E-Marketing trends in Food Entrepreneurship: The Future of Food Industry

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Abstract

Food marketing is the activities that take place within the food system between the farm gate and the consumer. This includes processing, wholesaling, retailing, food service, and transportation functions and excludes all functions performed by producers on the farm. Being a food entrepreneur, consumer satisfaction becomes a linchpin. To attain consumer satisfaction the food entrepreneur needs to evolve with the technology trends and utilize it as a marketing tool. Thistechnology also becomes a great contrivance to tackle his/her competitors and to standout with his brand. There is no doubt about it – the Internet has changed the world we live in. According to Global Web Index the number of people using internet was found out to be 4.021 billion which rises up to 7% every year. Having this as a pillar of support, food online marketing has started to bloom. Online advertising and marketing has the ability to target markets by country, province or city, and can even drill them down to something as specific as their IP address. In today's world social media is used to publish, create and share informationby individuals on the Internet such as Facebook, twitter, instagram, snapchat, blogs, images, video and more. This review paper focuses on the various online food marketing trends i.e., Geofencing, Live Video, Content marketing, Ephemeral Marketing,Voice control and Chabot which acts as a major tool for food entrepreneur.

Keywords: *Food marketing, Digitalization, Social media, Technology, Innovation*

Introduction

Food marketing is the activities that take place within the food system between the farm gate and the consumer. This includes processing, wholesaling, retailing, food service, and transportation functions and excludes all functions performed by producers on the farm. Food market forces create, modify, and respond to consumer demand; they influence the food choices and preferences of individuals and populations, as well as the attitudes, opinions, and behaviours of consumers, industries, and governments towards food. Industry develops new products, ideas, and services in response to changing consumer demand and market forces (Kotler and Armstrong, 2004), and it also creates consumer demand for products, including foods and beverages consumed by individuals and populations over the long term (Hawkes, 2002). For this reason, the issues often emphasized by industry— sales trends, marketing opportunities, product appeal, advertising exposure, brand awareness, brand recognition, brand loyalty, brand equity, and expanding market share for specific [product] categories and product brands (Barbour, 2003; Moore et al., 2002; Roberts, 2004). To attain consumer satisfaction the food entrepreneur needs to evolve with the technology trends and utilize it as a marketing tool. This technology also becomes a great contrivance to tackle his/her competitors and to standout with his brand. There is no doubt about it – the Internet has changed the world we live in. Having this as a pillar of support, food online marketing has started to bloom.

The Food Porn or Gastro Porn

People constantly publish/share their pictures/videos of delicious food dishes on social media. This excessive display of food pictures on Instagram, Facebook, Twitter, Snapchat, Pinterest, and other social media is often referred to as "**food porn**"(Petit O (2016). Nowadays, Online Marketing strategy are used to build brand awareness and promotepurchases by encouraging people to pass a marketing message to a targetaudience, through electronic or digital platforms. Customers act as agents to promote and endorse a company's products, and incentives are often provided to customers to distribute the promotional messages and offers. Digital marketing is that set of marketing techniques using new media to market and promote a product, a service, a brand or an organization and so on. The first step to define a digital marketing strategy is the definition of qualitative and attractive contents; they represent the so called content marketing, the most important part of the digital marketing.
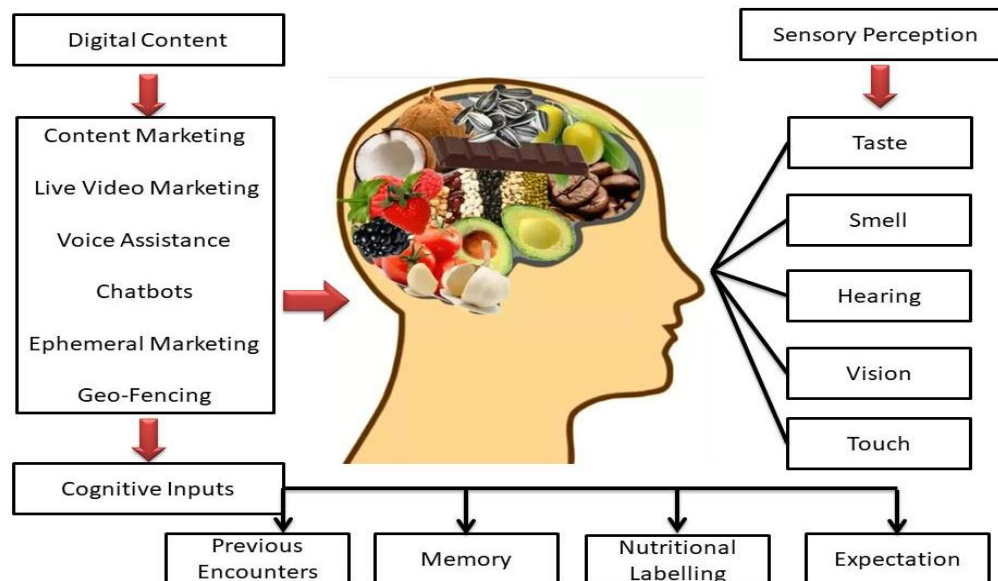
Virtual Food and Hungry Brain

The pervasive visual exposure to food via digital media has been shown to exert an essential role in terms of consumption behaviours. Axel Steiger and his research group at the Max Planck Institute of Psychiatry investigated the molecular processes for the control of food consumption. They examined the specific physiological reaction of the test subjects to images showing either delicious food or non-edible objects. The concentrations of different hormones in the blood such as grehlin, leptin and insulin, which play a role in the regulation of food consumption, were measured. The researchers actually observed that the concentration of grehlin in the blood increases specifically in response to visual stimulation with food images. The exposure to images of desirable foods can trigger inhibitory cognitive processes such as self-restraint, that is, effortful processes associated with resisting the temptation that desirable foods, Using electrical neuroimaging of visual evoked potentials (VEPs), these researchers were able to demonstrate that the high-fat food images were processed differently, with this topographical difference in cortical processing showing-up pretty rapidly.

More recently, Pursey et al. (2014) conducted a meta-analysis of 60 different neuroimaging studies (involving a total of 1565 participants) that had assessed the neural response to visual food cues as a function of the weight of their participants. In this case, the results revealed that obese individuals exhibited a greater increase in neural activation in response to food as compared to non-food images, especially for high-calorie foods, in those brain regions that are associated with reward processing, reinforcement and adaptive learning, emotional processing, recollective and working memory (the amygdala, hippocampus, thalamus, posterior cingulate cortex, and caudate), executive functioning (the prefrontal cortex, caudate, and cingulate gyrus), decision making, visual processing, and motor learning and coordination, such as hand-to-mouth movements and swallowing.
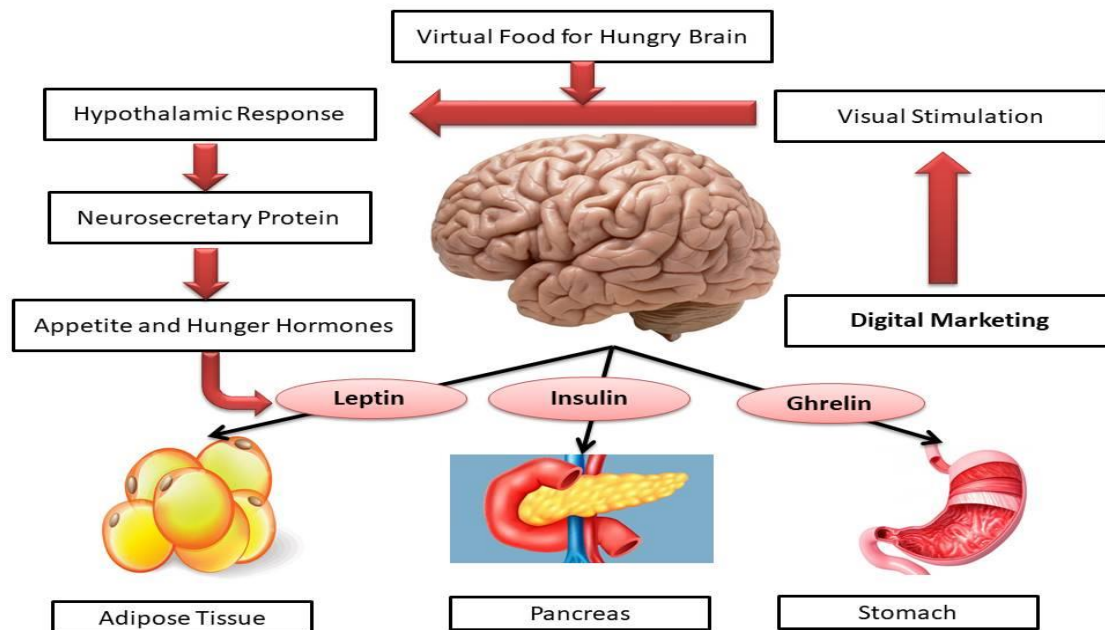
Fig.1. Impact of Virtual Food Stimuli on Appetite and Hunger Hormones

Fig 2. Influence of Digital Marketing on Consumer Perception of Food and Food Choices

This virtual food and brain hunger impacts greatly the **Total Product Experience**. This TPE approach is built on the following four principles:

1. **Multisensory perception**: products are perceived by humans using all their sensory systems, i.e. more than the proverbial five sense systems, and there are many ways the systems interact

2. **Top-down effects**: ideas, expectations, information, emotions, in addition to direct sensory perception affect the perception, and liking, of products

3. **Consumer-product interactions**: the inter – action of consumers with a food product ranges much wider than just oral ingestion

4. **Unconscious influences**: there is much information about food products and their sensory perception than is consciously and volitionally available to a consumer

Content Marketing and its impact on food business

According to Rowley (2008) content marketing can be defined as a management process where a firm identify, analyse, and satisfy customer demand to gain profit with the use of digital content distributed through electronic channels. Information is integral to marketing. Content marketing evolves to be powerful marketing tactic in the digital fast moving information driven world. Customers realize the power of knowledge and information can lead to better purchasing decisions. There are several features put down in the study for content marketing and that is: Localisation, personalisation, Emotions, Diversification of approach, Co-creation and trust and Ethics and honesty

Live Video Marketing and Food Business

Live video marketing has become a powerful game-changer, a new weapon in the marketing arsenal of today's online business community. The rapid development of high - speed mobile networks and mobile device technology have led to an immense growth of online video content. As consumers spend more and more time with online video marketing of goods and services has naturally caught up with the medium. The results of the study shows that the major challenges of video marketing are costliness, time consumption and the inability to create engaging content. The study discusses about three major aspects of live streaming the theoretical ramifications, the practical requirements, and the implementation in SMEs.

Insights on Live video

1. Video on social media generates 1 200% more shares than text and images combined.

2. Companies using video have 41% more web traffic from search and video can cause a 157% increase in organic traffic from search engines.

3. Video on a landing page can increase conversions by 80% or more.

4. Businesses using video grow revenue 49% faster year-on-year than those that don't use it.

5. 59% of company decision makers prefer to watch a video than read an article about a product.

Voice Assistance in Food Marketing

Voice assistants are the realisation of the science fiction dream of interacting with our computers by talking to them.Apples Siri, Microsoft's Cotana, Amazon's Alexa and Google's Assistant are all software agents run on purpose - built speaker devices or smartphones. The software constantly listens for a key word to wake it up. Once it hears that key word; it records the user's voice and sends it to specialized server, which processes and interprets it as a command.Depending on the command, the server will supply the voice assistant with appropriate information to be read back to the user, play the media requested by the user, or complete tasks with various connected services and devices. (Mathew B Hoy et al., 2018)

Chatbots in Food marketing

Chatbots are programs built to automatically engage with received messages.Chatbots can be programmed to respond the same way each time,to respond differently to messages containing certain

keywords and even to use machine learning to adapt their responses to fit the situation.The key things that the customer wants from the Chatbots are: 1.To get a quick answers to questions. 2. To resolve a complaint or problem. 3. To get a more detailed answer to a query. 4. Finding a human customer service agent. Amazon just opened a store without any cashier or self-checkouts, limiting human interactions to those only absolutely necessary. Advantages of Chatbots are: Save time and money. Generate leads and revenues, Guide users to better outcomes, Provide "After Hours" support, Engage Users in a unique way. Six key features of interactive media—ubiquitous connectivity, personalization, peer-to-peer networking, engagement, immersion, and Content creation—are emblematic of the ways in which young people are both shaping and being shaped by this new digital culture.

Ephemeral marketing - Snapchat

Ephemeral marketing is a platform for digital marketing that displays shared content for a limited period of time and this have become a prominent component of the socio eco system.According to the data collected in this article,Snapchat interactions were perceived as more enjoyable and associated with more positive mood than other communication technologies.Snapchat was viewed as a lightweight channel for sharing spontaneous experiences with trusted ties.Photo sharing over mobile devices supports a range of purposes,including recording memories and supporting relationships, Self-presentation and self-expression.

Geo-Fencing

Location based marketing provides an invaluable opportunity for advertising seeking to reach consumers based on the specific geographic areas they visit.With geo-fencing ,advertisers can create audiences through custom targeting shapes with pin point precision even based on specific dates and times ,and then serve them up to 30 days after.Brick and Mortar locations can also measure online to offline conversions and gauge the amount of foot traffic attributable to a campaign.

Geo-Fencing stepwise process: A virtual boundary is drawn around a physical location or created via a GeoJSON file upload- A user enters the geo-fenced location -The user is served ads from the campaign The advertising network can also target adverts based on the business rules of the advertiser or based on the profiles of the users:

Geo-Targeting: online advertising has the ability to target markets by country, province or city, and can even drill them down to something as specific as their IP address.

Operating System / Browser Type: markets can further be targeted via networks or browser types such as Firefox, Internet Explorer, Safari, etc.

Connection Type: users can be segmented and targeted according to their Internet connection type, e.g. whether they use broadband or dial up connections.

Day and Time: advertisers can choose the time of day or day of the week when their adverts are shown. Advertisers can specify when their campaign should air, down to the minute. This usually depends on the client's objective for the campaign or the product itself.

Social Serving: web sites gather personal data about users and then serve each user with targeted and relevant advertising.

Behavioural Targeting: the advertising network uses the profile of a user (built up over previous web sites visited) to determine which adverts to show during a given visit. Networks can base this profile on cookies or on IP addresses..

Contextual Advertising: the ad server infers the optimum adverts to serve, based on the content of the page.

Geo Fencing is to define the goals.Marketers can leverage location to: Drive more foot traffic to the stores, Encourage sign up for loyalty program, Increase awareness, Drive sales through digital promotions, Encourage repeat foot traffic, Heighten personalized customer service.

Location outside of a physical store can also be geofenced like parks, entertainment and sport venues, universities and partner stores. Best practices for getting started: The recommended size for an outreach geofence is up to 5000 meters,The outreach geofence naming convention should be consistent with venue naming convention,Check in should be disabled on all outreach locations and Each outreach geofence should be tied to only one retail location.

Conclusion

Social media and advertising are both parts of integrated marketing communication. Social media provide avenues for broad reach, allow for interactivity, and often come with little cost (Kahle and Valette-Florence 2012). In addition, social media are beneficial for advertisers because consumers self-select into lifestyle groups that make targeted marketing much easier (Kahle and Valette-Florence 2012). Marketers have easy access to consumers interested in a lifestyle incorporating sustainability by looking to sustainability groups on social media, searching for sustainability-related feeds, and creating ads that display when sustainability-related posts are made. Furthermore, social media have the potential to be a more credible advertising tool due to their personal characteristics (e.g., interactions, networking, interpersonal relations). Therefore, social media could be a more appropriate platform for green advertising and social campaigns via these electronic word of mouth (eWOM) modes of indirect communication rather than commercial food advertising and food marketing.

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