

## Factors That Influence Young Viewers in Choosing Famous Food on Social Media: Social Media Food Content

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### Abstract

The objective of this study was to determine the factors influencing young viewers in choosing famous dishes on social networks. The objective of the study was to collect data on the life experiences of young people in the country. Through a series of analysis; frequency and descriptive analysis, useful information was obtained. Social media has had an impact on increasing the popularity of food. The type of social media and the type of post are also important factors in increasing the popularity of a food. The results of this study therefore suggest that young viewers agree that YouTube has the greatest influence on the type of social media used to increase the popularity of a dish, while viewing the dish selected by members is the same as the type of post that affects the popularity of a dish. Besides improving documentation, the results certainly have practical implications.

**Keywords:** Food Content, Social Media, Young Viewers

### Introduction

Social networks, i.e. advanced technologies such as websites and apps, are now becoming the most widely used communication tools that allow users to create and share information or participate in social networks. People all over the world use it to connect. According to Bulbul and Dahyot (2017), social networks have become a privileged way for people to share their experiences. Posting different types of experiences on social media such as photos, videos, links, and text is also classed as obvious for spreading information to others. The popularity of digital media where broadcasting revolves around all aspects of people's lives including food and drink is becoming the focus of most people's viewing. A global study, including data from 22 countries, on the prevalence of food and beverage advertising on primetime television, found that 23% of all advertisements were about food or beverages. drink (Kelly et al., 2019).

Over the past decade, sharing online video content on YouTube and other social media platforms such as Facebook and Instagram have become increasingly popular (Schouten, 2020). Therefore, the users of social networks like Facebook, YouTube and Instagram have now used the same aesthetic photo and video sharing method to promote their food products because people will think it is interesting. taste and get more people to see their content Following others on online platforms has become a daily activity for millions of people around the world (Lin, 2018). An example would be giving a sample of a food product to a social media celebrity (social media influencer) to perform a paid review of the food in order to market the product and attract attention. social media tracking.

These people are often referred to as "influencers" because of the persuasive impact their opinions can have on their audience (Berryman & Kavka, 2017).

Influencers' exposure to food and drink cues contained in social media content has been shown to influence viewers' instant brand choice and consumption (Coates et al., 2019a, b). These anticipated consumption effects mirror those previously observed for television and internet advertising games (Boyland et al., 2016; Folkvord and van 't Riet, 2018); Russell et al., 2018), it is clear that there is a need for tools that can effectively quantify the extent and nature of digital marketing, including techniques such as product placement in media content. user-generated society (WHO, 2019). Food advertisers have partnered with popular "social influencers" to target their followers by promoting products or services (food) through media platforms. online social media (Coates et al., 2019). According to Bandura's (1989) social learning theory, humans derive perceptions and behaviors from their social agents through the process of modeling, reinforcement, and social interaction.

Young people today spend a lot of time on social media platforms (Anderson, 2018), hence the importance of better understanding the impact of online media behavior. Therefore, it is suggested that online celebrities (i.e. wondering if they like the product, but simply following the recommendations of influencers are relevant and want to buy the product). advertising, following the Commercial Media Content Processing (PCMC) model (Buijizen et al., 2010) Even so, apps and media influencers tend to generate skepticism in their viewers, especially the younger generation for famous dishes, so highlighted material should be revealed.

## **Literature Review**

### **Social Media Food Content in Malaysia context**

According to the Digital Association Malaysia (2016), food and beverage sales have increased as more startups and online entrepreneurs realize that social media platforms create opportunities to grow their businesses. their. Mejova et al (2016) founded Instagram as a niche forum for documenting and researching food, where food obsessions like desserts, savory and healthy foods are explored. called #foodporn. Moreover, the difference in dining experience in Malaysia, especially in Kuala Lumpur, has created a good image in the media for Malaysian restaurants due to the number of customers who have visited many times (Leong et al., 2010). After that, posting on Instagram became a practice to educate and raise awareness about food products and services for followers, especially for users with high following numbers.

A study from the University of Washington (2017) described how users turned to posting photos on Instagram to track food intake or hold followers accountable for meeting their healthy eating goals. weight loss. Research confirms that supporting other Instagram followers socially and emotionally by clicking the "Like" button on a visual helps them stay on track with their goals. With this in mind, this preliminary study explores Instagram hashtags as a primary source of SNS research to unite young Malaysians looking for new dining experiences. The

study explores visual content narratives about Malaysian Instagram users, known as "social media influencers" (SMI), to determine the meaning of posts about food experiences and their influence on followers through the use of specific hashtags. Qualman (2014) argues that social media users now trust peer recommendations more than search engines, and this phenomenon is evident by the resonance of social media users with meaningful SMIs. to the consumer experience. use products, services, and social trends on their social media accounts, especially when dining out and "drinking coffee" as a social experience.

## **Methodology**

### **Sample and Population**

A quantitative approach through a cross sectional study with a self-reported survey questionnaire is applied for information gathering. Based on the population, the unit of analysis and sample are selected among the young generation aged between 18- 30 years old as this age group is evidently prone towards social media food content. The data collection setting was in Puncak Alam Selangor as this area has more youth since there are more than one education institutional.

### **Research Instrument**

The research tool for this study was built on the independent variable of this study which included two variables, social media type like Facebook, YouTube and Instagram and post type like text or image. The questionnaire was constructed using the scores of the Likert scale. Where Part B: Social media types influence food popularity and Part C: Post types influence food popularity based on research objectives and questions research. Dependent variable in part D: Influence of social networks on popularity of dishes. To measure the level of agreement expressed by respondents, the questions in Part B, Part C, and Part D. For Part A, the questions are more related to the demographic background of the respondents. A five-point scale was chosen with a range of 1 to 5, where 1 and 5 indicate strongly disagree and strongly agree, respectively.

### **Procedure for Data Collection**

As mentioned earlier, the respondents belonged to the younger generation between the ages of 18 and 30. Respondents were identified through social media. They were then contacted by phone to obtain permission and consent to be the study sample. About 231 respondents had viewed food content on social media. They are informed that their participation is voluntary, that any information provided is strictly confidential and that their names will not be disclosed. Data is collected through social networks such as WhatsApp, Telegram and Facebook. The data was then encrypted and imported using the Social Science Statistics Package (SPSS).

## **Analysis and Results**

### **Respondent Profiles**

A total of two hundred and thirty-one (231) completed questionnaires were calculated successfully. Of the 231 respondents who were collected, 15.6% (n = 36) were aged between 19 and 21 years, 57.6% (n = 133) in the 22 to 24 age group, 20.3% (n = 47) belonged to the 25-27-year-old group and 6.5% (n = 15) belonged to the 28-30-year-old group. Based on this, it shows that most of the age group of respondents who completed the distributed questionnaire

were between 22 and 24 years old. The age group 28 to 30 became the youngest age group to complete the distributed questionnaire.

### Descriptive Statistics

Descriptive analysis is one of the methods used to meet research objectives. Descriptive analysis is mainly used to describe the characteristics of the collected data and to check whether all the variables in this study are normally distributed. Mean and standard deviation are two components used to look at Likert scale variable and data related to social media type, post type, and social media influence on reality. popular products. Likert scale data is used for data analysis and it is used with interval procedures designed to determine the extent to which subjects agree or disagree with a statement based on the scale. at five points (Sekaran, 2012). There are at least five scales in the Likert scale data. This study has used five Likert scales to measure the rating of the variable in three different sections, which include Section B (The Type of Social Media Influences the Popularity of the Food), Section C (The Type of Post That Influences the Popularity of the Food) as an independent variable and Section D (The Influence of Social Media towards the Popularity of the Food) as dependent variable.

Table 1

*The mean score of the type of social media that influence the popularity of the food*

| Item   | Mean | Std. Deviation |
|--|------|----------------|
| I have more than 1 social media account                              | 4.57 | 0.886          |
| Most time that I spend using the smartphone is on the social media   | 4.41 | 0.812          |
| Instagram is useful in obtaining and sharing information about food. | 4.55 | 0.749          |
| Facebook is useful in obtaining and sharing information about food   | 4.49 | 0.864          |
| Pinterest is useful in obtaining and sharing information about food  | 4.10 | 1.089          |
| Twitter is useful in obtaining and sharing information about food    | 4.35 | 0.900          |
| Tumblr is useful in obtaining and sharing information about food     | 3.81 | 1.264          |
| YouTube is useful in obtaining and sharing information about food    | 4.62 | 0.699          |

This shows that social networks have a great influence on respondents when they regularly use smartphones to surf social networks. Questions three through eight focus on the type of social media primarily used to collect and share information about food. Respondents agreed that YouTube is useful for gathering and sharing food information, while Tumblr was selected as the least useful social media for collecting and sharing food information in the United States. youth. tablets. YouTube is one of the most popular online video sites (Akram and Kumar, 2018). Since YouTube is one of the most popular online video sites, users can share as many cooking videos as they want on the site. YouTube also provides a large amount of information about food (Holmberg, 2017).

Table 2

*The mean score of the type of post which influence the popularity of the food.*

| <b>Item</b>  | <b>Mean</b> | <b>Std. Deviation</b> |
|--|-------------|-----------------------|
| Visualization serves as alternatives to attract people attention towards the food post share.  | 4.70        | 0.537                 |
| Visualization is more useful in communicate with other rather than textual message and the use of symbols or emoji to express reaction.              | 4.45        | 0.738                 |
| The number of the like on certain post influences the popularity of the food.  | 4.53        | 0.658                 |
| The review videos on the social media easily influence me to try that food.  | 4.53        | 0.671                 |
| Level of satisfaction will increase when purchase food in the physical store after obtaining knowledge and visual of the food from the social media. | 4.55        | 0.643                 |
| The video of the food share in social media will interest me more than the picture share in the social media.  | 4.48        | 0.721                 |
| The food posts in social media easily influence me to try and purchase the food.   | 4.45        | 0.738                 |
| I will scroll the social media post to find what the popular food to eat is.   | 4.55        | 2.755                 |

The first question for this section is whether visualization serves as a substitute for drawing people's attention to sharing food after eating. The average score is 4.70, indicating that respondents strongly agree or strongly agree that the image helps to increase the popularity of the dish. They also agree that visualization is more useful for communicating with others than text, such as using icons, emojis, and text messages. Previous research results have also shown that visualization is more useful in communicating messages to people (Holmberg et al., 2016).

Table 3

*The mean score of the influence of social media towards the popularity of the food.*

| Item   | Mean | Std. Deviation |
|--|------|----------------|
| I can easily obtain information about food in social media.                                    | 4.69 | 0.581          |
| I can find information about food product anytime in social media.                             | 4.58 | 0.605          |
| Social media give advantages and benefits in spreading information about the food product.     | 4.63 | 0.575          |
| Social media have both positive and negative influence towards the popularity of food product. | 4.66 | 0.575          |
| I willing to travel in order to try the food product that is popular in social media           | 4.32 | 0.964          |

The dependent variable outcome of this study is the impact of social media on food popularity. The average score was 4.69 for the question of whether respondents can easily get food information from social networks. Respondents strongly agree that they can use social media to get information, especially about food. The positive effect of social media influence is that good food reviews can increase sales and help build a company's reputation (Fathelrahman & Basarir, 2018).

### Discussion and Implication

According to Amarello et al (2018), most people will spend a lot of time on their social networks. This shows that social networks have a strong influence on young people when they often use smartphones to scroll through their social networks. Questions three through eight focus on the type of social media primarily used to collect and share information about food. Respondents agree that YouTube has been very helpful in collecting and sharing food information. YouTube is hugely popular with audiences, and signs in the content uploaded by YouTube video bloggers (influencers) have been shown to influence viewers' eating behavior. However, little is known about how common these signals are, the context in which they appear, and how often they appear in obvious marketing campaigns because YouTube is one of the video-based online sites. most popular (Akram & Kumar, 2018).

The results indicated that the image helped increase the popularity of the dish. Therefore, most young people scour social networks to see what is a popular dish to eat. Surely this has made certain dishes more popular as people who have tried the popular dish will post and rate the dish and upload it to social media. So, this method was able to increase the popularity of the dish with the help of social networks. The flip side of social media's influence on food popularity is that when there's a bad review of a food, it inevitably affects the popularity of the food. For example, there are a few people who give negative reviews about the drink of one of the current hot milk tea shops like The Alley, which will affect the purchase intention of the buyer. Recent research focuses on multi-level approaches to explain the diversity and connectivity of the buyer-seller relationship (Bengtsson & Raza-Ullah, 2016; Borg & Young, 2014). Some sellers don't really know how to interact with their consumers, so consumers may also give negative feedback on how sellers

interact with consumers. This will prevent others from buying groceries from this seller. Young people often spend a lot of time surfing social networks to find information about food. As they spend more time on social media, they spend less time interacting directly with others (Nunan et al., 2018).

### Conclusion

Building on the results of the analysis in the previous section, this study on the effects of social media on food popularity shows a strong concordance between them in terms of social media type and Impressive type. influence the popularity of food. Respondents agree that different types of social media play different roles in increasing food popularity. The decision to use popular social media to promote certain foods to people has allowed the food product to become very popular. Food manufacturers must also carefully select the means of displaying food messages to ensure that it reaches consumers. There are also many pros and cons to using social media to increase the popularity of food.

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