

The Attractiveness of Food Images and Attractiveness of Behind-The-Scenes in Consumer Engagement in Social Media

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ABSTRACT

This study aims to analyze the influence of the attractiveness of food images (X1) and the attractiveness of behind-the-scenes (BTS) food video reels (X2) on consumer engagement in social media. With the rapid development of social media platforms, especially in the food and beverage industry, visual factors have become crucial elements in attracting consumer attention. This research proposal identified that visual content plays a significant role in shaping consumer engagement on social media, with the two main variables being the attractiveness of food images and BTS food video reels.

The approach used in this study is multiple regression analysis to measure the extent to which these two independent variables affect consumer engagement on social media. Data were collected through a questionnaire survey distributed to consumers in the food and beverage industry. The results indicate that both independent variables, the attractiveness of food images (X1) and the attractiveness of BTS food video reels (X2), have a significant impact on consumer engagement on social media. Specifically, the attractiveness of food images (X1). This indicates that attractive visual content significantly enhances consumer engagement on social media. The conclusion of this study emphasizes the importance of attractive visual content in social media marketing strategies. Social media account managers in the food and beverage industry are advised to improve the quality of

the images and videos they upload, particularly BTS videos, to maximize consumer engagement. This research provides significant contributions to understanding the dynamics of consumer engagement on social media and offers practical guidelines for industry practitioners.

Keywords: Food Images, Behind-The-Scenes Food Video Reels, Consumer Engagement, Social Media

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh attractiveness of food images (X1) dan *attractiveness of behind-the-scenes (BTS) food video reels* (X2) terhadap *consumer engagement in social media*. Dengan semakin berkembangnya platform media sosial, khususnya dalam industri makanan dan minuman, faktor-faktor visual menjadi elemen penting dalam menarik perhatian konsumen. Dalam proposal penelitian ini, diidentifikasi bahwa visual konten memiliki peran signifikan dalam membentuk keterlibatan konsumen di media sosial, di mana dua variabel utama yang diteliti adalah daya tarik gambar makanan dan daya tarik video BTS makanan.

Pendekatan yang digunakan dalam penelitian ini adalah analisis regresi berganda untuk mengukur sejauh mana kedua variabel independen tersebut mempengaruhi keterlibatan konsumen di media sosial. Data dikumpulkan melalui survei kuesioner yang disebarkan kepada konsumen industri makanan dan minuman. Hasil penelitian menunjukkan bahwa kedua variabel independen, *attractiveness of food images* (X1) dan *attractiveness of BTS food video reels* (X2), memiliki pengaruh yang signifikan terhadap *consumer engagement in social media*. Secara spesifik, daya tarik gambar makanan (X1). Ini menunjukkan bahwa visual konten yang menarik secara signifikan meningkatkan keterlibatan konsumen di media sosial. Kesimpulan dari penelitian ini menekankan pentingnya konten visual yang menarik dalam strategi pemasaran media sosial. Pengelola akun media sosial di industri makanan dan minuman disarankan untuk meningkatkan kualitas gambar dan video yang mereka unggah, khususnya video BTS, untuk memaksimalkan engagement konsumen. Penelitian ini memberikan kontribusi penting dalam

memahami dinamika keterlibatan konsumen di media sosial serta menyediakan panduan praktis bagi praktisi industri.

Kata kunci: consumer engagement, social media, attractiveness of food images, behind-the-scenes food video reels

Background

Instagram plays a significant role in the world of marketing communications. It is emerging as a key platform in the business world, and with modern technology, it can significantly change the marketing world from traditional to more modern methods. This transformation can be achieved simply by using internet technology or social media, creating a more targeted audience, making it easier for people to profit. This efficiency can also reduce production costs (Philip et al., 2008). With 2 billion monthly active users, over 100 million people, this social media platform has become one of the most effective tools for reaching a broad audience (Dean, 2023). Some giant brands in the world use social media to engage with consumers, and 90% of consumers mention that they are willing to buy a product from an account that they follow (manypixels, 2024). Many studies have focused on the impact of Instagram as an integrated tool for publicity and marketing

campaigns (Snoussi and Abdullah, 2020). Huey and Yazdanifard (2014) found Instagram very effective for brand building in their research. Previous studies emphasized that social media is for advertising and commerce, as some brands have invested in it as a space to sell their products. Anagnostopoulos et al. (2018) note that Instagram provides an easy way for consumers to like and better comment to interact. They point out that it allows organizations to easily have consumers contribute significantly to marketing campaigns and enhance their reputations.

Restaurant business also use Instagram to build, increase and maintain consumer engagement on social media. High engagement on Instagram can help increase sales and find more information about what consumers want by using Instagram's existing features to conduct various interactions (Rohadian & Amir, 2019). Consumer engagement on social media also plays a role in strengthening the

relationship between the brand and consumers. When engagement occurs in interactions, it triggers excellent enthusiasm for a brand. The higher the level of consumer engagement, the more consumers will recognize and remember the brand (Setyawati & Anindita, 2022). One study found that 86% of consumers will immediately try a restaurant based on their social media experience (Benchmarkteary, 2021). It is therefore not surprising that restaurant owners are gradually using social media as a marketing tool for their campaigns. One restaurant revealed that 43% of restaurants prefer Instagram as their primary social media platform (Toast, 2021).

Consumer engagement on social media is one of the most critical factors in building strong relationships between brands or products and consumers (Bansal & Chaudhary, 2016). Instagram has become one of the effective communication channels for restaurant owners to market their food and stimulate customers' desire for food to gain high consumer engagement. From a recent study (Petit, 2016, pp. 252-253), Instagram users aged 18 to 35 spend five whole days a year browsing food images on Instagram, and 30% will avoid the restaurant if the photo is weak, resulting in low consumer engagement on the restaurant account. In

the past, word-of-mouth was a good way for companies to know whether they could retain their customers. Nowadays, the number of Instagram followers, likes, and good photo quality determines user engagement (on social media). Therefore, restaurants use various methods to enhance consumer engagement on social media. One commonly employed strategy is using attractive and appetizing food images to pique consumer interest in their food or beverage offerings (Brewer & Sebby, 2021).

Another common strategy is using BTS food video reels (Mekyai & Patterson (2016). Ideally, these videos give consumers an up-close and personal look at the food-making process, providing an engaging and entertaining visual experience. As a result, consumers are more engaged and have a stronger connection to the brand. However, some restaurants still do not fully utilize these BTS food video reels to increase consumer engagement on social media. Some restaurants may not pay enough attention to the quality of video production or may not be consistent in posting engaging video content. This results in a gap between the ideal situation of restaurants using BTS food video reels to increase consumer engagement on social media and the reality of a lack of focus on using effective video content.

Akasa Cafe is one of the restaurants that uses Instagram content to engage quite intensely more than 5 times a month. However, their engagement rate is less than 1% (compared to the number of followers) while good engagement rate is 1 % to 5% (Hootsuite, 2024). Bharga café and eatery also struggling to cultivate deep consumer engagement on Instagram. This partly due to their lack of attention using affective and strong visual content, including photos and videos. These restaurant have not fully optimized attractive photos or engaging BTS food video reels to increase consumer engagement on social media. As a result, there is a gap between the desired outcome of utilizing visual content for increased consumer engagement on social media and the current reality of a lack of focus on using such content effectively. Thus, this study is determined to examine the attractiveness of food images and the attractiveness of BTS food video reels on consumer engagement on social media.

Research Objective

The purpose of this study is to examine the attractiveness of food images and attractiveness of behind-the-scenes food video reels on consumer engagement in social media.

Theoretical Framework

The Attractiveness of Food Images

Many food photos are shared on the internet, spanning multiple platforms including social media and recipe websites. Users upload visually appetizing food photos to attract social attention (Takahashi et al., 2019). The attractiveness of food images refers to how respondents response to the visual appeals or aesthetic qualities of food images that can stimulate attention for trying or buying the product (Spence, C., Motoki, K., & Petit, O. 2022).

The Attractiveness of Behind-the-Scenes Food Video Reels

The Attractiveness of Behind-the-Scenes Food Video Reels refers to the visual appeal or aesthetic qualities found in behind-the-scenes video footage that shows the process of making or preparing food which can attract the attention of the audience by maximising several factors in the process of creating the videos (Spence, C., Motoki, K., & Petit, O. 2022)

Consumer Engagement on Social Media

Consumer engagement on social media refers to consumer-brand communication in social media is a crucial aspect of consumer involvement. For example, firms create an online brand community using social media to interact with consumers (Zaglia, 2013). This study

examines online brand communities inside social media platforms as the setting for consumer-brand interactions facilitated by social media (Brodie et al., 2013; Zaglia, 2013).

Reasoned Action Theory

Martin Fishbein and Icek Ajzen coined the phrase "reasoned action" in 1980 to refer to the process of making a well-informed decision that considers external considerations (LittleJohn & Foss, 2009). The hypothesis proposed by LittleJohn and Foss (2009) may predict behavior by evaluating aspects such as behavioral attention, attitude, subjective norm, belief strength, evaluation, normative belief, and motivation to comply. Attitudes are directed towards specific behaviors, such as liking restaurant contents, rather than towards general attitude objects such as "like" restaurant content. Attitudes are determined by experimentally weighing the strength of beliefs and evaluations for a particular activity and group before combining them. If consumers believe a restaurant's food image and video are attracting, they may participate by reposting, like, or commenting, impacting the consumer engagement on restaurant's social media. These relative weights are discovered through surveys of target audience members about a behavior. The

importance of attitudes, as determined through surveys, helps design intervention campaigns to address the component that best predicts behavioural intentions.

Research Method

In the context of sampling methodology, the participant selection strategy must be intricately woven into the overarching conceptual framework of the study (Punch, 2004). The rationale behind sample selection must be aligned with the fundamental ontological, epistemological, and axiological underpinnings of the research endeavor. In qualitative inquiries, a deliberate and modestly sized sample, chosen purposefully, is often preferred to enrich the depth rather than the breadth of comprehension (Miles and Huberman, 1994; Palinkas et al., 2015). Purposive sampling, as articulated by Kelly (2010: 317), involves selecting respondents anticipated to provide pertinent and valuable insights, thereby optimizing the utilization of limited research resources (Palinkas et al., 2015). Such strategies deviate from random sampling approaches, ensuring that specific cases relevant to the research objectives are included in the final sample. The adoption of purposive sampling is predicated on the assumption that individuals with diverse perspectives and insights pertinent to the study's

objectives warrant inclusion (Mason, 2002; Robinson, 2014; Trost, 1986). Using purposive sampling, questionnaires will be distributed to restaurant consumers aged 18-24 through social media platforms, including WhatsApp, Twitter, and Instagram. Interviews will also be used to take samples from 100 restaurant customers.

Discussing The Attractiveness of Food Images and The Attractiveness of Behind-The-Scenes Food Video Reels on Consumer Engagement on Social Media

From the results of hypothesis testing on preferences for The Attractiveness of Food Images (X1) and The Attractiveness of Behind-The-Scenes Food Video Reels (X2) Consumer Engagement on Social Media (Y), the following is a discussion of the hypothesis testing of these variables:

This research explains the influence of the attractiveness of food images and BTS food video reels on the level of consumer engagement on social media. So, it can be interpreted that this research is in line with Reasoned Action Theory. The influence of interest in food images will make respondents participate by reposting, liking, or commenting, impacting consumer engagement on social media. This means that H0 is accepted while Ha is declined.

Then, according to the thesis authored by Aleksandra Pozhidaeva in 2021, researching several marketing techniques used by restaurants objectively examines more deeply about visual marketing and the differences in visual content. This research examines how color choice in making food photos can influence consumer behavior. This shows that interest in the color of a photo on Instagram can increase consumer engagement on social media. Similar research was also found in a thesis conducted by Matthew Philp, Jenna Jacobson, and Ethan Pancer in 2022. This research examines the relationship between the visual characteristics of food products and their impact on social media engagement, where one of the factors that influences social media engagement is photos of food that are easy for the audience to process. Then, according to a thesis entitled proposed by Rebecca Reagan, Sonia Filice, Sara Sanatraossa, and Sarah J. in 2019. This research examines the use of aesthetic aspects of food images to engage with their followers. They found that food photos that use high-contrast and close-up shots can attract audience engagement on social media.

In connection with Reasoned Action Theory with the hypothesis proposed by LittleJohn and Foss in 2009, aspects such as behavioral attention,

attitude, subjective norms, belief strength, evaluation, normative belief, and motivation to comply can be factors for predicting behavior. Attitudes are directed towards specific behaviors, such as liking restaurant contents, rather than towards general attitude objects such as “liking” restaurant content. Attitudes are determined by experimentally weighing the strength of beliefs and evaluations for a particular activity and group before combining them. It is proven that if consumers believe a restaurant's food images and BTS food video reels are attractive, this greatly influences respondents to take action such as reposting, liking, or commenting, impacting the consumer engagement on restaurant's social media.

Conclusion

The results of this research were tested using simple linear regression analysis which shows that there is a very high influence between the attractiveness of food images (X1) and attractiveness of behind-the-scenes food video reels (X2) on the level of consumer engagement on social media (Y).

Recommendation

1. The findings of this study provides evidence on attractiveness of food images and BTS food video reels on

consumer engagement in social media. The factors influencing consumer engagement in social media have not yet explored that demands further studies. For academics and readers to expand research by considering other variables that influence consumer engagement in social media such as ads content. And for future researchers it is hoped that in the future it can be used as a data source and reference for research and further research will be carried out based on more complete and broader information.

2. The findings showed that the attractiveness of food images and BTS food video reels tent to be high among the customers. Also, this study provides further knowledge regarding consumer engagement on social media. These evidence can be a resource for future research on related subjects.
3. The finding of this study showed what factors influence consumer engagement in social media. The evidence is importance as the refrence in developing product campaign for UMKM owners, relevant with the finding of there is

an influence of attractiveness of food images and BTS food video reels.

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