



A Study on Development of Food Industry through Social Media Advertisement with Reference to Coimbatore City

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ABSTRACT

The research attempts to study about the development of food industry development through the social media, specifically with reference to the Coimbatore city. The purpose of this paper is to investigate the various factors that impact on buying decisions of the consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on both common person advertisement and celebrity advertisement in the development of food industry. This study also contribute to the knowledge of how food industries will able to understand the buying habits of the consumers.

Keywords: Social media advertisement, common person, celebrity

1. Introduction of the study

Social media advertisement is the use of social media platforms and websites to promote a product or service. When using social media advertisement firms can allow customers and internet users to post user generated content (e.g., online comments, reviews). Nowadays social media advertisement became very popular because social media platforms allow users to spend time with more relevant content than traditional advertisement. Here there are two types of advertisements which is related to food that common person advertisement and celebrity advertisement which influences the consumers needs and satisfaction through the social media. (e.g., you tube and Instagram influencers). People or organization who have a special expert level of knowledge or social influence in their field. Influencers are someone, they have the power to affect the buying habits or quantifiable actions of consumers or by uploading some real and original contents through social media platforms like Youtube, Instagram. Contents of the advertisement can be made by the influencer itself. In this era, The influencers are playing vital role in the promotion of the food industry. They are providing the advertisement for both street food and Hotel foods. The consumers are ready to consume the foods advertised by the influencers they can be either common person or celebrity. Platforms available for the food industry business as follows,

- Facebook
- Instagram
- You tube

Types of social media advertisement

- Static image ad
- Video ad
- Story ad
- Messenger ad

Types of social media influencers

- Common person
- Celebrity

Common person

A person who didn't have any significant Social status in the society and treated as a ordinary person that person influences the social

media by the way of providing valuable content in method of providing the advertisement, by the way of encouraging the customer, by the way of expressing the opinion, commoner is also known as the common man, commoners, the common people.

Celebrity

A Person who have a significant social status in the society or someone who treated as a famous person, especially in the entertainment business. They are having many followers in their social media profiles. They may be well known by everyone due to their active status in the social media and attracting the customers by the way of providing the content to social media advertisement. Any person does not become celebrity, they can be differentiable from other persons by the unique, easy and attracting way of speaking.

2. Statement of the problem

The purpose of this Study is to Analyze the difference between the common person advertisement and celebrity advertisement in the promotion of food industry development through the social media. This research aims to explore the Food habits among the consumers by seeing advertisement and how they are affected by social media advertisement. In recent days, The social media advertisement about food is very popular. In 21st century the development of food industry is rapidly grown but before there is not much food promotion through social media and online advertisement for foods. Nowadays social media advertisement increases the competition level among the influencers

3. Objectives of the study

- To know about the level of Consumer Satisfaction through the Social media Advertisement towards food industry
- To know about the impact on Social media Advertisement towards food industry
- To analyse the difference between common person advertisement and celebrity advertisement
- To know about how the people are affected by the factors which is attracted through online advertisement
- To determine the strategies which is used in the online food advertisement

4. Scope of the study

The scope of social media in India is immense and increasing rapidly. The population of the study is consisted of young consumers from Coimbatore. In recent days everyone has using social media which is reached to children to adult. Within Social media advertisement can easily reached to anyone at anytime. The social media users cannot spend particular time to see the advertisement.

5. Research Methodology

Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. the term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation. The system of collecting data for research projects is known as research methodology. Research Methodology represents the design of the research work. In the following paragraphs the research designs are briefly explained and the sampling methods and sampling designs are also explained.

5.1 Area of Research

This study is based on the social media food advertisement with reference to Coimbatore city. Consumers are the main respondents in this research.

5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from the users of social media food advertisements of Coimbatore city using a questionnaire in order to obtain relevant information. Secondary data: Data was collected by browsing magazines, newspapers, article, papers and websites related to online food advertisement.

5.3 Sources of Data

It includes both primary data and secondary data. The questionnaire is prepared and issued to the consumers to get responses and it is required for the research. Secondary data is collected from journals, articles and websites.

5.4 Sample Size

143 questionnaires were collected from different consumers with reference to Coimbatore city.

5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data:

- Rank Analysis
- Weighted Average Method

6. Limitations of the study

- The data was collected from the limited location of the Coimbatore city.
- The survey has been conducted among 150 respondents only.
- Accuracy of the study is purely based on the information is given by the respondents.
- The time period for the research was limited.

7. Review of Literature

1. Jalal Rajeh Hanaysha, (2021)¹ This study aimed to investigate the impact of social media advertising features (interactivity, perceived relevance, informativeness and entertainment) on brand engagement in the fast food industry. It was also designed to identify the effect of brand engagement on purchase intention.
2. Karina Sokolova, Hajer Kefi, (2020)² Nowadays social network influencers play an important role in marketing by introducing products to their audience. In this article, we investigate the persuasion cues related to beauty and fashion influencers present on YouTube and Instagram. More precisely, we investigate how the para-social interaction (PSI) the audience creates with the online influencer, along with their perceived credibility, are related to the purchase intention and how they are, in turn, related to the social and physical attractiveness and attitude homophily.
3. Wanfei Wang, Shun Ying, Jiaying Lyu, Xiaoguang Qi, (2019)³ The purpose of this paper is to deconstruct the multi-faceted dimensions of Chinese travellers' image of boutique hotels with a large amount of online textual data from social media (53,427 reviews written from 2014 to 2018), reinforcing the value creation of user-generated content via social media. The results showed multiple dimensions of the image of boutique hotels. The overall image can be grouped into eight dimensions (room, service, food, environment, entertainment, location, price and value, and uniqueness). An affective image based on eight dimensions was further developed in the Chinese boutique hotel context. It appears that online data from social media are beneficial for hotel managers to learn travellers' overall perceptions of boutique hotels and help put more effective management strategies in place in the hospitality industry.
4. Rachidatou Alassani, Julia Göretz, (2019)⁴ Influencer marketing is considered one of the most promising marketing strategies in the age of digital transformation of media. The social platform Instagram offers a huge opportunity for companies to market their products and services through influencers, without it being directly recognized as an advertisement. Hashtags of the content categories Slogan, Product, Fitness and Brand are the most commonly used. In addition, hashtags of the categories Lifestyle, Description, Company, Sentiment, Technology and Environment are among the 10 most common hashtag categories for advertising products. Tags of the categories Company, Distributor, Company location, Company's product feed and Company specification are utilized. Mentions of the categories Company and Company location are in use most frequently. The research reveals that despite the product placement labelling policy, a high level of influencer marketing is still executed on Instagram and the use of hashtags, tags and mentions is still popular.
5. Karen Michelle Klassen, Emily S Borleis, Linda Brennan, Mike Reid, Tracy A McCaffrey, Megan SC Lim, (2018)⁵ Health campaigns have struggled to gain traction with young adults using social media, even though more than 80% of young adults are using social media at least once per day. Many food industry and lifestyle brands have been successful in achieving high levels of user engagement and promoting their messages; therefore, there may be lessons to be learned by examining the successful strategies commercial brands employ. This study aims to identify and

1 Jalal Rajeh Hanaysha, British Food Journal, (2021)

2 Karina Sokolova, Journal of retailing and consumer services 53, 101742, (2020)

3 Stefanie Vandevijvere, Industrial management & data systems, (2019)

4 Rachidatou Alassani, Julia Göretz, International conference on human-computer interaction, 251-267, (2019)

5 Karen Michelle Klassen, Emily S Borleis, Linda Brennan, Mike Reid, Tracy A McCaffrey, Megan SC Lim Journal of medical Internet research 20 (6), e10227, (2018)

quantify social media strategies used by the food industry and lifestyle brands, and health promotion organizations across the social networking sites Facebook and Instagram.

6. LeeAnn Tan, See Hoe Ng, Azahadi Omar, Tilakavati Karupaiah, (2018)⁶ Unhealthy food marketing to children is a key risk factor for childhood obesity. Online video platforms have surpassed television as the primary choice for screen viewing among children but the extent of food marketing through such media is relatively unknown. We aimed to examine food and beverage advertisements (ads) encountered in YouTube videos targeting children in Malaysia.

7. Marijke De Veirman, VerolineCauberghe, Liselot Hudders, (2017)⁷ Findings of two experimental studies show that Instagram influencers with high numbers of followers are found more likeable, partly because they are considered more popular. Important, only in limited cases, perceptions of popularity induced by the influencer's number of followers increase the influencer's perceived opinion leadership. However, if the influencer follows very few accounts him-/herself, this can negatively impact popular influencers' likeability. Also, cooperating with influencers with high numbers of followers might not be the best marketing choice for promoting divergent products, as this decreases the brand's perceived uniqueness and consequently brand attitudes.

8. Douglas Holt, (2016)⁸ In the era of Facebook and YouTube, brand building has become a vexing challenge. This is not how things were supposed to turn out. A decade ago most companies were heralding the arrival of a new golden age of branding. They hired creative agencies and armies of technologists to insert brands throughout the digital universe. Viral, buzz, memes, stickiness, and form factor became the lingua franca of branding. But despite all the hoopla, such efforts have had very little payoff.

7.1 Research gap

A research gap is a problem that has not been answered by any of the existing studies or research within the field. The above research papers were studied about large geographical area but this study is going to concentrate on limited area. In the previous studies did not mention any factors which influences the food industry on social media but this study briefly portrays the factors associate with development of food industry through social media. This analysis is made to understand the effects of social media advertisement towards food industry and also this study is concentrates on Instagram, Youtube, Facebook.

8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Turkey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative and qualitative analysis." The following tools were used:

- Rank Analysis
- Weighted Average Method

8.1 Rank Analysis:

Ranking method is a method of performance appraisal. Ranking method is the oldest and most conventional form of method. In this method all employees are compared on the basis of worth. They are ranked on the basis of best to worst.

6 LeeAnn Tan, See Hoe Ng, Azahadi Omar, Tilakavati Karupaiah, Childhood obesity 14 (5), 280-290,(2018)

7 Marijke De Veirman, VerolineCauberghe, Liselot Hudders, International journal of advertising 36 (5), 798-828,

(2017) ⁸ Douglas Holt, Harvard business review 94 (3), 40-50, (2016)

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

8.1.1 The table showing the respondent's benefit towards the food advertisement on social media

FACTORS	FREQUENCY	RANK
Strongly agree	25	2
Agree	66	4
Neutral	44	3
Disagree	8	1

INTERPRETATION:

The above table indicates that level of ranking between respondents and their benefit level towards food advertisement on social media where the majority of the respondents stated their benefit level as agree and then followed by neutral, strongly agree and at least ranked as disagree.

8.2 Weighted Average method:

A weighted average is an average in which each observation in the data set relative importance of each quantity. A weighted average method is assigned or multiplied by a weight before summing to a single average value. Weighing is the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages.

Formula:

Weighted average = (Number*weighing factor)/Total number of respondents.

8.2.1 The table showing the level of satisfaction towards these factors

FACTORS	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE METHOD	RANK
Quantity	43	54	35	9	2	601	4.202	1
Quality	28	75	28	9	3	545	3.811	5
Price	26	56	41	18	2	515	3.601	9
Ambience	31	66	38	6	2	547	3.825	4
Taste	46	52	27	15	3	552	3.860	2
Location	37	63	30	9	4	549	3.839	3
Service	32	59	35	13	4	531	3.713	6
Variety of food	28	60	42	10	3	529	3.699	8
Availability	36	58	27	15	7	530	3.706	7

INTERPRETATION:

The above table indicates that satisfaction level of the respondents towards food advertisement on social media. It states that the quantity ranked first which shows that respondents are highly satisfied with that and followed by taste, location, ambience, quality, service, availability, variety of food and least satisfied factor from the opinion of the respondents is price.

9. Findings and Suggestions

The objective of the study was to analyze how the food industry has been developed through social media advertisement and how the consumers are satisfied. The study has been carefully analyzed using the techniques of simple percentage analysis, weighted average method and ranking analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

9.1 Rank Analysis

The rank analysis indicates that level of ranking between respondents and their benefit level towards food advertisement on social media where the majority of the respondents stated their benefit level as agree and then followed by neutral, strongly agree and at least ranked as disagree.

9.2 Weighted Average Method

The weighted average analysis indicates that satisfaction level of the respondents towards food advertisement on social media. It states that the quantity ranked first which shows that respondents are highly satisfied with that and followed by taste, location, ambience, quality, service, availability, variety of food and least satisfied factor from the opinion of the respondents is price.

Suggestions

- Sharing behind the screen pictures and videos can help the customers in establishing more personal relationship with influencers.
- The influencers should also respond to the negative comments and reviews.
- Majority of the respondents are only preferring Indian cuisine, the influencers have to promote all type of cuisines through social media.
- The influencers have to gather more new customers by providing different types of method of approaches.
- The influencers should plan their content properly and create a high quality images and videos for food advertisement.
- Every changes and additional information should be mentioned on social media.

Conclusion

From the above research, we can conclude that majority of the consumers are Females, Social media is changing the food industry and has played a big role in shaping food culture. From food trends to food blogging and influencer marketing, social media has changed the way we consume and think about food. Platforms like Instagram, Youtube and Facebook have also helped to popularise new and innovative foods, making the food scene more diverse and visually appealing. Social media has changed the way we communicate. All type of industries can share their photos, videos, thoughts and opinions in an instant. This study is made in particular geographical region the result of the study reveals that how the people are aware about the social media food advertisement and how they are attracted. Eventhough food advertisements are given in all social media platform people prefers more youtube and then Instagram.

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