Chapter 4
Exploring Gratification Factors in Visual Food Communication: With Special Reference to “South-Indian Cuisine”

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ABSTRACT

This chapter throws light on the impact of gratification factors in visual food communication on consumer decision making. This research has been done with special reference to ‘South Indian Cuisine’. It will be evident that if an eatery promotes and presents these regional foods with a specific strategy, it will attract more consumers than it had expected. People basically relate well to the pictures of food, specifically because in countries like India, emotion is one majorly used appeal by brands to lure their customers. Hence, even in food industry, a person before ordering a particular dish relates to its pictures in the menu or anywhere else because there are certain gratification factors in visual communication of food that connects the consumer with the reason as to why they want to eat a particular dish. The aim of this research is to understand that which particular gratification factor will highly influence which particular south-Indian food item.

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INTRODUCTION

The motivation behind this study is to look at the present strategies that advertising specialists are using to connect with clients to post about their eateries. By looking at the present strategies, eateries can distinguish what is working the best to increment learning and what is bringing about negative exposure of their establishment. This exploration is to help restaurants in their online networking showcasing procedures by figuring out what will bring about the most good brand representation.

Viewing a dish item has appeared being influenced by numerous personal elements. These components incorporate taste, smell, naming and pictures, memory from past experience, wellbeing conviction, nature and brand loyalty. Tangible components have been known to expect a vital part when all is said in done perception and acknowledgment of a dish. It has been settled that the level of appeal or obnoxiousness of a dish is affected by the force of food-related tangible attributes. Surface and flavor have been appeared to significantly influence perception and acknowledgment.

Be that as it may, “The primary taste is quite often with the eye”, i.e., visual sensations likewise add to this discernment since the primary experience with food items is frequently visual and will influence ensuing readiness to acknowledge an item. The impact of visual sensations ought not to be disparaged. Human impression of value is reliant on the visual picture (Hetherington &MacDougall, 1992). It has been settled that shading and appearance can have a corona impact which adjusts resulting flavor discernment and food adequacy (Hutchings, 1994; Kostyla & Clydesdale, 1978). Also, consolidating social networking into the condition strengthens advertising experts to not just be the best visual to represent themselves to their customers but to guarantee their purchasers are likewise posting good pictures of their image and doing word-of-mouth marketing for them.

With the increase in the usage of Smart gadgets such as Phones, tablets, computers, laptops, watches etc. customers do not miss a single chance to post their experiences be it good, bad or neutral on social media. Hence, it has become very critical for any business to maintain its reputation on social media in front of its customers or prospective customers. Here, Visual Public Relation comes into the role as according to a few studies, a human’s average attention span is eight seconds and what can only grab their attention in such a case would be pictures and videos. Anything that is only text oriented will be boring and least lasting in the minds of the viewers. In such a case, PR professionals really need to learn marketing via social media marketing. This study is to explore how customer relationships can be made stronger through Visual PR in the food business industry. The detailed investigation into the topic and gathered views of professionals as well as the consumers will provide data.
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