsters, only 11% of respondents were aged 24 and younger. 45% of respondents had no background related to food blogging and the rest 55% claimed to have some selected professional experience writing or editing, marketing, and food or food services. 89% of food bloggers cover the recipe as a favoured topic.

According to Adliah Nur.Hanifati in his paper 'The Impact of Food Blogger toward Consumer's Attitude and Behaviour in Choosing Restaurant' present of how bloggers, restaurant reviews affect consumers' attitude and behaviour. The factors outlined in this paper were analysed by adapting the theoretical framework of the Technology Acceptance Model (TAM). This survey involved 242 food blog reader was analysed to investigate the relationship between the perceived usefulness of food blogger's recommendations, and the consumer's attitude toward the review.

III. OBJECTIVE

- To study the influence of Food Vlogger on Consumers choice of restaurant.
- To find out whether food vloggers bring awareness among customers
- To find out the authenticity of Food Vloggers recommendation.
- To find out vlogging is a desirable medium of promoting restaurants

IV.METHODOLOGY

The current study is based on primary data collected from 232 respondents who are followers of food Vloggers.

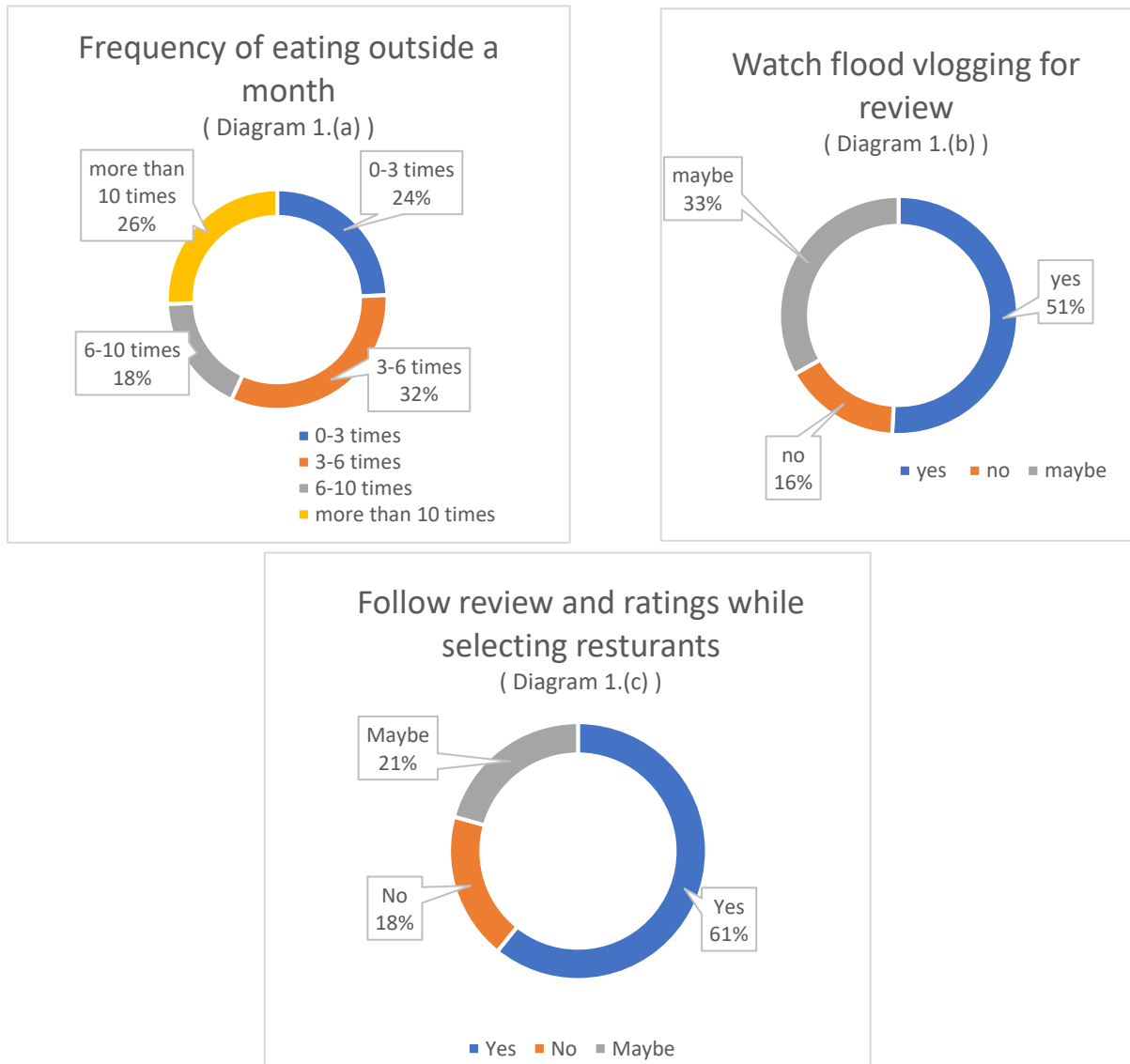
A questionnaire' was prepared and conducted through online platforms of Instagram and Facebook and the link was distributed randomly. A total of 232 responses were collected out of which 117 respondents were male and rest 115 were females and the majority of the respondents were under the age group of 15-25 years as data has been collected from Instagram and Facebook which mainly used by younger people. The below table shows the summary of the questioner.

TABLE – I
Summary of questionnaire

Question	Item	232 Frequency	100 %
Gender	Male	117	50.40%
	Female	115	49.60%
Age	Below 15 year	Nile	Nile
	15 – 25 year	191	82.32%
	25- 35 year	39	16.81%
	Above 35 year	02	0.86%
Mode of watching food vlogging?	Instagram and Facebook	111	47.84%
	YouTube	99	42.67%
	Twitter and Pinterest	01	0.43%
	other	21	9.05%
Frequency of eating outside in a month?	0-3 times in a month	56	24.13%
	3-6 times in a month	74	31.89%
	6-10 times in a month	42	18.10%
	10< times in a month	60	25.86%
Do you like to watch Food Vlogging?	Yes	118	50.86%
	No	42	18.10%
	Maybe	72	31.03%
Do you follow reviews and ratings of Food vloggers while selecting Restaurants?	Yes	117	50.40%
	No	44	18.96%
	Maybe	71	30.60%
Do you think food Vlogger bring awareness?	Yes	131	56.5%
	No	49	21.1%
	Maybe	52	22.4%
Do you feel food vlogger recommendations are authentic?	Yes	83	35.8%
	No	29	12.5%
	Maybe	120	51.7%
Do you think food vlogging is desirable way of promoting restaurants?	Yes	185	79.74%
	No	15	6.46%
	Maybe	32	13.79%

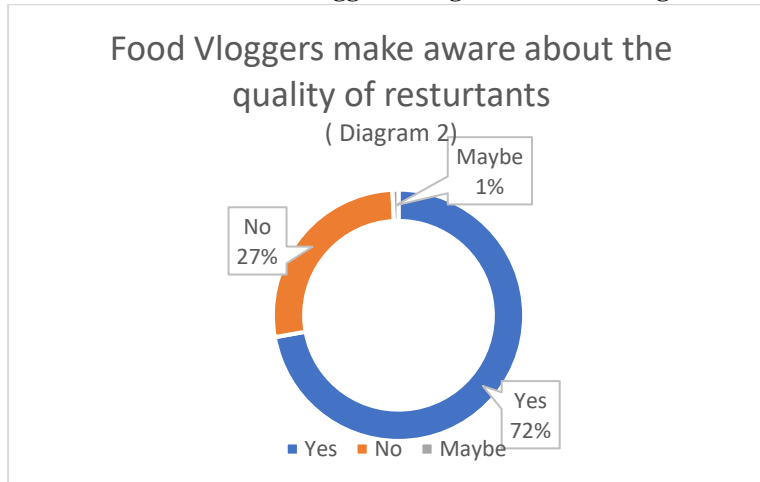
V.RESULT

1. To study the influence of Food Vlogger on Consumers choice of restaurant.

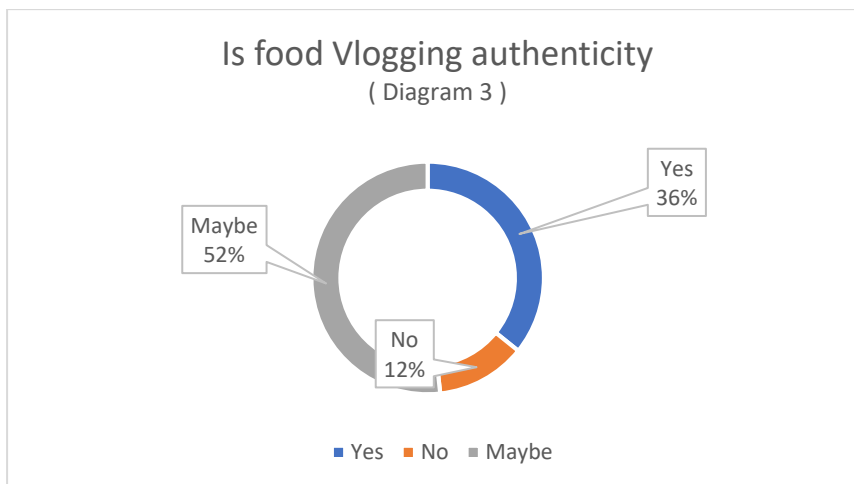


As diagram 1. (a) shows that the frequency of eating outside by consumer in a month. It indicates that majorities were eating more three times a month i.e. 76% which implies huge chunk of people go restaurants in more than three times a month out which 51% watch food vlogging (diagram 1.(b)) and further we see that majority of which also follow the review and ratings of food vlogger while selecting resultants i.e. 61% (diagram 1.(c)).

So, we concluded that food vlogger influences the selection of restaurant of consumers.

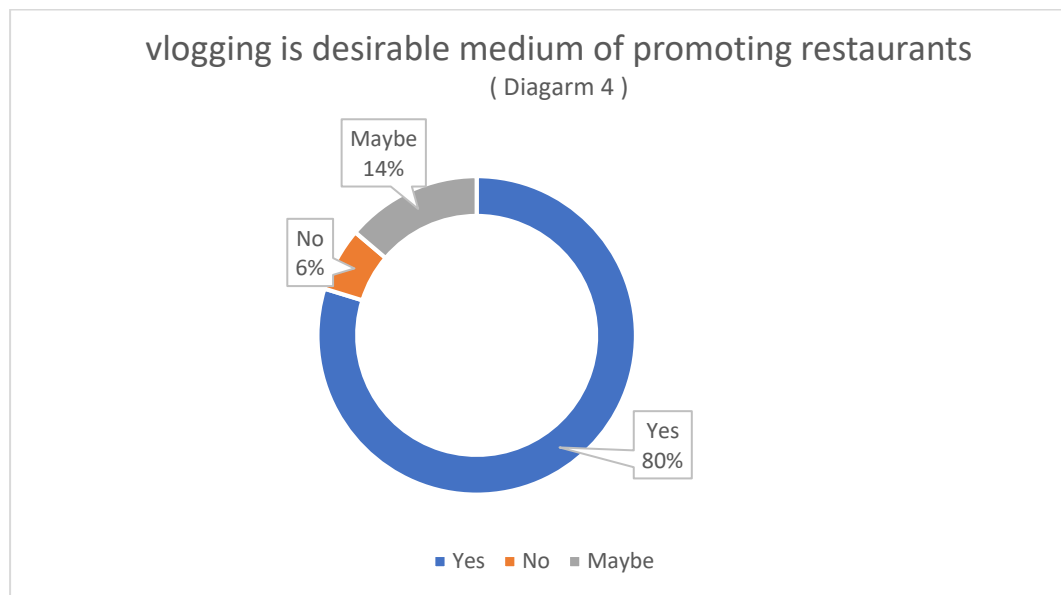
2. To find out whether food vloggers bring awareness among customers

From the above diagram, we can say that food vloggers bring awareness among customers in respects to poor quality food and low standards i.e. agreed by 72% of respondents.

3. To find out the authenticity of Food Vloggers recommendation

We can see from the above diagram, the majority of respondents not sure that whether food vloggers recommendations are authentic or not i.e. 52% of respondents while 12% strongly disagree.

4. To find out vlogging is a desirable medium of promoting restaurants



It can be seen from the above diagram it interprets that vlogging is a desirable medium of promoting restaurants as 80% of respondents agree whereas rest 20% are not agreed and not sure.

VI. CONCLUSION

An attempt was made by the researcher to study the impact of food vlogging on the consumer. Sample of 232 respondents from Bilaspur city extracted. Data collected from these respondents with the help of a well-designed questionnaire. and with the help of findings conclusion was drawn.

The majority of respondents frequently eat outside i.e. more than three times a month are 76% and out of which 51 % follow food vlogging and a huge chunk of them i.e. 61% respondents were also following the review and ratings while selecting the restaurant.

Most of the customers think that food vlogging bring awareness among them regarding the quality of food and standard maintained by the restaurant's owner. But still, they don't feel food vlogging is authentic to always agree with it. The survey was conducted through a questionnaire circulated via Instagram, Facebook and other social sites/apps asking for respondents' opinion about if food vlogging is a desirable medium for promoting restaurants and they agreed upon the same.

VII. LIMITATION AND FUTURE RESEARCH

There may be a chance of bias in the result as the sample was self-tested and only respondents using social media were taken for answering the questionnaire. The scope of the result is also limited to Bilaspur city and the result may vary according to the city and other demographics aspect such as education, population, culture tech-savvy and internet coverage etc.

For future research well- structured questionnaire should be prepared to eliminate the biasness and careful study of variables and apply suitable testing to analyze the hypothesis. So, future research should consider the other possible alternatives to the study despite this limited result.

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