jamk

The Use of Visual Marketing In Promoting Food Image Through Instagram Case: Vietnam

Nhi Phan

Bachelor's thesis

May 2022

Tourism Management

Bachelor's Degree Program in Tourism Management

jamk | **Jyväskylän ammattikorkeakoulu**
University of Applied Sciences

Phan, Nhi Phan, Nhi

The Use of Visual Marketing In Promoting Food Image Through Insta-gram Case: Vietnam

Jyväskylä: JAMK University of Applied Sciences, May 2022, 69 pages

Hospitality Management. Degree Program in Tourism Management. Bachelor's Thesis

Permission for open access publication: Yes

Language of publication: English

Abstract

With the constant development of technology, there have been many changes in the way people interact and perceive information. Online reviews, feedback, and visuals, all directly impact the dining experience of the Internet user. Among which the most efficient tools that can quickly catch the user's attention is visual. For this reason, Instagram, as a visual social media platform, is witnessing significant growth in users, which results in an urge for visual marketing adoption.

This study has crucial implications that could give a big picture of food photography and the use of visual marketing on Instagram. The case chosen for this study is Vietnam, a country located in Southeast Asia. In addition to the diverse culinary culture, a great number of Vietnamese people are using Instagram as a tool to lookup up food-relating content, which makes it a suitable example for this research. The research gives an overview of how Vietnamese people use social media to promote their cuisine. Subsequently, identify the existing marketing strategy's strengths and flaws for superior strategies in the future.

A mixed-methods study was conducted. While qualitative data was conducted to form an understanding of the human' psychology toward visual marketing; the quantitative method was conducted to collect analytical data and categorized the responses. A group of participants was invited to participate in the surveys. They are different in age, nationality, career, and diet which creates the diversity for the obtained results.

The results of the study analyzed visual marketing within the social media framework, specifically Instagram. It represents the author's understanding, enthusiasm, experience, and suggestions regarding the psychological effects created by food imagery. Visual marketing, human psychology, and food photography are among the key principles. Based on literature and empirical evidence found within the research time, it is true that people's appetites are stimulated when being exposed to food images. In specific, color and presentation are critical attributes in making a dish more tempting and delicious through photography. As a result, it is suggested to invest in food photography study and make use of visual marketing to efficiently promote food and tourism.

Keywords/tags (subjects)

social media, visual marketing, Instagram, visual hunger, food visual, food image, food photography, color, presentation, influencer marketing, tourism promotion, food tourism

Miscellaneous (Confidential information)

.

Contents

Tables

Figures

Key Concepts

Term	Definition
Visual marketing	Visual marketing is all about using visual media to communicate with the audience. It "involves studying the relationship between an object, the context it is placed in, and its relevant image" (Visual Marketing: A Complete Guide 2020, 2020, What is visual marketing? section, para. 5)
Instagram	A social media platform that allows users to interact with each other via likes, comments, shares, and saves visual content (Antonelli 2020)
Food photography	A form of commercial photography in which the main subject of the pictures is food (Herrig N.d)
Visual hunger	A natural desire or drive to see food images, which is resulted from a complex of neurological, physiological, and behavioral responses to food image exposure (Spence 2016a, 59)
Food tourism	"The act of traveling for a taste of place in order to get a sense of place" (What is food tourism? N.d, the first introduction on the website)

1 Introduction

Many academic publications have been written about the relationship between cuisine and tourism. Many researchers recognize the relevance of food in tourism, resulting in a plethora of literature on relevant topics such as food tourism, local cuisine, tourist food consumption, food identity, and so on. However, even though various research has demonstrated that people can communicate more effectively through visual communication, few studies particularly investigate how food imagery can be used as a marketing tool. The purpose of this study is to discover the advantages of visual marketing and the elements of food photography that make a food image becomes visually appealing. Ultimately, this study provides crucial implications that could support tourism and food and beverage (F&B) businesses to better understand their clients and utilize visual marketing in their marketing strategies.

Today, with the rapid rise of the Internet, the human communication environment has shifted dramatically away from traditional media to social networking sites. This leads to certain changes in how people do marketing and run their businesses. Digital marketing is receiving more attention, and numerous subcategories have fallen under its umbrella. Because of social media growth, visual marketing has become even more important for businesses to engage and catch people's attention. The study focused on visual marketing in the food context since appealing food images can easily pique people's interests and food is enjoyed by everyone. Regarding the research environment, Instagram is the best social media to optimize because it is a naturally visual platform.

The theoretical background is structured into four chapters that move from theoretical to practical aspects. The first chapter opens with terminology related to the research's primary topics. The principles are grouped in the following order: marketing, social media marketing, and visual marketing. So previous literature serves as a framework for the following ones. The second chapter dives deeper into Instagram and the impact of Instagram photos on dining experiences. Next, chapter 3 explores the relationship between visual and human psychology, which analyzes the internal human desire for food and crucial elements of food photography that intrigue human hunger. Chapter four then demonstrates the advantages of using culinary imagery in tourism, as well as the efficiency of influencer marketing in conjunction with visual marketing. Finally, chapter 5 takes Vietnam as an example to provide readers with a practical view of the findings, allowing them to better apply the material to their cases.

During the research time, two main research questions were established

1. What makes a food photograph visually appealing?

2. What are the advantages of visual marketing in food and tourism promotion?

Mixed methods were used, and the following objectives were defined:

1. Build up a theory on the use of visual marketing on Instagram.

2. Conduct methodology methods and collect data.

3. Organize, clean, and analyze the data to avoid irrelevant information.

4. Present and discuss the results by comparing the theories and survey data

2 Theoretical Background

Visual marketing is the primary focus of this study article, so all the issues presented are used as data to help advance the field. A fundamental understanding of visual marketing and related themes is essential before going deeper into specific concerns. Therefore, in this first chapter, the reader will be introduced to the basis of marketing, social media marketing, and visual marketing.

2.1 From marketing to visual marketing

Marketing

The practice of attracting and retaining clients to develop profitable customer relationships is referred to as marketing. Marketers promise value to attract new customers and retain and expand existing customers. Simply put, value is at the heart of everything marketing does. As value refers to the benefits that buyers receive to meet their needs, the client determines the value of the product while the company generates it. Businesses must vary their values yet remains profitable due to the personal value equation. In other words, marketing is defined as the process by which all stakeholders collaborate to generate and exchange value. (Kotler, Armstrong & Opresnik 2018a, 28-29.)

During the selling and production era, people conceive of marketing as only selling and advertising. Yet, it is only "the tip of the marketing iceberg" (Kotler, Armstrong & Opresnik 2018b, 29). Gradually, when it comes to the marketing era, companies changed their focus from sales and products to the customer, which makes customer satisfaction a goal for them to strive for. Today, traditional marketing has given way to digital marketing because of the technological revolution.

Traditional marketing refers to offline activities such as billboards, posters, radio, television, and magazines. Because everyone is exposed to traditional marketing regularly, it has naturally become part of human life (Carmicheal 2019). Physical communications enable businesses to interact directly with their target clients on a small scale, while the Internet allows businesses to reach a larger group of customers on a global scale. With the increase in smartphone users, online platforms have evolved into a new engaging environment for communication, leading to the spread of digital marketing. For this reason, digital marketing has become a big concern in today's technologically advanced society and evolved into a large topic with many subcategories falling under its cover.

While some people assume that a company can only employ one type of marketing, a combination of new digital approaches and traditional marketing creates a well-integrated plan that can be used at different times. But rather than covering both subjects, this study will concentrate on the use of visuals in digital marketing, particularly on Instagram.

Social media and social media marketing

According to S. O'Dea (2022), there were currently around 6.567 billion smartphone users, accounting for nearly 83.72% of the global population. In 2022, it was recorded that almost half of the smartphone users were actively using social networks with 3.96 billion individuals (51%) (Henderson 2020). However, the most surprising data regards mobile connections with several connections was even more than people worldwide (over 10.57 billion). Based on these brief statistics, a marketing strategy without the adoption of social media marketing is impossible. (Role of social media in digital marketing 2020.)

Social media

"Social media is a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content", as defined by Kaplan and Haenlein (2010, 61). Unlike most mass media channels, which only enable one-way communication, social media allows two-way communication and is considered a digital version of word-of-mouth (Pan 2012). As social media is built on the foundation of Web 2.0, users are no longer just retrieving information; they are also creating and consuming it, which adds value to websites (Pitt et al. 2011, 87). However, while most people consider social media as social networking site (SNS), the environment in which social networking occurs is social media (Kaplan & Haenlein 2010). In other words, social networking is just a part of social media. Therefore, besides being commonly used for daily updates, the platform is utilized for education, marketing, advertising, working, and many other fields by a variety of entities (Dwivedi, Kapoor & Chen N.d, 4). Since the customer has changed their way of communication, using social media for online marketing is a critical node for all businesses (Bashar, Ahmad & Wasiq 2012). Especially in the food industry, social media is a powerful asset to marketing, which makes foods more visually accessible all over the world.

Social media marketing

In the past, numerous definitions for social media marketing (SMM) have been proposed. On the one hand, many experts suggest that SMM is a one-way communication tool for businesses to acquire attention and engage customers in social networking activities (Jara et al. 2014, 997-1011; Pentina & Koh 2012, 292-310; Kim & Ko 2012, 1480-1486). Meanwhile, Richter and Schafermeyer (2011) expanded the concept of SMM by Pan's (2012) definition of social media, which states that SMM is a marketing approach that allows for two-way contact between customers and businesses online. SMM follows the same process as marketing in terms of developing, communicating, delivering, and exchanging value. With 3.96 billion users expected worldwide by 2022 (How many people use social media in 2022 N.d.), social media marketing is continually growing, with new features and platforms being offered regularly.

Visual marketing and visual communication

Visual marketing is a marketing technique that is used in conjunction with content marketing. But instead of using text, visual marketing is all about using visual media to communicate with the audience. Defined in Visual Marketing: A Complete Guide 2020 (2020, What is visual marketing? section, para. 5), "visual marketing involves studying the relationship between an object, the context it is placed in, and its relevant image". However, different from popular assumptions, visual content marketing is more than just posting nice photographs and infographics. It is about figuring out how the human brain interprets images and making use of that knowledge to enhance content marketing (Sheikh 2020).

Unlike previous traditional strategies, choosing the right visual communication instead of lengthy text would improve the viewer's performance by an average of 89%. When people see vivid graphics, their propensity to read improves by 80% (Anorak 2021). Sibley (N.d, the first statistic) also revealed on Hubspot that "visuals are processed 60,000 times faster in the brain than text," making visual content 40 times more likely to be shared on social media than other types of content (Lee 2014). In 2017, images were recorded to account for 63% of social media content, implying that more than half of all content online is visually conveyed (Brown 2017). For these reasons, visual

content can assist businesses to enhance their website traffic, increase brand awareness, and elevate online engagement.

Visual communication

Visual communication includes photographs, infographics, videos, animated gifs, presentations, and other visual media tools. This form of communication, along with verbal and nonverbal communication, is the most common type of language. It is split into two categories: visual storytelling and information visualization. While storytelling tells the full story from beginning to end, information visualization presents different pieces of information. Effective and efficient visual communication should be equally appealing and informative, so viewers do not have to rely on text but still understand the message. In short, a successful visual content is the one whose visuals can speak louder than words. (Balliett 2020, 34.)

Due to a wide range of visual communication, the scope of work in this research is limited to images only. In both traditional and digital marketing, the image has long been the most enticing tool for reaching out to customers. It applies to a variety of platforms and fields. Brands have recently started to embrace user-generated content in addition to professional photography. According to Everdingen (N.d), because of the authenticity and reliability of user-generated content, a mix of professional and user-generated photographs can interest customers 28% more than images from professionals only.

2.2   Instagram

Based on background literature in chapter 1, social media networking is an extremely broad topic. Thus, the investigation would be limited to Instagram only. This decision is critical for maintaining a clear and consistent content structure. In detail, this chapter was divided into two parts. The first one provided an overview of Instagram and the other one discussed the definition of "instagrammable food" and its influence on people's dining experience.

What is Instagram?

Instagram is a social media platform launched in 2010. It is a free photo and video sharing app that allows users to interact with each other via likes, comments, and shares, and saves visual content (Antonelli 2020). In 2021, Instagram recorded over 500 million active daily users sharing 250 million stories each day, which makes Instagram becomes the second most popular platform in 2022, following Whatsapp (Kemp 2022).

Utilizing visual content on this platform can bring manifold advantages, especially when promoting cultures and tourism. Specifically, the 5 most outstanding benefits of visuals are boosting website traffic, increasing brand awareness, strengthening customer relationships, differentiating the brand, and elevating online engagement (Importance of visual content in social media 2018). Thanks to a variety of design apps, stock image sites, and user–generating content, brands can constantly engage the audience with aesthetic photos together with significant messages on Instagram.

Instagram promotes a lifestyle that everyone wants to be a part of, rather than just beautiful images. Visuals must go along with quality because a quality post can immediately attract the audience and encourages them to interact with the brand, resulting in a higher conversion rate. Today, the amount of Instagram follower and like determines the company's success. Hence, an understanding of using visual marketing is extremely crucial to achieve those measures. The following definitions explain some of the most basic features that build up Instagram.

Feed

This is the interface where users communicate with each other. A place where people see, feel, interact, and evaluate products or services to decide whether they want to experience them or not. An aesthetic image is not only beautiful but also well-organized. To build up a brand identity, images must be consistent and unique, so customers can remember and recognize the brand. In addition to that, caption, content, and hashtag must contain informative and concise messages. The posted content, in addition to being rich and diverse, also needs to evoke emotions to impress the viewer. (Moeller 2020a.)

Story

Instagram's story can be considered an online diary since people can use it to update their status whenever and wherever they want. Some reasons explain the users' preference for the Instagram story. First, it is real-time and has a minimal production value which makes it more genuine, personal, and open. Secondly, for brands that actively use Instagram as a chief marketing channel, they do not have to worry whether their feed is out of space because the story only lasts for 24 hours and 15 seconds maximum for each story. Thirdly, Instagram provides users with diverse tools such as polls, question and answers, quizzes, and so on, that can be used to create engaging visuals and better tell the story across social media platforms. Fourthly, the public account allows brands to generate prospects and leads uniquely. (Moeller 2020b.)

Reels

As people's attention spans are getting shorter, Instagram users can create short clips within 60 seconds by Reels. As the first 3 seconds are important to impress and retain viewers, the brand must be smart in choosing eye-catching opening images in terms of colors, graphics, or representatives while still showcasing the main message of the video. (Moeller 2020c.)

IGTV

While only a maximum of 60-second video is allowed to upload to Instagram's feed, Instagram's IGTV channel as a standalone app allows users to watch longer-form video content. Users with business accounts can even upload files up to one hour in length. Hence, it is a great platform for showcasing products, traveling, advice, and detailed tutorials — the kind of content that engages with consumers and helps to foster long-term relationships. (Moeller 2020d.)

'Instagrammable' food and its affection for people's dining experience

Every minute passes by, and plenty of content is posted on Instagram which makes it the most popular visual social network. With a wealth source of aesthetic photographs, Instagram is a great place for people to seek inspiration. Defined by Collin dictionary, "instagrammable" describes a

subject that is "worthy of being posted on Instagram". Elaborating on that, in the article Social media and instagrammable food: Millennial influencers – a virtual reality? by Green (2018), Dauby (2018a) refers to instagrammable food as food photography whose aesthetic is stood out from others; while Levy (2018a) used the term for food that is appealing enough to share with family and friends. Dauby (2018b) also highlighted that although consumers do not want artificial ingredients, they expect to see food and beverages visually displayed. In agreement with Dauby (2018c), Levy (2018b) also asserts the importance of bright color and artful styling in food photography. Today, the visual appearance of a dish is just as important as the taste. Yet, for businesses to be unique, their instagrammable food should go "beyond visual appeal and taste good" (Levy 2018c, para.21).

People who post food photos on social media have more favorable dining experiences and brand evaluations than those who post irrelevant photos or do not post anything at all. This is because human is stimulated by visual hunger, "a natural desire, or urge, to see food images and the subsequent array of neural, physiological, and behavioral responses that result from an individual's exposure to food images", as defined by Spence (2016b, 59). In the same literature, he also found out that because of instagrammable visuals, diner pays more attention to food virtual images instead of the actual food.

However, many arguments have been raised on the impact of food Instagramming. Atanasova (2016a) believes that photographed food can turn out to be delicious even if we would not normally like it and the ritual of 'Instagramming' the food before eating truly improves its flavor of food (Coary & Poor 2016). In contrast, a survey by Larson and Elder (2013) in the Journal of Consumer Psychology showed that when people are exposed to photos of the same type of food, that food turned out less appetizing. The survey was investigated by comparing the food enjoyment of two groups of a total of two hundred and thirty-three participants. One group was exposed to sweet food while the others were exposed to salty food. Upon ranking each picture based on how tempting the food appeared, both groups were asked to eat salty peanuts. The result came out that people who looked at salty food less enjoyed the peanuts even when they did not see any image relating to peanuts. Meanwhile, those who looked at sweet food admitted that they enjoyed the peanuts more. This explains the status when people reach their satiation and no longer want to eat. Hence, this leaves questions for further research to investigate thoroughly the impact of food images and the number of food images that are enough to engage the audience yet maintain a good "visual hunger".

2.3   The relation between food visuals and human psychology

The following part studies human psychology when interacting with food-relating contents. Factors are divided into 2 groups, internal and external. While the internal group includes elements that motivate people to consume food, the external group refers to photography characters. In another word, human motivational factors are the 'push factor' while photography characters are the 'pull factor'. However, because the article's main focus was on visuals, motivational factors would not be examined in depth.

Human motivational factor

In 2002, Fields expanded on the relationship between food consumption and tourism by using the typology of tourist motivators proposed by McIntosh, Goeldner, and Ritchie (1995). The 4 motivational factors underlying human food consumption are cultural, interpersonal, physiological, or physical, and status and prestige. First, eating is naturally a physical action and food is a human's basic need for sustenance. By using sensitive perceptions, humans enhance pleasure from food which results in pleasant dining experiences. The aesthetics in this case is then considered by Baumgarten as the "gratification of the senses" or "sensuous delight" (Schiffersteina, Kudrowitz, & Breuer 2020, The role of the senses in food perception section, para. 2). Second, food can be a cultural motivator because it is an important aspect of the community's cultural identity. Therefore, to get to know the culture, people are motivated to travel and consume the local food. Third, human food consumption is dominated by an interpersonal factor which refers to the desire for relationship bonding. For people who grow up with food sharing as a dining culture, it is the feeling of being together that motivates them to eat. Finally, food consumption is affected by status and prestige motivators because tourists can learn about local cuisine by eating like the locals and trying foods that they or their friends are unlikely to find in their home country. Together with that, self-confirmation is also one of the motivations for people to consume food to create their self-image.

Different from Fields (2022b, 37-50), Kim, Eves and Scarles (2009, 425) argued that motivation for local food consumption should be divided into nine factors. Although both pieces of research had many similarities, more details were found in Kim's work which is an exciting experience, escape from a routine, health concerns, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment (see figure 1).
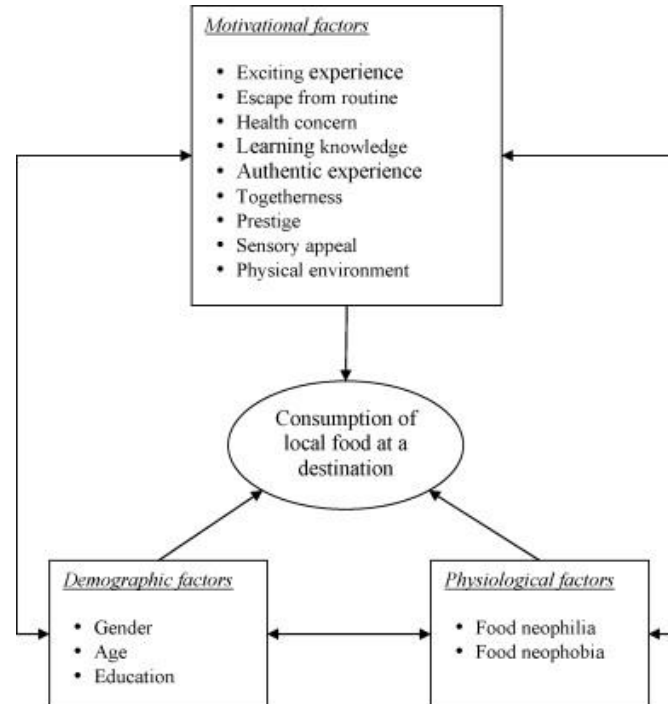
Figure 1 The proposed model of local food consumption at a holiday destination (Building a model of local food consumption on trips and holidays: A grounded theory approach. ScienceDirect. 2009.

https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1052.5291&rep=rep1&type=pdf

Food photography

Food photography is a form of commercial photography in which the main subject of the pictures is food (Herrig N.d). It can be understood as a process that visually 'brings' food to the viewer through photographs. The sense of vision plays an important part in the dining experience and it is true that "we eat first with our eyes" (Apicius 1936, as cited in Spence et al. 2016, introduction section). As Instagram has become part of our life, taking food photos has also become a dining ritual which can be referred to as praying before meals (Atanasova 2016b). There was research concerning the strong connection between food photo posting and dining experience, but literature on what food photographs should look like is yet limited. Thus, it set reasons for this chapter to analyze some of the elements that are believed to be the most essential ones in food photography. They are color, presentation, and composition.

Color

Color is considered the basic element of art. It links closely to human emotions and affects the viewer's perspective directly. In advertising and art, color acts as a nonverbal language delivering messages and engaging the audience.

In the food context, a good balance of color brings out a vibrant visual and expresses the authenticity of the main object. Many studies emphasize that color can trigger human appetite and change our eating behavior. "We eat with our eyes which makes color becoming critical in almost every aspect of successful restaurant designs", said Lohrey (N.d a, para. 1). In 2019, Paakki et al. also conducted one survey and one interview to examine the importance of color aestheticsc in food at a workday lunch. The results from surveys revealed that the most preferable lunch was the most colorful one and the color is among the factors influencing their food choices. Accordingly, Paakki et al. (2019a) suggested that food should not be dull; instead, a wide range of colors is encouraged to be used. Humans react differently toward each color they see (Howell 2016a); therefore, an understanding of their subconscious is worth to be examined.

Appropriate colors in photography that strongly connect with human emotion are mostly warm colors such as red, orange, and yellow. They stimulate nerve impulses and raise heart rate, which makes people excited and inspired to do something, typically eating. Regarding red, the color is associated with different flavors, among which hot and spicy are the two most common ones since red reflects the color of fire and chili. In addition to red, orange acts as a food catalyst indulging people to eat and spend longer time at the table. Apart from the previous two colors, although yellow is less used in food photography, it adds the nature characteristic to food by reflecting the color of the Sun and Earth. Besides the warm colors, green is also preferable in food photography due to the rising demand for organic and healthy food and drinks. (Howell 2016b.)

However, food photography avoids using blue, purple, black, and pink (Berg N.d). Based on previous research, blue, standing alone, reminds people of mold or spoiled food which reduces their starvation and suppresses appetite. The color is better combined with other colors since it can bring a balance to the overall layout and significant effect on the main subjects. Moreover, while food in purple can be considered artificial, garnishing in purple can create attractiveness and uniqueness.

The same as purple, pink makes the food looks less natural. Although the color goes well with dessert and sweet food, not all concepts and customers are suitable for it, especially savory food.

The proper background color, in addition to the color of the food, is critical to the overall image's aesthetic. Although both warm and vibrant backdrops can help to draw attention to the main subject, photographers prefer to choose warm backgrounds and fresh colors over a studio setting. It's also worth remembering that lighting should be properly adjusted to highlight the main subject in a way that conveys the image's underlying messages.

Presentation

Food appearance can influence consumer behavior and flavor perception. As human is naturally attracted by beautiful things, they are willing to pay for food that is presented artistically. (Deroy et al. 2014; Michel, Velasco, Gatti, & Spence 2014; Michel, Velasco, Fraemohs, & Spence 2015, 45-50).

Generally, the aesthetic appeal can be understood differently depending on the person who views it. While in culinary, the term refers only to the art of plating; in food photography, it also refers to surrounding objects and how they support the main object. In professional food photography, food arrangement is responsible by a food stylist, who has specific skills and knowledge in food chemistry as well as design principles. In the past, "ornamental cookery" was a food photography style named by Barthes (1972a, 78-80). When using this style, garnishing, and coating played merely the same role as the main food object. The photographer used this style mostly for cookbooks which required a display of many ingredients. Over time, food styling and presentation have evolved following the development of online platforms, which resulted in a wide range of new styles and ways of presenting food. For instance, a dynamic presentation is suitable for fast food advertising whereas calm and minimalist ones are suitable for fine dining photographs. Regarding the art of plating, previous research revealed that neat decoration is the most preferable. Diners find the dish more appealing when placed in the center instead of on one side only (Michel et al. 2015). Additionally, linear arrangements are also more favorable rather than circular ones (Youssef et al. 2015).

Composition

When it comes to food photography, camera angles are as crucial as the rest of the scene. A good photograph is one whose angle can drive the viewer's attention directly to the main objects. Despite a variety of names, camera angles are categorized into 3 main groups which are overhead, ¾, and straight-on. The following part analyses these angles in an order from the top-down to the face-to-face position. (More illustrated photographs on each angle can be found in the Appendices)

The most popular and easily used angle is overhead or also known as top-down or flat-lay. It is an excellent camera angle for storytelling since several objects can fit in an image and have them all in focus, according to Burgar (2019a). The photographer also recommends that a top-down perspective is the most suitable angle to fully display the dish with plenty of ingredients and props. A flat dish such as pizza and pie or food with no height such as soups and smoothie bowls are typical examples.

It is difficult to say when the photo looks best in the range of 3/4 or 25° to 75° because an angle that works well for one dish may not work well for another. Compared to the overhead, this camera angle is slightly lower to the 75° range, so the image can show the overhead view but still has a small part from the side view. In this kind of photoshoot, the photographer wants to show what is going on in the background, but the top details are still the focus points. Based on Lauren's experience (2021), this angle can well display beverages. Because it would bring an adequate depth to the image but not highlight minor details on the side. In agreement with Lauren, Burgar (2019b) also suggests using tall and non-see-through glasses or mugs for the best result.

Lower from the 75° angle is the 45° one. Through this angle, the viewer can see deeper into a bowl of salad, or a dish held in hands because the focus point is divided equally for both overhead and side views. The 30° range is better to show the background together with the main dish, while the 45° range focuses more on the ingredients. Therefore, the 45° range is more common for commercial food photography, especially food with sauce dripping from the top or sweet food coated in melting glaze. (Kopcok N.d.)

The last angle in this range is 25°. It is great for showcasing the texture of the dish and part of the background, which cannot be taken under the straight-on angle.

When it comes to layered and tall food, the straight-on or 0° angle is the most suitable one. Crops in close-up food scenes demonstrate their quality, which gives a highlight to each layer and a powerful feeling to the overall image. This angle is also ideal for action shots such as drizzles and dustings. Straight-on angle is a perfect way to tell stories either through sweet food such as cookies, pancakes, or waffle stacks, or savory food such as burgers and sandwiches, because it can show off clearly what is inside the food. Overhead angle is normally avoided when shooting high and layered food because no one would know what was in the food.

Having a shooting draft is extremely important for a quality food photograph. Only when the photographer has an overview of the product and the photograph's purpose, does she know how to make the best out of the image.

2.4 Food and tourism

In this chapter, the readers get to know about the importance of food in tourism and how food visual marketing can be applied to tourism promotion. Since the research environment was Instagram, influencer marketing as another subset of social media marketing was also taken into the analysis. The literature within this chapter was logically organized in a way that first formed a background on food tourism, then narrowed down into food visual marketing, and lastly analyzed the mutual connection between visual marketing and influencer marketing in promoting tourism.

What is food in tourism?

Food is one of the most basic biological human requirements, and as such, it is an indispensable part of tourism. On average, people eat from three to five times a day which makes food become the ultimate to the economy in the destination.

However, food in tourism is more than just a need for energy. Consuming the food of the local community is the same as getting acquainted with an important aspect of the community's cultural identity (Kocevski & Risteski 2018). According to World Food Travel Association (WFTA), food has the power in driving more tourist and social media attention, which results in the growth of tourism and a variety of economic benefits. Analysis from WFTA also recorded that food and beverage account for up to 15% to 35% of all tourism spending which logically explains why there is a need for food image investment and food tourism promotion. World Food Travel Association defined food

tourism as "the act of traveling for a taste of place in order to get a sense of place" (What is food tourism? N.d, the first introduction on the website). Over the last decade, food tourism has grown in popularity thanks to social media and television shows. It is the development of the Internet that changed the way businesses manage tourism. Today, with more travelers preferring to view food as their primary traveling purpose, many arguments have been raised on whether food tourism is still a part of cultural tourism or a separate form of tourism.

Despite the arguments, quality food visuals must be seriously considered to promote either food tourism or tourism in general. From a tourist's perspective, quality food images can visually illustrate changes in one nation's history through cooking and dining manner, custom tradition, and liveli-hood. Hence, it creates a stronger association among people, culture, and food which drives tourists to come, eat and revisit one destination.

Food visual as a tool to promote tourism on Instagram

As food photograph is easy to be shared on Instagram, this platform is a great place to promote tourism. With popular hashtags such as #food or #foodporn, users are exposed to a great source of food images all around the world. When this research was written, up to 483,130,994 posts were #food and 284,357,807 posts were #foodporn included, not to mention new food images uploaded every second. "Foodporn" is defined as "a visual experience of something that other people can smell and taste" (Romm 2015, para. 8). A 2012 study discovered that simply looking at pictures of food may cause an increase in ghrelin, a hormone that causes hunger. This is part of the reason why the viewer gets hungry when they see a delicious-looking food image. Gradually, more Instagram-mers have been using Instagram to share their experiences with local food and beverages through images. Therefore, it is an urge for F&B and tourism businesses to make use of their products' po-tential and Instagram's advantages. In contrast, many researchers argue that exposure to food im-ages is the reason which leads to an unhealthy diet. Further studies on the arguments would be analyzed in the following chapters.

To properly reflect the reality of food, a savvy combination of professional and amateur photos is necessary. Although tourism authorities prefer professional photography shared by hoteliers, res-taurateurs, and attractions management; travelers want to also see photos taken by other travelers, featuring real people in real-life situations. For that reason, inspiring and quality user-generated content should be utilized together with professional photographs. Importantly, due to the variety

of food content, creating specific hashtags is a must not only for destination managers to manage this kind of content but also for tourists to easily look up information. The consistency of food image is important to familiarize the viewer with one cuisine before they travel; therefore, food visuals must not over-telling or distort the real story.

Food influencer marketing in tourism

In addition to user-generated content, the rising popularity of food influencers asserts their important role on social media. Influencer marketing is a form of social media marketing that relies on endorsements and product mentions from influencers – individuals who have a strong social following base and are thought to be experts in their field (Chen 2020). People's consumption behaviors are strongly dominated by influencers because their sharing is believed to be authentic. The benefit of collaborating with influencers is that they already have a community of loyal followers who trust their recommendations. In short, working with them opens a way to get in touch with a larger community (How to use social media influencers to promote your restaurant 2018).

To efficiently adopt influencer marketing, it is first crucial to seek appropriate influencers. Audiences follow different types of influencers for different product categories (Chopra, Avhad & Jaju 2020), so choosing the right influencers depends strongly on the target group of travelers. An ideal influencer is someone with high aesthetics, such as a food photographer, food stylist, travel blogger, or food reviewer. The person is not necessarily a professional cook, but she knows how to convey the beauty of the food through images and videos. Food influencers, especially those with over 10,000 followers, have become an ideal tool for influencing customers' dining decisions (Regaudie N.d). Based on the research of Pandey, Kumari, and Chouhan (2020, 4), the majority of respondents frequently eat outside, with 76% eat more than three times a month; 51 % follow food vloggers; and the rest were also influenced by reviews and ratings while selecting the restaurant. Similarly, when tourists plan to visit a new destination and discover local food, they believe in food influencers through their authentic reviews and impressive photographs. Consequently, combining influencer marketing and visual marketing is an efficient strategy to optimize their potential.

2.5   Vietnamese cuisine promotion on Instagram

Based on the theories presented in earlier chapters, this chapter took Vietnam as a real case study to examine whether visual marketing can be an efficient strategy for food advertising. The goal is to determine the strengths and limitations of Vietnam's visual marketing in the food context, which provides a better understanding for other countries on what to do and what to avoid when marketing national cuisine. The major ideas were structured from the most general to more precise details so that readers could easily comprehend the big picture of the case study. Beginning with an introduction to Vietnamese cuisine, then demonstrated the popularity of Vietnamese cuisine on Instagram and the current status of Vietnam food photography, finally closing with future food and tourism promotion strategies.

Vietnamese cuisine

Vietnam is a developing country in Southeast Asia. The country has been famous as an ideal tourism destination thanks to its beautiful landscape, diverse cultures, nice people, and delicious food. Despite being a small country, Vietnam has made a reputation for itself with its flavourful cuisine which is known as one of the most favorite food in the world (Quy 2019). Vietnamese cuisine might look quite the same as that of other Southeast Asia countries, but the taste, the seasoning, and the cooking methods uniquely represent the country identity. (More illustrated photographs of Vietnamese food can be found in the Appendices)

Core ingredients

With a combination of different spices and ingredients, the food is light yet full of flavors. It can be enjoyed by everyone, anywhere, and anytime. Vietnamese food makes use of several types of herbs and vegetables, in which the five most ubiquitous ones are scallion, shallot, garlic, lemongrass, and chili (Hieu N.d). While scallion is mostly used for garnishing, shallot and garlic are used either in marination or cooking to bring a distinctive aroma to the dish. The fourth ingredient is lemongrass - a kind of citrus herb that Vietnamese people use to balance the dish against salty and sweet flavor. Finally, to enhance taste, chili is an indispensable spice in Vietnamese cuisine. Across the country, chili is grown in many shapes, looks, and tastes, among which the most common form in cooking is

red chili powder and fresh chili. Along with the taste, it is the color of chili that makes Vietnamese food look more attractive.

Culture diversity

With an economy focused on agriculture and a wealthy resource of rice, rice-based dishes live in the heart of this cuisine and are famously known for many kinds of noodle soup and cakes such as 'Bun', 'Banh canh', 'Banh xeo', 'Banh cuon', and many delicious dishes. Many of them have already built a name for themselves and gained a loyal fan base around the world. Vietnamese cuisine is highly diverse due to the influence of other countries. China and France, in particular, have had a significant influence on Vietnamese culture, food, beliefs, and architecture. Chinatowns can be found almost everywhere in Vietnam and Chinese-originated dishes have become indispensable parts of Vietnamese culture. Aside from that, the fact is that despite being a national delicacy, 'Pho' was inspired by the French beef stew. This noodle soup is served in different ways depending on the location but basic herbs and vegetables would be basil, bean sprouts, chili, scallions, and coriander. The soup is not only flavorful and satisfying but also nutritional and healthy, as is typical of Vietnamese cuisine.

Nutrition value

Food in the Vietnamese perspective is not only about cooking or eating but also about stories and rituals. Vietnamese people, influenced by Chinese Taoism, believe in Yin and Yang which is the life-force energy keeping the physical world in balance. The 5 Elements of Chinese philosophy, which comprise water, earth, wood, fire, and metal, are also shaped into the culinary realm together with the Yin and Yang paradigm. All the elements work together to create a balancing and healthy diet for Vietnamese people. A typical Vietnamese meal consists of rice representing earth, soup representing water, greens representing wood, fish sauce representing fire, and a dry dish representing metal (Avieli 2011). Furthermore, instead of grilling or frying, Vietnamese people prefer to steam, boil, or ferment their food to preserve the original flavor of the ingredients.

The popularity of Vietnamese food on Instagram and Vietnam's food photography

Vietnamese cuisine has grown in popularity across the globe because of the internet and the rise of social media platforms. A study of Chef's Pencil revealed that the cuisine was ranked in the top ten most popular food on Instagram in 2021 (Nguyen & Nguyen 2021a). At the beginning of May 2022, Instagram reported up to 3.2 million photographs and videos with the #Vietnamesefood hashtag. This statistic did not include posts with different hashtag names or posts without a hashtag. Based on this information, food visuals could be a useful tool for Vietnam to advertise its cuisine internationally, particularly in regions where local food is a tourism product.

Vietnam National Administration of Tourism has done hard work in marketing and creating a consistent image for Vietnamese cuisine on its official website together with Instagram and Facebook. However, the page has not yet widely recognizable. On Instagram, Visit Vietnam is named Vietnamtourismboard, an account in which all cultural aspect is presented as an e-brochure for audiences to easily follow up with new tourism updates. The account's interface is full of well-designed content which successfully brings out the beauty of Vietnam. Followers are encouraged to tag the account and use *#MyVietnam* and *#WhyNotVietnam* to share their experiences with other users. In this way, Vietnamtourismboard can make use of those user-generated content along with official photographs to visually raise awareness of Vietnamese cuisine. Regarding the highlighted section, a variety of content shows that Vietnamtourismboard actively interacts with followers and its way of doing marketing does highlight the friendly and hospitable image of Vietnam. Especially stories relating to food, the contents are varied from fun facts and challenges to cooking shows and recipes. Real cooking moments of their followers can spread a message to others that everyone can cook and enjoy Vietnamese food. Besides Instagram, the management team also utilizes their source of visuals on other social media platforms such as Facebook, TikTok, YouTube, and Pinterest. All contents across the channels are visually presented, unique, informative, and engaging.

Apart from Vietnam National Administration, it is evident that the content of food influencers is displayed more frequently and receives great attention from viewers. Unlike official tourist accounts like Vietnamtourismboard, Vietnamese food influencers primarily use their social media account to introduce local food and share personal thoughts based on their own dining experiences. Remarkably, although food influencers are not photographers or designers, most of their food visuals are well displayed and colorful enough to attract people to try the food. Besides, there are

also Instagram accounts that not only post stunning images but also describe the origin of the dish or provide cooking instructions. This way of using food visuals also promotes Vietnamese food in an authentic and friendly way.

From the above examples, it was proved that image marketing not only received great attention from Instagram users but also changed the way people do marketing in the tourism and F&B industry. However, although the importance of visual communication in today's life was obvious, professional food photography and photographers were still underestimated in Vietnam. For this reason, more attention and opportunities must be given to food photographers and food photography to grow, otherwise, their talent would be wasted (Nguyen & Nguyen 2021b).

Vietnamese food as a tourism product for development plan

With the great potential of Vietnamese cuisine, it can represent as a tourism ambassador for Vietnam to boost tourism, as stated by Khanh (2022). Lately, on a national scale, many destinations manager, as well as local tourism establishments, have admitted that influencer and visual marketing successfully increase the demand for domestic food and drink products as well as domestic tourism.

In the future, to recover from the Covid-19 pandemic, the development strategies would include authentic campaigns and activities such as traditional food festivals, cooking classes, and food tours to introduce Vietnamese traditional cuisine. Together with that, a visual introduction of other delicious dishes besides familiar one's soup is also part of the strategy aiming to fulfill the storytelling of Vietnamese culture. It is good news on the horizon that the government is raising awareness of these activities across social media channels, especially visual-centric platforms such as Instagram, TikTok, Pinterest, Twitter. Therefore, it is believed that with great effort in adopting visual marketing, Vietnamese food could be a great distinguished tourism product. (Vietnamese food is an attractive tourist product 2018.)

3   Methodology

The purpose of this research was to study the use of visual marketing on Instagram, specifically in the food context. With the rise of visual content relating to food on social media, adopting and developing marketing strategies is essential not only for F&B businesses but also for tourism establishments in general. But to find out which strategy is the right one, it is first important to understand the customer insight. From that, the marketer would know how to make the best out of their images. For that reason, the literature relating to the relationship between human psychology and food visuals put forth in this study needs to be tested based on actual surveys. Together with that, as Vietnamese food photography was selected to be studied for practical purposes, a survey regarding the topic was also conducted.

Due to the large scope of work, mixed methods were used to produce more solid and persuasive results. Within single research, mixed methods refer to the simultaneous or sequential use of two or more quantitative and/or qualitative procedures (Martha, Sousa, Mendes 2007). The use of mixed methods results in a variation in data collection, which provides a wide understanding of an issue from different aspects. Instead of conducting one qualitative survey and one quantitative survey, questions in both surveys were intertwiningly asked in both ways to gain the best results.

On the one hand, since the research questions are closely related to the human sense which is vision in specific, the qualitative method was suitable to interpret the answers in depth. Accordingly, the result provided a rich analysis of the phenomena. On the other hand, it was also important to gain as many answers as possible to find out what elements can attract people when they see food visual and what elements they expect to see in an appealing photograph. Therefore, the quantitative method was used to collect more scientical and objective data.

Since the questions were designed based on mixed methods for 2 different subjects, each survey was analyzed individually and compared with the proposed literature in the theoretical background

3.1   Respondent

Instead of asking randomly, the same group of 68 selected participants was invited to join both surveys. They were different in age, nationality, diet, and career. The intention of this selection was

meant to keep the objectivity of the surveys. Because surveys answered only by designers or photographers would show higher and more specific expectations while nurses' or accountants' opinions were rather simpler. This happened the same with age and social background. Concerning nationality, having international participants besides Vietnamese avoids biased responses for the second survey which is about Vietnamese cuisine. For these reasons, the surveys can provide a general guideline on customer insight for global tourism and F&B businesses to apply in their marketing strategies regardless of their target group of customers.

3.2 Survey

2 comprehensive surveys were conducted, in which one studied the 'human psychology towards Instagram food content' while the other one examined 'the visibility of Vietnamese food on Instagram'. Google Forms was the online platform where surveys were conducted and the reason for choosing an online platform was because of its convenience and flexibility. Not only people could access the surveys regardless of their location and time but also the author could better process the data with support from Google Form's features. However, although conducting online surveys has numerous advantages, it also has some drawbacks, the most notable of which is the lack of interaction between survey takers and responders. To avoid respondents being confused or misinterpreting the meaning of the question, each survey begins with an explanation of the goal as well as the definitions for key terms. Moreover, due to the language barrier, each survey topic had 2 versions, one was English, and the other was Vietnamese. The questions remained the same, but the Vietnamese version was intended for Vietnamese respondents, while the English version was for either Vietnamese or international respondents. Because not every Vietnamese can understand English. This way of conducting surveys facilitated the answering process by reducing misunderstanding and translating time.

The human psychology towards food content on Instagram

As human psychology was the core objective of the research questions, this survey aimed to collect data on how people define a food visually as appealing when they saw it on Instagram. The result set clues for visual content creators to design their products in a way that appeals to viewers to eat or create a good perception of the illustrated food. The survey consisted of 2 parts; the first half generally asked about the connection between Instagram and the users in the food and the other

half was about the formation of food perception based on online visuals. The survey structure was believed to be logical for the respondent to first be aware of the survey environment and personal preference for food content before moving to psychological questions relating to food perception.

The visibility of Vietnamese food on Instagram

The case study of Vietnam made up ¼ of the whole research, which was reasonable to use the destination to investigate the practical aspect of the theoretical hypothesis. This survey aims to analyze the image of Vietnamese cuisine in the eyes of users and how visual marketing can promote that image through Instagram. The obtained results showed whether Vietnam had taken full advantage of food photography to show off its cuisine's potential or not, as well as the management of that food visual on Instagram. Hence, it gave an understanding of what elements people seek when searching for cuisine on Instagram and how those images should be displayed to motivate them to travel. Real accounts and hashtags were taken into the survey to gain authenticity and credibility for the results. Therefore, participants were instructed to use Instagram by themselves to get the most authentic and practical look into the accounts and hashtags. To make sure the process happened with as least obstacles as possible, each question had its instruction on what to do and an illustration of the Instagram interface.

2 Instagram accounts were chosen to be analyzed, in which, one account is managed by a food influencer (localfoodguy_) and the other one is managed by the Vietnam tourism board (vietnamtourismboard). The intention of selecting these accounts was to see the difference in the visual display of an influencer account and an official Vietnam tourism account.

Regarding hashtags, the questions were similar to those asked about the accounts. The 2 hashtags included in the analysis were #saigonfoodys and #vietnamesefood. The reason for choosing 'saigonfoodys' was because of the name. As the hashtag was created based on the name of a food influencer's account himself, the images with the hashtag mostly come from that food influencer. So, they have their uniqueness. However, because the hashtag comes from a personal account, its value has not been well recognized. This is the same for many potential food influencers. Besides 'saigonfoodys', 'vietnamesefood' is believed to be the most popular hashtag when searching for Vietnamese cuisine on Instagram. Hence, people would form their first perception based on those images. But, since the hashtag can easily be used by any Instagram user. This creates difficulties for

image management due to a wide variety of visual contents. For these reasons, there were 2 main purposes for analyzing these 2 hashtags. The first one aimed to examine whether the respondents could be appealed to by influencer's food images or not, which provides useful data to support the hypothesis of the importance of influencer marketing discussed throughout the research. The second purpose was to test if the creation of an iconic hashtag could better help national tourism associations to manage and ensure the consistency of Vietnamese cuisine. This prevents users from making false perceptions when they see images that are irrelevant or not appropriate for promotion.

3.3 Reliability

When this research began, there was very little research on the main topics of this thesis because both photography and marketing are broad topics. Although visual marketing has been proved as one of the most efficient tools in marketing, its role in the food context remained unclear. As a result, the author selected appropriate articles and publications that surround the research problem, then briefly visualized them into mind maps for better data collection. However, due to the scarcity of visual marketing and photography books in the school library, the references for this research were found mainly in online databases. Credible sources include ProQuest, ResearchGate, Academia, and other online articles from google searches. Materials in Vietnamese were also used as practical sources since Vietnam was chosen as a case study. Some of them are VnExpress International, Nhan Dan Online, and Tuoi Tre News, which are national journals in Vietnam. Based on previous studies, the author discovered many topics relating to the main research question, which those relating to food tourism were food consumption, dining experience, local food, food sustainability, and those relating to social marketing were content marketing and influencer marketing. Although all the references could not be deeply studied in this research, they contributed significantly to the development of this research paper. Additionally, photography literature was based on personal blogs managed by experienced photographers. However, because there were limited investigations on the study's main topic, many references were examined to find the answers. In fact, during the research period, the number of references was more than those included in this study. The purpose of using multiple data sources was to compare and filter out as many good ideas as possible, which supported structuring coherent arguments. However, to keep the conciseness of the research, information that was too broad or goes too far with the main idea had been omitted.

3.4   Ethical Considerations

This initiative adhered to the Ethical Principles of JAMK, along with scientific practice and legal requirements. Human participants were involved in this study, and all participants gave their informed consent. Participants were ensured that they thoroughly understood the information and that they were not pressured or forced into giving consent. The informed consent form included a basic summary of the data to be gathered and its intended uses, as well as a detailed description of the processes, measurements, and surveys that would be collected. Each survey had its description and the length of doing it, so participants would know what to expect in the survey. Participants were free to decline or withdraw their participation at any moment with no repercussions. (Ethical Principles for JAMK University of Applied Sciences 2018, 3-4)

There was no discrimination or harassment based on age, ethnic or national origin, nationality, language, religion, belief, viewpoint, health, disability, sexual orientation, or other personal characteristics among those who participated in this project. Since this study was conducted online and the respondent did not know who was invited, the researcher made sure that the answers cannot be identified to a certain individual. With the purpose to strengthen the diversity of the project, international participants were asked to participate in the surveys. Every respondent in the research answered the research voluntarily and the survey was completely anonymous. The responses were equally collected and reported openly and responsibly to show respect toward the participants. (Ethical Principles for JAMK University of Applied Sciences 2018, 4-5)

Since the case study survey was conducted on a country rather than a specific business, no document, including the confidentiality agreement and thesis agreement, was required to be signed between JAMK, the commissioner, and the researcher. As a result, no confidential material was included in the research. Instead, the survey includes examples from real Instagram accounts that are managed by individuals. To ensure the survey did not infringe on copyright or any other intellectual property. The owners of the accounts were asked for permission for the use of their account's interfaces, and they permitted the survey to take place. Regarding the literature of other experts and researchers, the researcher valued their accomplishments, appropriately citing their publications, and giving weight to their work when publishing the results. (Ethical Principles for JAMK University of Applied Sciences 2018, 4)

4 Result

The results obtained from two surveys both aim to find out how people perceive food images through Instagram. Because each survey topic is different, the conclusions would be analyzed individually rather than compared with each other.

The human psychology towards food content on Instagram

The first part of the survey generally asked about food content on Instagram. To find out whether Instagram is the right platform for promoting food images, the first question asked about the number of time users spend on Instagram each day. Surprisingly, the obtained results were different from previous proofs. Although Instagram is considered the second most popular social networking platform, 68% of participants spend less than 1 hour per day on it; bout 28% spend 2 to 3 hours and only 4.3% spend more than 3 hours a day.

After familiarizing the respondent with Instagram, the next question asked whether food is their favorite content on Instagram or not. 57.4% of the respondents indicated food as a relaxing content to watch; 31.9% chose food as one of their favorite contents and only a few viewed it as annoying (10%).

Then, when diving deeper into which content can interest the participants, international cuisine and cooking recipes were both ranked in the first place (65.2%), followed by food review (63%), fact (23,9%), nutrition knowledge (21.7%) and others (6.5%). This information could be used to support the statement that people use this platform to exchange and explore food virtually.

As the research objective was also related to the development of tourism through image promotion, understanding the degree of desire to travel to the place where the food is available was also included in this survey. Based on figure 2, it can be seen that most of the participants were attracted to food images that fueled their desire to travel. This result partly shows the close relationship between travel and food because the most popular content on Instagram is also about international cuisine. From that, it can also be implied that promoting culinary images is the right strategy to develop tourism.
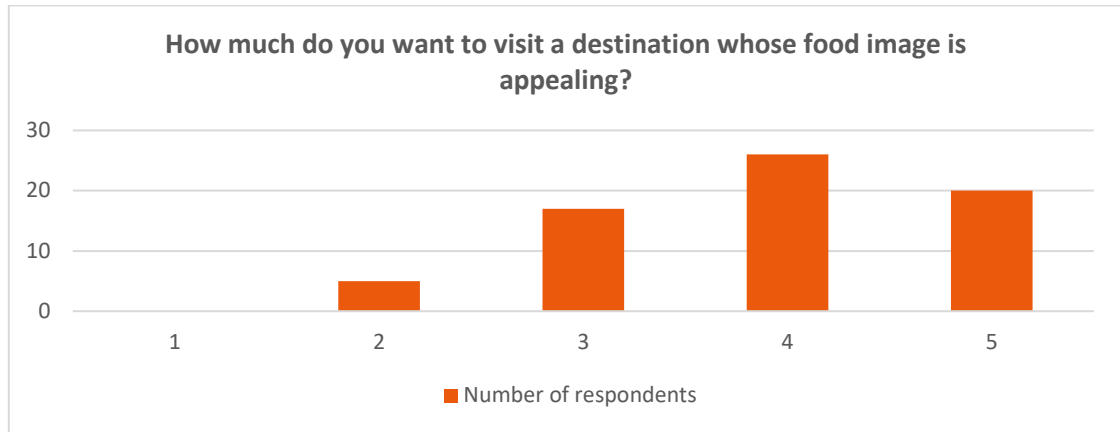
Figure 2 Respondents' willingness to travel

To prepare for the next part of human psychology, another question was raised to confirm whether the image of food can affect people's appetite. As expected, nearly half of people (40.4%) agreed on 4; 34% of people chose 5; and no one was unaffected, with 0% choosing 0. This was consistent with the finding that had been proposed and stated in the research.

After learning about users' eating and drinking content trends on Instagram, the last question of part 1 asked about users' eating preferences to help people in the F&B and tourism industry to figure out a strategy to develop food. Thereby bringing benefits to the business itself in particular and the national tourism industry in general. Based on figure 3, street food is the most popular dish with nearly 3/4 of people voting. The way people move towards a healthy eating lifestyle is also evident with more than half choosing healthy food. Fast food and sweets in general appear to be equally favored by approximately 44 to 47 percent. The least favorite is vegetarian food with only 34% and the rest is for other foods accounting for 17%.
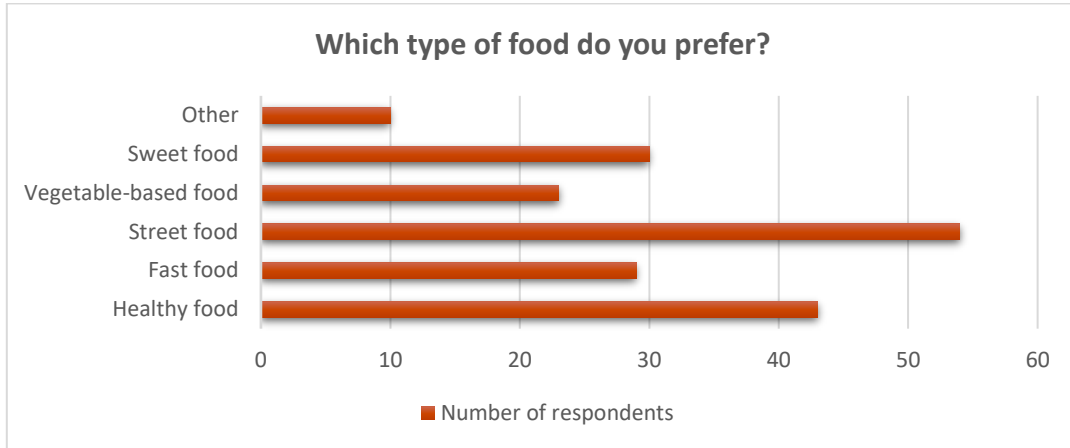
Figure 3 Respondents' food preference

In the second part, food perception formation was the main subject. Questions were designed to study the relation between photography characteristics and human psychology, which partly led to the formation of food perception. According to Byrne and Kidmose (2021), the sensations a person experiences, absorbs, and interprets through their five senses: sight, smell, taste, touch, and hearing, are referred to as sensory perception of food. However, since this analysis only worked on the affection for food visual, only questions relating to vision were included in the survey.

To open this section, the first question investigated which visual communication has the most influence in promoting food images. This question started this part to measure the validity of this survey. If most users chose Instagram's features such as videos, reels, or stories, other senses must be included in the food perception formation. Hence, when the survey was limited to visual perception, a deviation in the assessment would happen. For example, despite how appealing the food was presented, a cooking show without sound might be seen as boring. But if most users chose an image which was the case in this survey, the evaluation would be more objective. As image only requires one sense to perceive, this survey had certain credibility compared to previous literature. Besides the image, Reels and Story are also two potential visual features, because they not only create a better experience with live effects and sound but also aid in interaction with customers.

Since images were chosen as an influential tool in food promotion, the next question delved deeper into the factors that viewers pay most attention to when evaluating a photo. Multiple results were reported, with nearly half of the participants mentioning color and nearly a quarter referring to

presentation. From that, it could be concluded that color plays the most important role in creating an attractive image. At the same time, the presentation also needs to be focused to increase the aesthetics of the whole picture. In addition to the colors and presentation, ingredients, textures, and authenticity of the images are also worth considering,

Based on previous results, images were confirmed to have a direct impact on people's appetite and color is the key factor determining the attractiveness of that image. For that reason, a question arose whether the use of colorful colors in the decoration has a negative effect on the content or the storytelling of a food image. On the one hand, 65.6% of people agreed that colors increase the aesthetics of the image, on the other hand, the rest thought that simplifying the colors makes the food look more valuable and expensive.

After an overview of the relationship between photography and human psychology, the next question was to determine what factors are key in building people's perceptions of the subject (see figure 4). Since this was a short-answer question instead of multiple-choice, multiple answers had been given. Color is still emphasized as the most important factor because it was chosen by nearly all participants (78.7%). Ranked second was the ingredients of the dish accounting for 68.1% and the third was the style that the image of that dish is aimed at (61.7%). Moreover, the background (40.4%) was also quite noticed by viewers. The remaining details such as tools and decorations play an auxiliary role to help increase the value of the picture.

How do you form your food perception through photograph?
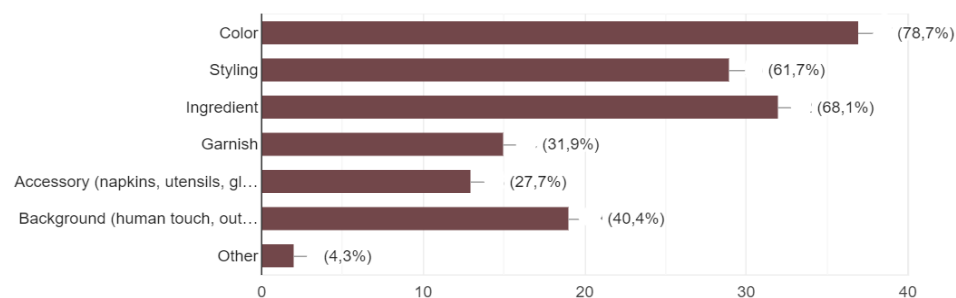
Figure 4 Respondents' food perceptions formed through the photograph

The last question in the survey aimed to confirm the role of images in people's decision-making process. Because each person had a different point of view, there was no specific answer to this question, instead, a scale of 1 to 5 was used. With nearly 80% choosing level 3 or higher, it confirmed that the image is important to the overall image of a cuisine.

The visibility of Vietnamese food on Instagram

The survey provides information for Vietnamese F&B and Tourism businesses to understand viewers' insight, which assists them in developing appropriate strategies for Instagram cuisine promotion.

Before analyzing specific accounts and hashtags, participants were asked about the extent to which they had been exposed to Vietnamese food on Instagram. A scale from 1 to 5 was renamed into 'never – sometimes – often – usually – always'. Although there were a few people who had never seen Vietnamese food on Instagram, most of the remaining participants admitted that they see Vietnamese food regularly. This question helped the respondents recall the content related to Vietnamese cuisine that they had seen, which familiarized them with the topic before moving on to the next questions.

The first question directed the respondents to an account of a well-known Instagram food influencer in Vietnam. The aim was to investigate the ability of influencers in using visual content, which would be compared with that of the Vietnam national tourism board in later sections. When participants made comments, there were both positive and negative opinions. More than half agreed that account holders took advantage of images with rich and eye-catching colors and that made a good impression on viewers. However, some people think that the content of the images is still quite vague and messy.

In addition to the increasing population of food influencers, the promotion of a country's tourism requires effort from national tourism authorities and organizations, which was the Vietnam tourism Board in this case study. Unfortunately, despite the strong effort made by Vietnamtourismboard, it was not until the survey was conducted, did the participants notice the existence of the account. Nearly 40% of the respondents shared that they had not seen any piece of content produced by the Vietnam tourism administration on Instagram before.

Analyzing more details about the Vietnam tourism board's Instagram account, it could be seen that the content of it covers many topics, not just about food because it is an information page for Vietnam tourism in general. So instead of commenting on the main account page, participants were asked to comment on food-related stories which are featured prominently at the top of the account. The number of negative comments was very few, accounting for only about 10% of the overall, while 50% to 63% of people gave positive comments. The most notably useful phrases were 'informative' (63%), then interesting (57%), and engaging (54%). This resulted from the utilization of Instagram's features as well as the active interaction of the management team. Besides high-quality images, information relating to food origin, cooking recipes, and Vietnam fun facts were also presented in brief texts to well present the visual of the stories yet keep them informative at the same time. This brought up one point that when using visual marketing, the text should not be underestimated because it could deliver a direct message and last longer in people's minds.

Concerning hashtags, since both question content about #saigonfoodys and #vietnamesefood were the same, the results were quite similar. Hence, table 1 would better illustrate and categorized the main ideas that had been collected from the results regarding the opinion of the respondents on the Instagram displays of the 2 hashtags.

Table 1 Respondents' opinions on #saigonfoodys and #vietnamesefood

Positive	Negative
Colorful	Messy
Delicious	No special
Diverse	Overwhelming
Exotic	Not real

After a detailed analysis of how Vietnamese food images were presented on Instagram, participants based on those images to give their views on Vietnamese cuisine. Although there were opinions that the food may not be special enough, more than half agree that Vietnamese food looks very attractive, diverse, and delicious. Consequently, this data was closely linked to the follow-up questions and explained why most of the participants want to try Vietnamese food

or travel to Vietnam. The results were measured on a 5-point scale with more than 1/2 choosing level 5 and no one choosing level 1 and 2 implying a great use of images in promoting Vietnamese food and tourism on Instagram.

To expand on what had already been accomplished, the participants were questioned on elements that could help improve the appeal and popularity of Vietnamese cuisine. According to them, investment is necessary to ensure the quality of food visuals. Food photographers or designers should pay more attention to the layout, colors, and lighting to highlight the iconic ingredients of Vietnamese food. It is also important to avoid excessive editing to maintain the authenticity of the dish because authenticity is one of the elements that viewers care about most when using social networks. Especially, besides images, videos and other tools of Instagram also need to be taken advantage of to visually present different characteristics of Vietnamese cuisine and spread the value of those content.

Lastly, to provide an objective clue for future research, the last question examined the participants' expectations for food-relating content on Instagram. Firstly, image descriptions must be written in multiple languages. Secondly, a food review should include detailed information such as price, address, taste, and ingredients. Thirdly, cultural aspects were expected to be shown off because eating is not just a basic physical experience but also a way to connect the person with a community. Finally, as what had been mentioned throughout the research and survey, 'impressive' visuals are a must.

5   Discussion and Limitations

5.1   Discussion

During the research time, many interesting and thought-evoking findings had been found that are worth discussing. With different literature analyzed throughout the research and results gained from the surveys, one conclusion is drawn that the food image has a great impact on people's appetites which makes visual marketing an efficient strategy for businesses within F&B and the tourism industry. To explain this, it is important to bring out two discussions that break down the main subjects of this study. One regards the impact of food visuals and the other one regards the two most significant elements of photography.

Impact of food visual

According to what Spence (2016c, 59) wrote in 'Eating with our eyes: From visual hunger to digital satiation, "visual hunger" means a "natural desire, or urge, to see food images and the subsequent array of neural, physiological, and behavioral responses that result from an individual's exposure to food images". This aligns with the statement of Atanasova (2016c) that photographed food can turn out to be delicious, which makes the dining experience more enjoyable. Besides, when food visual is analyzed in the context of Instagram, a delicious food image in this scenario can also be understood as an instagrammable food image. Based on what had been mentioned in the theoretical background, there are 2 ways of defining instagrammable food shared by Dauby (2018d) and Levy (2018d) in an interview with Food Ingredients First. Dauby (2018e) referred to the term as food photography with a distinct aesthetic, whereas Levy (2018e) coined it to describe a cuisine that is appealing enough to share with family and friends. However, although instagrammable food can be viewed from different perspectives, the keywords 'aesthetic' and 'appealing' from the statements both emphasize the visual of food as a subject that is worth to be posted on Instagram. Figure 5 showed that food images can highly intrigue the viewer's hunger.
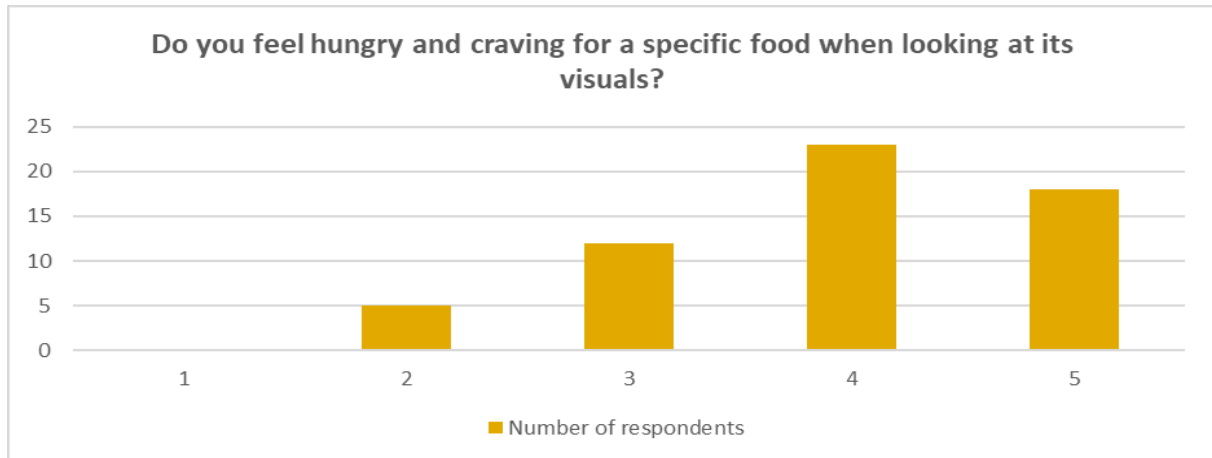
Figure 5 The respondents' degree of "visual hunger"

Moreover, there was a one-to-five scale question that explored how much the respondents want to visit a destination whose food image is appealing. The result came out in accordance with the previous literature that most of the respondents chose from three to five and no one chose one. From this discussion, it can be implied that the biggest advantage of visual marketing is its ability to intrigue people's hunger, which can motivate people to eat and travel more. This is beneficial for not only F&B and tourism businesses to increase their sales but also for one community or nation to promote their local cuisine and cultures.

On the other hand, many arguments are suspecting the downside of food visual, especially when it is exposed in a great number. The two marketing professors - Larson and Elder (N.d) concluded from their survey that "the over-exposure to food imagery increases people's satiation'', which leads to their loss of appetite. Therefore, they believed that a great number of specific food image exposure can prevent people from enjoying that food. Apart from this drawback, Spence (2016d, 58) also saw "visual hunger" as a negative reason which leads to a growth in obesity issues. Due to the widespread of images and social networks, there has been an avalanche of images presenting unhealthy and addictive foods that are low in nutrients and rich in energy. However, negative impacts are not always the case. If the marketer knows how to make good use of food visuals, the benefits can outweigh the drawbacks.

The two most significant elements of photography.

Moving on from the first discussion, although many elements of photography can directly impact the viewer's vision, which results in a phenomenon called 'visual hunger; the second discussion only dives into elements that are the most significant to create an appealing food image. In the first survey, despite asking explicitly about photography, open questions were developed to en-compass other related concerns to acquire a more comprehensive understanding of the im-portance of visuals. As a result, in addition to the main question, 'Which part of a food image catches your attention?'; other questions regarding food perception were also raised in the sur-vey.

Color

Based on the survey's actual responses (see figure 6), color has a great influence in determining whether a photograph is impressive. It was chosen as not only the first aspect to attract one's at-tention by 48% of participants, but also a factor influencing the food perception of up to 78% of participants. Furthermore, color descriptors such as colorful, appealing, vivid, stunning, and others can be found throughout the survey. These results indicate that the previous findings are accurate, including the fact that we always eat with our eyes. For this reason, in the research of Paakki et al. (2019b) named The importance of the visual aesthetics of colors in food at a workday lunch, one of the variables that interviewees considered when choosing a dish was color. In addition to that, the result from the same research paper's survey revealed that the most popular lunch dish

was the one with a wide range of colors. Thus, the use of colorful food images is encouraged. But it should be used at an adequate level that keeps the authenticity of the food since the audience is pleased with colors that are typical of the food, as stated by Paakki et al. (2019c). This can be strongly supported by answers to the same question regarding elements that attract viewers' at-tention in the first survey. Besides color and presentation, there were other responses, among which 'authenticity' was one of them. The respondent expected food to look more real so it can reflect the authentic taste of the food. For this reason, Berg (N.d) recommended avoiding using purple or pink since they show the artificial look of the food. However, depending on the color density, in some cases, purple and pink can be well used as either the main subject or garnishing to bring the spotlight to the overall food image.
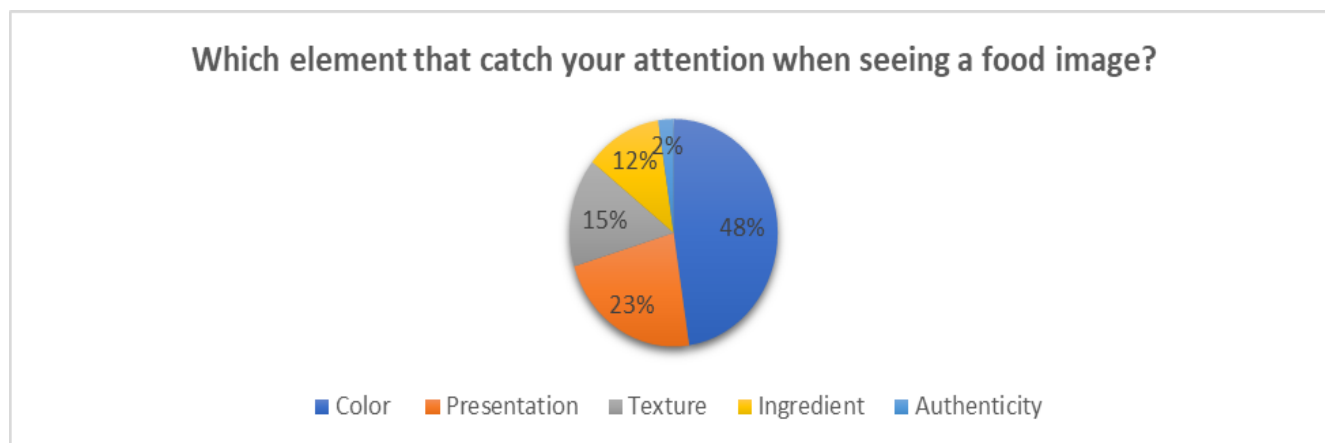
Figure 6 Elements that catch respondents' attention

Apart from that, Lohrey (N.d b) discovered that color is not only incorporated in food but also plays a significant part in all aspects of creating a beautiful restaurant design. This has paved the way for further research into other factors that influence human appetite, for example, the servicescape, in addition to the ones discussed in the research including motivational factors and food photography.

Presentation

Together with color, the presentation is also regarded as a crucial aspect of the image's overall aesthetic. In the same questions regarding human attention, the presentation was ranked in second place and accounted for nearly a quarter of the obtained answers. Many researchers agree that the way how food is displayed can strongly motivate the customer to pay for it regardless of the price.

Over time, alternative techniques of presentation have emerged, but several of the approaches have remained popular. Barthes (1991b, 78-80) previously stated that "ornamental cookery'' was only ideal for cookbook photography as it presents all props from specific ingredients to different kinds of garnishing in a way that all of them can fit in one frame. However, currently, "ornamental cookery'' has become popular and utilized for a wide range of food photography concepts.

This statement can be supported by results gained from the second survey, 68% of the respondents admitted that they enjoyed images with colorful garnishing and coating. They also based on ingredients to form their perception of a cuisine. Hence, ingredients were the thing that they expect to see more from food images. This somehow creates a cycle explaining why in addition to

color, presentation, and authenticity, viewers are drawn to ingredients. As a result, utilizing a presentation that can highlight the dish's unique characteristics as well as its ingredients is the same as telling stories and delivering messages to the audience. (see figure 7)

How do you form your food perception through photograph?
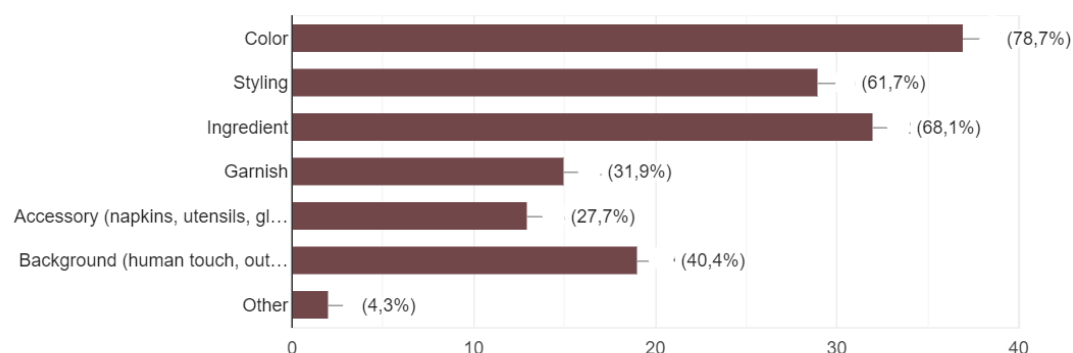
Figure 7 Respondents' food perception through photographs

Besides 'ornamental cookery', since presentation can also be considered the art of plating, there are two other ways of plating that can appeal to the diner. Michel et al. (2015) indicated that a dish seems more appetizing when put in the middle rather than on one side only. Meanwhile, linear configurations are preferable to circular ones recommended by Youssef et al. (2015). However, because there are no questions studied deeply in the presentation, no evidence is available to either support or protest the statements.

Overall, based on these discussions, color and presentation were proved to be the two key characteristics that stimulate people's appetite. Literature and practical survey results were synthesized to analyze many aspects of the main subjects. Although the use of color and presentation have not yet been well explored, the discussions can be a useful information source for future research.

5.2   Limitation

It is important to keep in mind that since this is a novel issue, it was more difficult to find data that was directly related to it. Relevant theories and data, on the other hand, were combined to provide

a sufficient theoretical foundation for the argument. However, despite the value of the findings, there are a few limitations to be aware of in this study.

The whole research only analyzed visual marketing on the Instagram platform, so the use of this marketing strategy in other channels might result in different cases depending on what kind of channel they are. For instance, Instagram as a visual-centric platform does not require too much description but mainly well-designed photographs, whereas platforms based on text and visual posts such as Reddit or Facebook would require more than just a good-looking image. Thus, visual marketing should go along with content marketing to make the best out of the post. This is the same as the case study of the research, since the results were based on Vietnam, there are certain limits for other countries to benchmark.

Secondly, sharing food images on social media sites has become a common occurrence with huge marketing ramifications for businesses but there is little evidence as to why this activity has such consequences. Despite the important role of food in tourism implied in those studies, literature on how to market one's cuisine image through food presentation has not yet been presented. Accordingly, the lack of empirical evidence raised many difficulties during the data collecting process. It took time to form a foundation for this study because available literature reviews on the topic are few and not every online resource is appropriate for the use of research work.

Lastly, this study does not analyze all photography factors that make a good food image. Food photography is broad, and it requires time to go over each element. Although there were some questions regarding photographs in the surveys, the two most significant elements which are color and presentation lack in-depth investigation. The strong interrelation between the literature in the theoretical background and the survey reasonably examines the role of color but there is no empirical evidence from the surveys that support how to use the color properly. Thus, it is difficult to know whether the guidelines on the use of color discussed in the theoretical background are applicable. This is essential because Howell once said that people react differently to different colors. But how different it is, has yet to be investigated. Furthermore, the limitation of the surveys is that they did not find out any specific way of plating that is preferred by the respondents. Hence, only a few styles of presentation were suggested. Regarding the composition, despite being analyzed as one of the photography elements in the theoretical background together with

color and presentation, it was left out in the methodology. As a result, no discussion can be formed with only the instruction of experienced photographers or food stylists.

This research cannot be an all-in-one handbook for every business to apply to their marketing strategies. As the overall purpose of the research is to study the benefit of visual marketing, not much literature relating to the negative impacts of food visual were included. Therefore, businesses should be careful in adopting visual marketing and utilizing food images to avoid unexpected results. But it cannot be denied that his research together with other studies would be useful guidelines for business to figure out their marketing strategies. This is quite the same as the conclusions drawn from the 'The visibility of Vietnamese food on Instagram' survey.

6 Conclusion and future suggestions

With the rapid advancement of information technology, particularly the internet, the way we communicate is no longer limited by geography, time, or means of communication, but has become much easier. However, with the advent of social networking sites, we are quickly overwhelmed by the amount of information we receive. For this reason, internet users are becoming increasingly interested in content created in the form of images and videos rather than lengthy text. When information is presented in the form of an image, it not only captures the attention of the audience but also assists the brain in-process and remembering the information better. As a result, the concept of visual marketing has grown in popularity across social media platforms and the strategy is believed to yield significant benefits for businesses.

The author's passion for food and her habit of watching food-related content online inspired her to conduct this research. She wondered how photographs and videos of colorful and appealing food can make people feel hungry, and what it would be like if these visuals can be turned into effective advertising tools. As the author wants to travel and taste the food that she saw, she became interested in reading comments from other viewers who shared the same enthusiasm and desire for food as her. In addition to that, as a person who is into taking photos of food before eating, the study can also assist her in nourishing her skills. As a result, these experiences motivated the author to research visual marketing and its effectiveness in food promotion.

Based on the empirical evidence analyzed in this study, food visual marketing is proved to be an essential strategy to promote tourism on Instagram. By examining available evidence in the tourism industry, food, especially local cuisine, should not be seen as just a source of energy but rather a distinguished tourism product. Hence, it should receive more recognition and opportunities to grow with the help of visual marketing and photography. 2 main elements that should be kept in mind are color and presentation, in which color has a bigger role in defining the value of an image. Good use of color not only makes the food looks more authentic but also intrigues the hunger of the audience. Concerning the presentation, chefs or food stylists should not only focus on elaborating the food visual but also on embedding stories into it, because a good-looking image can grab their attention, but a meaningful image would stay with them longer. With the support of camera techniques and the right camera compositions, the two previous elements would be well presented and delivered to the audience.

Due to the power of photography in visual marketing, further research on this topic is extremely necessary. First, based on what had been discussed in the discussion part, there is a need for deeper investigation on whether the increase of appealing food images (commonly referred to as food porn or gastroporn) on social media can unwittingly worsen people's desire for food or not. Secondly, as the knowledge in this study can only be served as a general background, specific investigations on all elements of photography would be beneficial to provide deeper and more detailed guidelines for visual creators to optimize their sources. Typically, as the use of color, presentation and composition were not deeply discussed in the study despite their importance, those should be the first elements for other researchers to consider. In addition to that, it is important to research the use of influencer marketing and content marketing in conjunction with visual marketing to highlight the authenticity of the illustrated food and better engage the audiences. Finally, the scale of this work is limited to food and one country only. Therefore, future studies should expand beyond the field and nations to see how visual marketing works across social networking platforms.

In conclusion, this study presents a general picture of the use of food visual marketing on Instagram by examining existing marketing literature and integrating lessons from photography practice. Theoretical research and a practical example had been utilized to define the main subjects including visual marketing, food photography, and food promotion on Instagram. Even though additional research on this topic is a must, this article is believed to be useful for F&B and tourism businesses to reconsider their marketing strategies based on a better understanding of visual marketing and its significance today.

7 References

Apicius. 1936. Cooking and dining in Imperial Rome. Translated by Vehling, J. D. University of Chicago Press, Chicago. Accessed on 8 February 2022. Retrieved from https://www.gutenberg.org/files/29728/29728-h/29728-h.htm

Antonelli, W. 2020. A beginner's guide to Instagram, the wildly popular photo-sharing app with over a billion users. Insider, 15 December 2020. Accessed on 1 October 2022. Retrieved from https://www.businessinsider.com/what-is-instagram-how-to-use-guide

Anorak. 2021. 37 visual content marketing statistics you should know in 2019. Anorak, 11 January 2021. Accessed on 9 March 2022. Retrieved from

https://anorak.co/2021/01/11/37-visual-content-marketing-statistics-you-should-know-in-2019/#:~:text=1)%20Researchers%20found%20that%20colored,that%20information%20three%20days%20later

Atanasova, A. 2016. The Psychology of Foodstagramming. Social Media Today, 9 November 2016. Accessed on 16 April 2022. Retrieved from https://www.socialmediatoday.com/social-networks/psychology-foodstagramming

What is Visual Marketing? N.d. Arimetrics. Accessed on 11 April 2022. Accessed on 11 April 2022. Retrieved from https://www.arimetrics.com/en/digital-glossary/visual-marketing

Avieli, N. 2011. Making Sense of Vietnamese Cuisine. Education About Asia, Volume 16:3 (Winter 2011): Food, Culture, and Asia. Accessed on 10 February 2022. Retrieved from https://www.asianstudies.org/wp-content/uploads/making-sense-of-vietnamese-cuisine.pdf

Bashar A., Ahmad I., Wasiq M. 2012. Effectiveness of social media as a marketing tool: An empirical study. Researchgate, December 2012. Accessed on 5 February 2022. Retrieved from

https://www.researchgate.net/publication/281676030_EFFECTIVENESS_OF_SOCIAL_MEDIA_AS_A_MARKETING_TOOL_AN_EMPIRICAL_STUDY

Balliett, A. 2020. Environmental Influences And The Rise Of Visual Content. The 1st chapter in Killer Visual Strategies: Engage Any Audience, Improve Comprehension, and Get Amazing Results Using Visual Communication, 34, 27-36. 1st edition. Wiley publication. Accessed on 5 February 2022. Retrieved from https://www.wiley.com/en-us/Killer+Visual+Strategies:+Engage+Any+Audience,+Improve+Comprehension,+and+Get+Amazing+Results+Using+Visual+Communication-p-9781119680222

Barthes, R. 1991. Mythologies. Ornamental Cookery section, 78-80. Translated by Annette Lavers. The Noonday press, New York. 25th printing. Accessed on 13 January 2022. Retrieved from https://soundenvironments.files.wordpress.com/2011/11/roland-barthes-mythologies.pdf

Berg, M. N.d. Color Ideas for Restaurant Exteriors. Chron. Accessed on 7 January 2022. Retrieved from https://smallbusiness.chron.com/color-ideas-restaurant-exteriors-59349.html

Brown, E. 2017. The Guide To Visual Content. Design Mantic blog, 16 February 2017. Accessed on 6 January 2022. Retrieved from https://www.designmantic.com/blog/infographics/guide-to-visual-content/

Burgar, A. 2019. 5 Best Camera Angles For Food Photography + Which Equipment To Use. Use your noodles, 14 November 2019. Accessed on 16 January 2022. Retrieved from

https://www.useyournoodles.eu/5-best-camera-angles-for-food-photography/

Byrne, D. V., Kidmose, U. 2021. Sensory Perception. N.d. Food platform, 27 September 2021. Accessed on 16 February 2022. Retrieved from https://foodplatform.au.dk/research/sensory-perception/

Carmicheal, K. 2019. Traditional Marketing vs Digital Marketing: Why not both. Blog. Hubspot, 24 September 2019. Accessed on 9 January 2022. Retrieved from https://blog.hubspot.com/marketing/traditional-marketing-vs-digital-marketing

Chen, J. 2020. What is influencer marketing: How to develop your strategy. Sprout Social, 17 September 2020. Accessed on 12 March 2022. Retrieved from https://sproutsocial.com/insights/influencer-marketing/

Chopra, A., Avhad, V., Jaju, S. 2020. Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. Business Perspectives and Research 9(1):227853372092348. Research Gate, June 2020. Accessed on 12 March 2022. Retrieved from https://www.researchgate.net/publication/342181914_Influencer_Marketing_An_Exploratory_Study_to_Identify_Antecedents_of_Consumer_Behavior_of_Millennial

Coary, S., Poor, M. 2016. How consumer-generated images shape important consumption outcomes in the food domain. Journal of Consumer Marketing, 11 March 2016. Accessed on 6 March 2022. Retrieved from https://www.emerald.com/insight/content/doi/10.1108/JCM-02-2015-1337/full/html

Dauby, A. 2018. Social media and "Instagrammable" food: Millennial influencers – a virtual reality? Food Ingredients First, 4 September 2014. Accessed on 3 January 2022. Retrieved from https://www.foodingredientsfirst.com/news/social-media-instagrammable-food-millennial-influencers-a-virtual-reality.html

Deroy, O., Michel, C., Piqueras-Fiszman, B., & Spence, C. 2014. The plating manifesto (I): from decoration to creation, 6. Springer Link, 15 May 2014. Accessed on 15 March 2022. Retrieved from https://link.springer.com/article/10.1186/2044-7248-3-6?utm_source=getftr&utm_medium=getftr&utm_campaign=getftr_pilot

Dwivedi, Y.K., Kapoor, K.K., Chen, H., N.d. Social Media Marketing and Advertising. Aston publication, 4. Accessed on 9 January 2022. Retrieved from https://publications.aston.ac.uk/id/eprint/40400/1/Social_media_marketing.pdf

Everdingen. N.d. 3 Types of Visual Content You Need in Your Marketing Strategy AuthorTalia van Everdingen. CrowdRiff. Accessed on 26 January 2022. Retrieved from https://crowdriff.com/resources/blog/3-types-visual-content-you-need-marketing-strategy

Fields, K. 2022. Demand for the gastronomy tourism product: motivational factors. 1st edition. A chapter in Tourism and Gastronomy. Taylor & Francis Group. Accessed on 11 January 2022. Retrieved from https://www.taylorfrancis.com/chapters/edit/10.4324/9780203218617-9/demand-gastronomy-tourism-product-motivational-factors-kevin-fields

Green, E. N.d. Social media and "Instagrammable" food: Millennial influencers – a virtual reality? Food Ingredients First. Accessed on 15 February 2022. Retrieved from https://www.foodingredientsfirst.com/news/social-media-instagrammable-food-millennial-influencers-a-virtual-reality.html

Henderson, G. 2020. How Much Time Does The Average Person Spend On Social Media? Digital Marketing, 04 August 2020. Accessed on 13 Febuary 2022. Retrieved from https://www.digitalmarketing.org/blog/how-much-time-does-the-average-person-spend-on-social-media

Herrig, B. N.d. Food photographer-Brent Herrig. Accessed on 31 March 2022. Retrieved from https://brentherrig.com/what-is-food-photography/

Hieu, T.T.M. N.d. Five Indispensable Vietnamese Ingredients. City pass guide. Accessed on 14 Febuary 2022. Retrieved from https://www.citypassguide.com/travel/vietnam/food/blog/five-indispensable-vietnamese-ingredients

How many people use social media in 2022. N.d. Oberlo. Accessed on 16 February 2022. Retrieved from https://www.oberlo.com/statistics/how-many-people-use-social-media#:~:text=The%20latest%20figures%20show%20that,jump%20in%20just%20six%20years

How to use social media influencers to promote your restaurant. 2018. Deputy, 22 January 2018. Accessed on 12 March 2022. Retrieved from https://www.deputy.com/blog/how-to-use-social-media-influencers-to-promote-your-restaurant

Howell. A. A. 2016. Understanding Colour Psychology for Restaurants & Brands. Medium, 16 July 2016. Accessed on 5 Febuary 2022. Retrieved from https://medium.com/@ashley_howell/understanding-colour-psychology-for-restaurants-brands-dbb7ffbcecae

Importance of visual content in social media. 2018. Foap, 21 August 2018. Accessed on 6 January 2022. Retrieved from https://www.foap.com/blog/importance-of-visual-content-in-social-media

Instagrammable. N.d. Collins dictionary. Accessed on 1 March 2022. Retrieved from https://www.collinsdictionary.com/submission/21602/instagrammable

Jara, A. J., Parra, M. C., Skarmeta, A. F. 2014. Participative marketing: Extending social media marketing through the identification and interaction capabilities of the internet of things. Personal and Ubiquitous Computing, 18(4), 997-1011. Research Gate, April 2014. Accessed on 17 March 2022. Retrieved from https://www.researchgate.net/publication/262402882_Participative_marketing_Extending_social_media_marketing_through_the_identification_and_interaction_capabilities_from_the_Internet_of_things

Jeffrey S. Larson, Joseph Redden, Ryan S. Elder. Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods. Journal of Consumer Psychology, 2013; DOI: 10.1016/j.jcps.2013.09.001. https://www.sciencedaily.com/releases/2013/10/131003142702.htm

Kaplan, A. M., Haenlein, M. 2010. Users of the World, Unite! The Challenges and Opportunities of Social Media. A chapter in Business Horizons 53: 59-68. Science Direct. Accessed on 30 January 2022. Retrieved from https://doi.org/10.1016/j.bushor.2009.09.003

Kemp, S. 2022. Digital 2022: Global Overview Report. Datareportal, 26 January 2022. Accessed on 30 January 2022. Retrieved from https://datareportal.com/reports/digital-2022-global-overview-report

Khanh, N. 2022. Renowned food culture helps promote Vietnamese tourism. VietNamNews, 06 January 2022. Accessed on 26 March 2022. Retrieved from https://vietnamnews.vn/life-style/1112380/renowned-food-culture-helps-promote-vietnamese-tourism.html

Kim, A. J., Ko, E. 2012. Do social media marketing activities enhance customer equity? an empirical study of luxury fashion brands. A chapter in Journal of Business Research, 65(10), 1480-1486. Science Direct, October 2012. Accessed on 12 March 2022. Retrieved from https://doi.org/10.1016/j.jbusres.2011.10.014

Kim, Y. G., Eves, A., Scarles, C. 2009. Building a Model of Local Food Consumption on trips and Holidays: A Grounded Theory Approach. International Journal of Hospitality Management, 425, 423-431. Science Direct, September 2009. Accessed on 12 March 2022. Retrieved from https://www.sciencedirect.com/science/article/abs/pii/S027843190900005X

Kocevski, J., Risteski, M. 2018. The complex role of food. Horizons. ResearchGate, September 2018. Accessed on 1 March 2022. Retrieved from https://www.researchgate.net/publication/329936236_THE_COMPLEX_ROLE_OF_FOOD_IN_TOURISM

Kopcok, D. N.d. The Best Camera Angles for Food Photography. Expert photography. Accessed on 26 March 2022. Retrieved from https://expertphotography.com/best-camera-angles-food-photography/#:~:text=Typically%2C%2045-degrees%20is%20the,as%20well%20as%20the%20sides

Kotler P., Armstrong, G, Opresnik, M.O. 2018. Principles of Marketing. 17th edition. Pearson publication. Pearson publication, 28-29. Accessed on 31 March 2022. Retrieved from http://rezakord.com/uploads/91b0c5c8c158421fa332a449c435e1b4.pdf

Lauren. 2021. The 3 Best Camera Angles For Your Food Photography (+ The Ones to Avoid). Food Photography Academy, 1 May 2021. Accessed on 24 January 2022. Retrieved from https://foodphotographyacademy.co/blog/3-best-camera-angles-food-photography/

Lee, K., 2014. 9 Informative Infographics To Guide Your Visual Content Marketing. Buffer, 23 July 2014. Accessed on 27 January 2022. Retrieved from https://buffer.com/resources/infographics-visual-content-marketing/

Levy, S. 2018. Social media and "Instagrammable" food: Millennial influencers – a virtual reality?, para. 21. Food Ingredients First, 4 September 2014. Accessed on 22 January 2022. Retrieved from https://www.foodingredientsfirst.com/news/social-media-instagrammable-food-millennial-influencers-a-virtual-reality.html.

Lohrey, J. N.d. The Psychology of Colors for Restaurant Designs, para. 1. Chron. Accessed on 2 March 2022. Retrieved from https://smallbusiness.chron.com/psychology-colors-restaurant-designs-76666.html.

Martha, D., Sousa, V. D., Mendes, I. A. C. 2007. An overview of research designs relevant to nursing: Part 3: Mixed and multiple methods. Pub Med, October 2007. Accessed on 28 February 2022. Retrieved from https://www.scielo.br/j/rlae/a/v4vvLRXGjSqrLLfZSMPbyfs

McIntosh, R. W., Goeldner, C. R., Ritchie, J. R. 1995. Tourism: Principles, Practices, Philosophies. 11th edition. John Wiley & Sons, Inc.. Accessed on 12 February 2022. Retrieved from

https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Princi-ples%20Practices%20Philosophies%2011th%20ed%202009.pdf

Michel, C., Velasco, C., Gatti, E., & Spence, C. 2014. A taste of Kandinsky: Assessing the influence of the artistic visual presentation of food on the dining experience. Flavour journal, 20 June 2014. Accessed on 24 March 2022. Retrieved from https://flavourjournal.biomedcentral.com/articles/10.1186/2044-7248-3-7

Michel, C., Velasco, C., Fraemohs, P., Spence, C. 2015. Studying the impact of plating on ratings of the food served in a naturalistic dining context. A chapter in Appetite, 90, 45–50. Science direct, July 2015. Accessed on 26 March 2022. Retrieved from https://www.sciencedirect.com/science/article/abs/pii/S019566631500077X

Moeller, S. 2020. The Ultimate Guide to Instagram Features: Stories, Feed, IGTV, Reels. Content marketing institute, 7 October 2020. Accessed on 15 April 2022. Retrieved from https://content-marketinginstitute.com/2020/10/instagram-stories-feed-igtv-reels/

Nguyen, T., Nguyen, L. 2021. Food photography not getting enough recognition. VnExpress International, 24 May 2021. Accessed on 26 February 2022. Retrieved from https://e.vnex-press.net/news/life/culture/food-photography-not-getting-enough-recognition-4281913.html

Paakki, M., Aaltojärvi, I., Sandell, M., Hopia, A. 2019. The importance of the visual aesthetics of colours in food at a workday lunch. Journal of Cleaner Production, Volume 16, July 2019 . Accessed on 18 April 2022. Retrieved from
https://www.sciencedirect.com/science/article/abs/pii/S1878450X18300908

Pan, P., John, C. 2012. Theoretical models of social media with marketing implications. Research Gate, January 2012. Accessed on 23 April 2022. Retrieved from
https://www.researchgate.net/publication/254862367_Theoretical_models_of_social_media_with_marketing_implications

Pandey, A., Kumari, N., Chouhan, P. 2020. Impact of Food Vlogging on consumers perception with special reference to Bilaspur city. Journal of Xi'an University of Architecture & Technology, 4. Accessed on 30 April 2022. Retrieved from https://www.xajzkjdx.cn/gallery/128-may2020.pdf

Pentina, I., Koh, A. C. 2012. Exploring social media marketing strategies in SMEs. International Journal of Internet Marketing and Advertising, 7(4), 292-310. Research Gate, January 2012. Accessed on 13 February 2022. Accessed on 30 April 2022. Retrieved from https://www.researchgate.net/publication/264836988_Exploring_social_media_marketing_strategies_in_SMEs

Pitt, L., Colin, C.,Parent, M., and Berthon, P.R. 2011. Understanding Consumer Conversations Around Ads in a Web 2.0 World. Journal of Advertising 40(1):87-102, 87. Research Gate, April 2011. Accessed on 15 January 2022. Retrieved from https://www.researchgate.net/publication/237011470_Understanding_Consumer_Conversations_Around_Ads_in_a_Web_20_World

Quy, N. 2019. Vietnamese cuisine is among the world's most favorite. Vietnamese cuisine is among the world's most favorite. VnExpress International, 24 March 2019. Accessed on 16 Frebruary 2022. Retrieved from https://e.vnexpress.net/news/travel/food/vietnamese-cuisine-among-world-s-most-favorite-3899137.html

Regaudie, T. N.d. How to Work With Food Influencers & Top Accounts to Follow. Touch Bistro. Accessed on 12 March 2022. Retrieved from https://www.touchbistro.com/blog/the-power-of-influencer-marketing/

Role of social media in digital marketing. 2020. Bmmagazine, 7 April 2020. Accessed on 14 January 2022. Retrieved from https://bmmagazine.co.uk/business/role-of-social-media-in-digital-marketing/

Romm, C. 2015. What "Food Porn" does to the brain, para. 8. The Atlantic, 20 April 2015. Accessed on 16 February 2022. Retrieved from https://www.theatlantic.com/health/archive/2015/04/what-food-porn-does-to-the-brain/390849/.

S. O'Dea. 2022. Smartphone subscriptions worldwide 2016-2027. Statista, 23 February 2022. Accessed on 11 April 2022. Retrieved from https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/

Schiffersteina, H. N. J., Kudrowitz, B. M., Breuer, C. 2020. Food Perception and Aesthetics - Linking Sensory Science to Culinary Practice. The role of the senses in food perception section, para.2.

Journal of Culinary Science & Technology. Taylor & Francis Online, 15 October 2020. Accessed on 16 April 2022. Retrieved from https://doi.org/10.1080/15428052.2020.1824833.

Sheikh. M. 2020. What is Visual Content Marketing? (& How to Grow Using It). Visme, 22 December 2020. Accessed on 28 January 2022. Retrieved from https://visme.co/blog/visual-content-marketing/

Sibley, A. N.d. 19 Reasons You Should Include Visual Content in Your Marketing [Data]. The first statistic. Hubspot. Accessed on 27 February 2022. Retrieved from https://blog.hub-spot.com/blog/tabid/6307/bid/33423/19-reasons-you-should-include-visual-content-in-your-mar-keting-data.aspx.

Spence, C., Okajima, K., Cheok, A.D., Petit, O., Michel, C. 2016. Eating with our eyes: From visual hunger to digital satiation. A chapter in Brain and Cognition, 59, 53-63. Science Direct, December 2016. Accessed on 30 March 2022. Retrieved from https://doi.org/10.1016/j.bandc.2015.08.006

Vietnamese food is an attractive tourist product. 2018. Nhan Dan Online, 3 April 2018. Accessed on 14 March 2022. Retrieved from https://en.nhandan.vn/travel/gastronomy/item/6001802-vietnamese-food-an-attractive-tourism-product.html

Visual Marketing: A Complete Guide (2020). 2020. What is visual marketing? section, para. 5. Knexus, 28 September 2020. Accessed on 12 April 2022. Retrieved from https://www.knexus.co/show/blog/visual-marketing/

What is food tourism? N.d. World Food Travel Association. Accessed on 29 March 2022. Retrieved from https://worldfoodtravel.org/what-is-food-tourism/. The first introduction on the website

Youssef, J., Juravle, G., Youssef, L., Woods, A., & Spence, C. 2015. Aesthetic plating: A preference for oblique lines ascending to the right. Flavour, 4(1), 27. doi:10.1186/s13411-015-0037-x. Re-search Gate. August 2015. Accessed on 22 April 2022. Retrieved from https://www.re-searchgate.net/publication/282484007_Aesthetic_plating_a_preference_for_oblique_lines_as-cending_to_the_right

Appendices

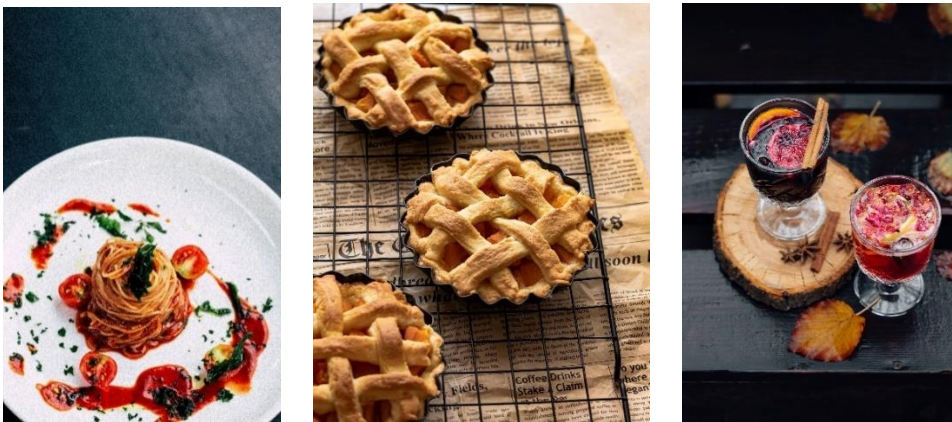## Appendix 1 Illustrated photographs on camera composition

(Source: Unsplash)

Overhead

75° angle
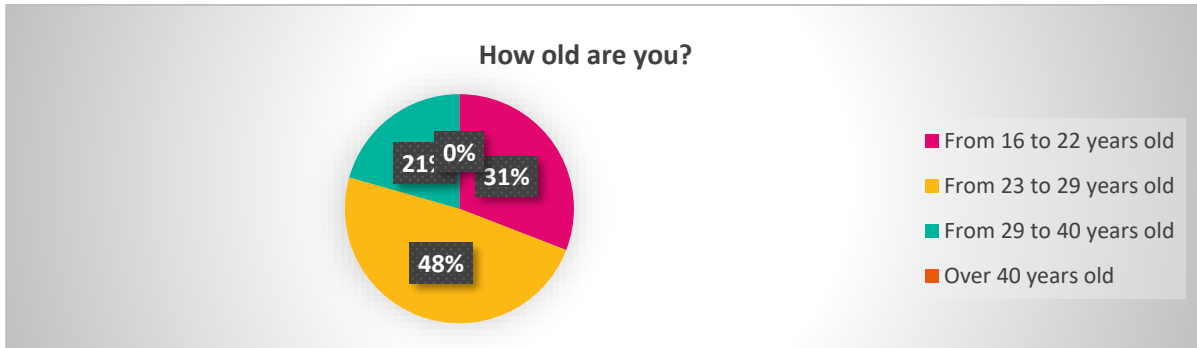

45° angle

25° angle

Straight-on

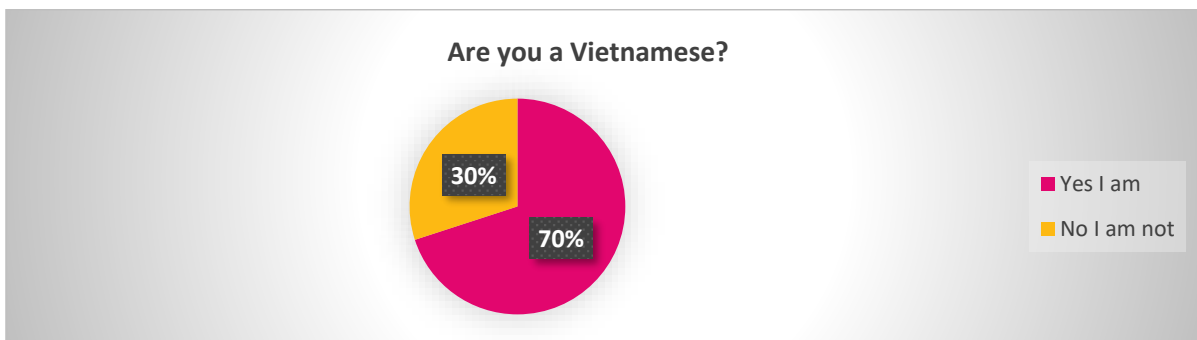# Appendix 2 Illustrated photographs of Vietnamese cuisine

(Source: Unsplash)
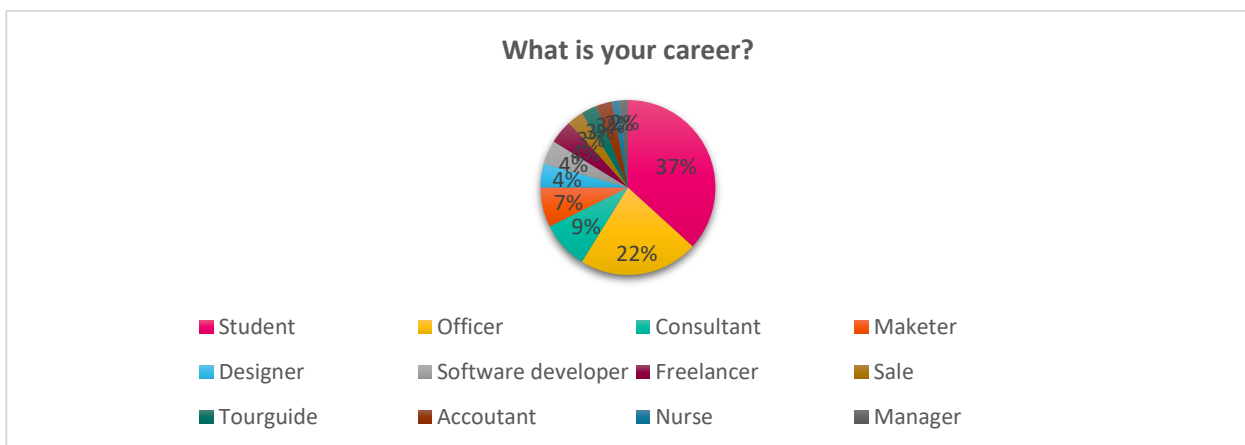
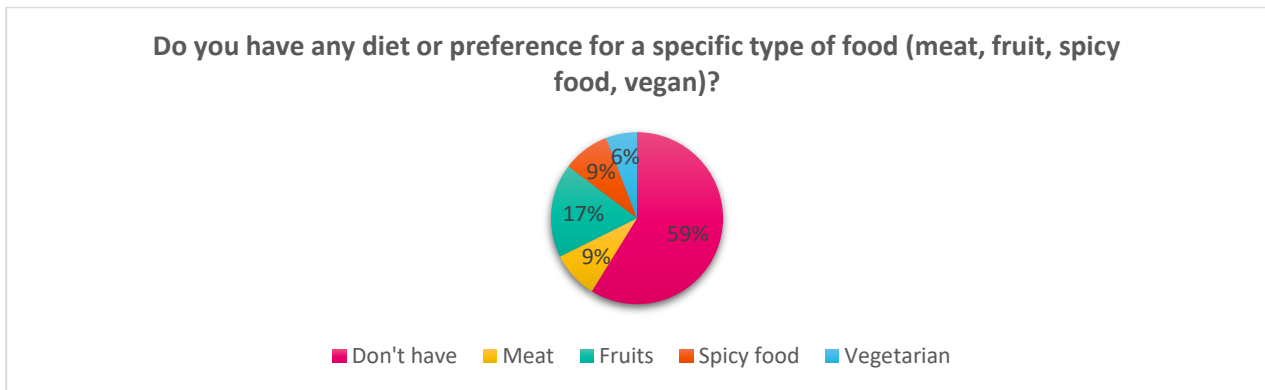# Appendix 3 The background of the survey's respondents

How old are you?

How old are you?

From 16 to 22 years old — 31%
From 23 to 29 years old — 48%
From 29 to 40 years old — 21%
Over 40 years old — 0%

Are you a Vietnamese?

Are you a Vietnamese?

Yes I am — 70%
No I am not — 30%

What is your career?

What is your career?

Student — 37%
Officer — 22%
Consultant — 9%
Maketer — 7%
Designer — 4%
Software developer — 4%
Freelancer — 3%
Sale
Tourguide
Accoutant
Nurse
Manager

The survey asked for food preference to see whether it can affect a person's food perception or not. For example, a vegetarian might see meat-based food less appetizing while the food looks delicious in the eyes of a meat lover. Knowing this information would help the business choose the right food image for their target customer.

Do you have any diet or preference for a specific type of food (meat, fruit, spicy food, vegan)?

Don't have 59% · Meat 9% · Fruits 17% · Spicy food 9% · Vegetarian 6%

Appendix 4 The 1st survey

The human psychology towards food content on Instagram

*Introduction text in the survey

This study aims to understand how people view food images on Instagram. The result set clues for visual content creators to design their products in a way that appeals to viewers to eat or create a good perception of the illustrated food. This leads to efficient marketing strategies for not only F&B businesses but also authorities in promoting tourism, especially the cuisine image of one nation.

Part 1

The result on 'the amount of time using Instagram daily' was one of the most surprising results. Different from previous studies, the survey showed that most respondents only spend 1 hour a day on Instagram although it is regarded as the second most popular social media platform.

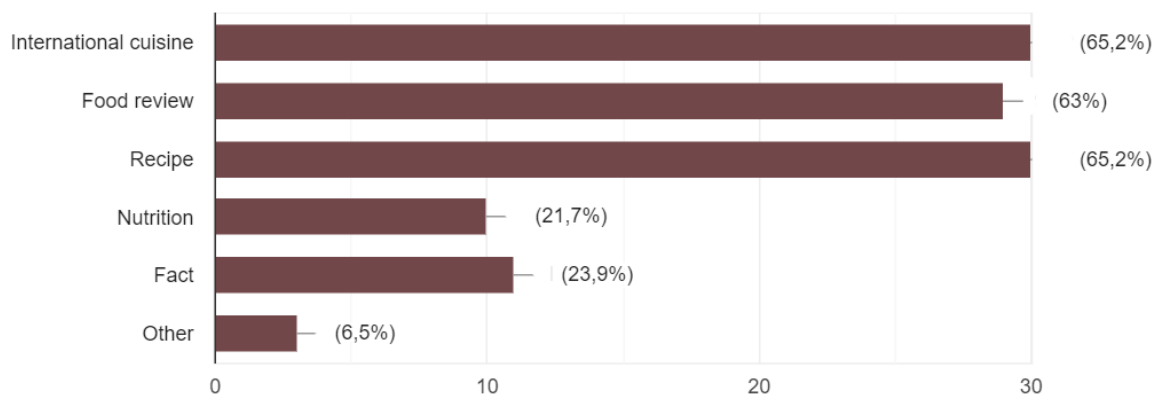How often do you use Instagram daily?

How often do you use Instagram daily?

- Less than 1 hour
- 2 to 3 hours a day
- More than 3 hours

27,7%

68,1%
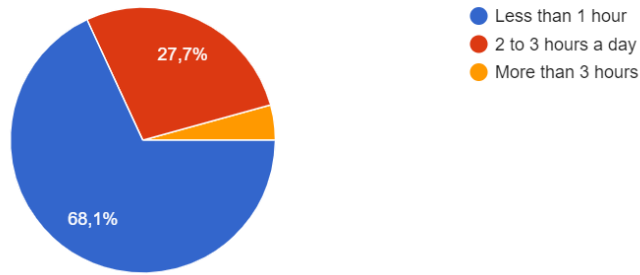
Are you interested in seeing food content on Instagram?

- Yes. It is one of my favorite contents
- Not much. But it is relaxing to watch
- No. I find it quite annoying

57,4%

10,6%

31,9%
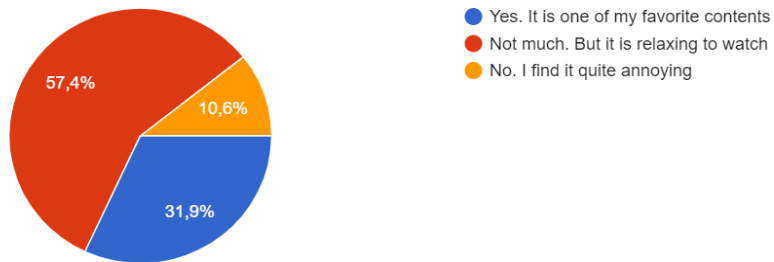
Which food content are you interested in?

International cuisine	(65,2%)
Food review	(63%)
Recipe	(65,2%)
Nutrition	(21,7%)
Fact	(23,9%)
Other	(6,5%)

How much do you want to visit a destination whose food image is appealing?
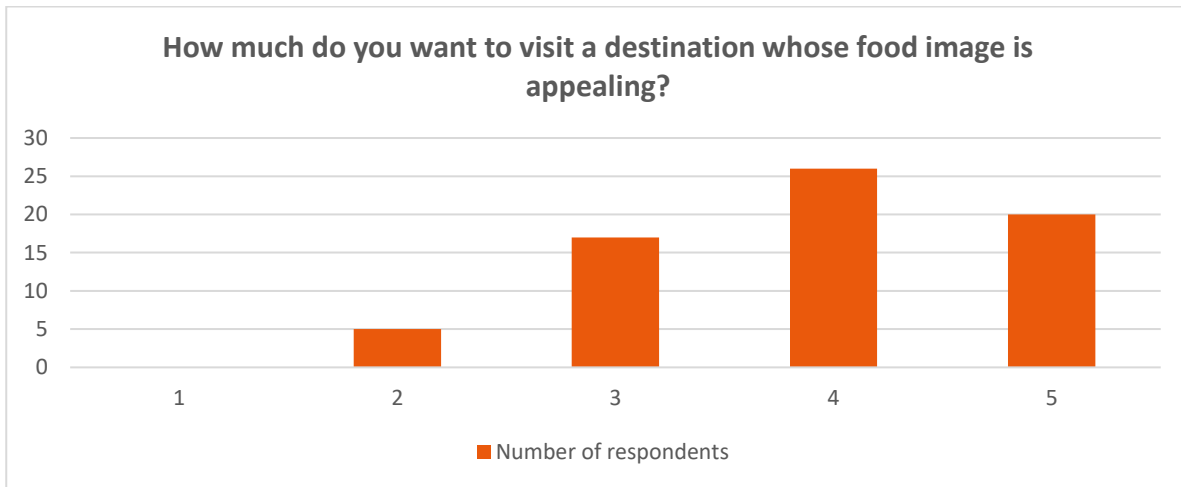
Do you feel hungry and craving for a specific food when looking at its visuals?
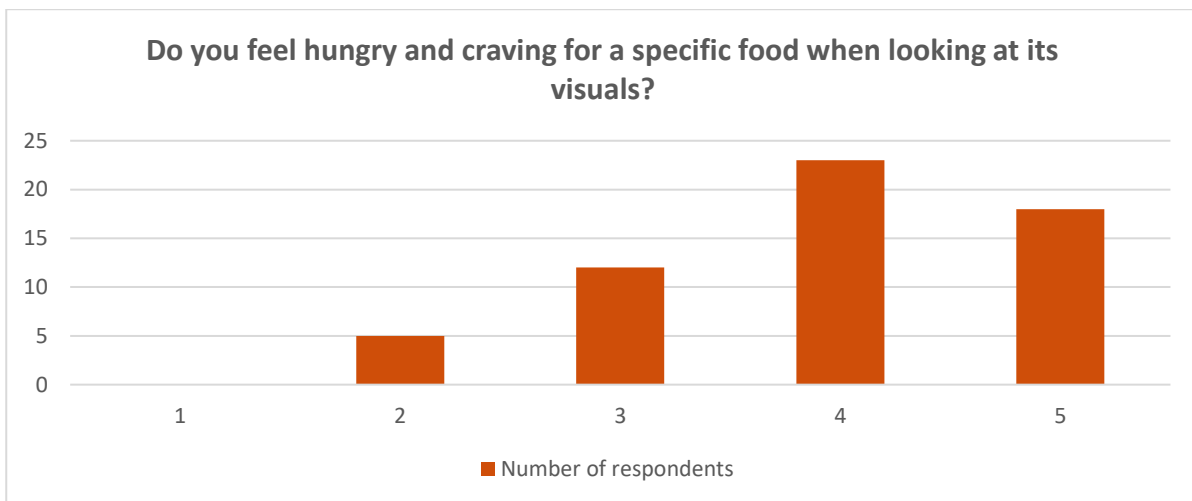
Which type of food do you prefer?
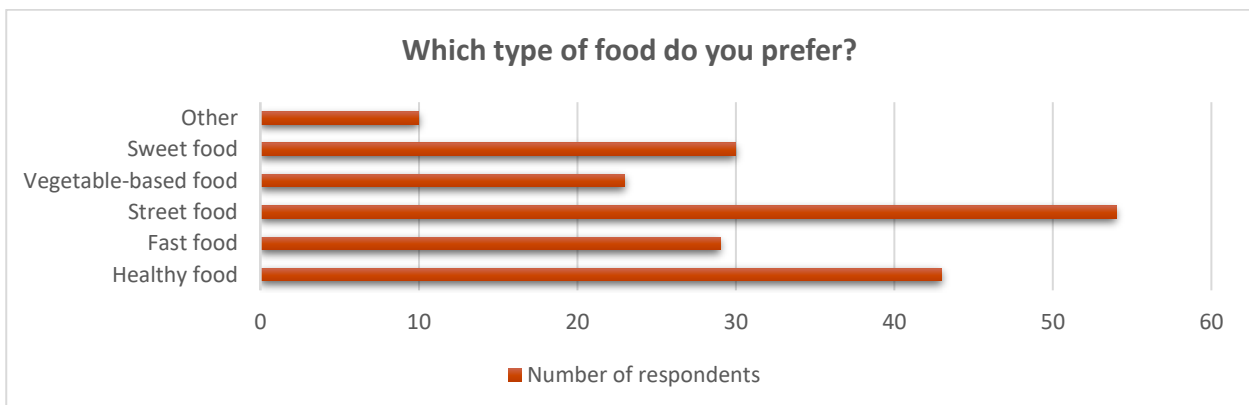
Part 2

Food perception or sensory perception of food is the stimuli that a person experiences, processes and understands through their 5 senses: sight, smell, taste, touch, and hearing. It includes appearance, smell, flavor, taste, and texture attributes (Andreasen, 2021). This study focuses only on human vision and how food visuals psychologically trigger people's hunger.

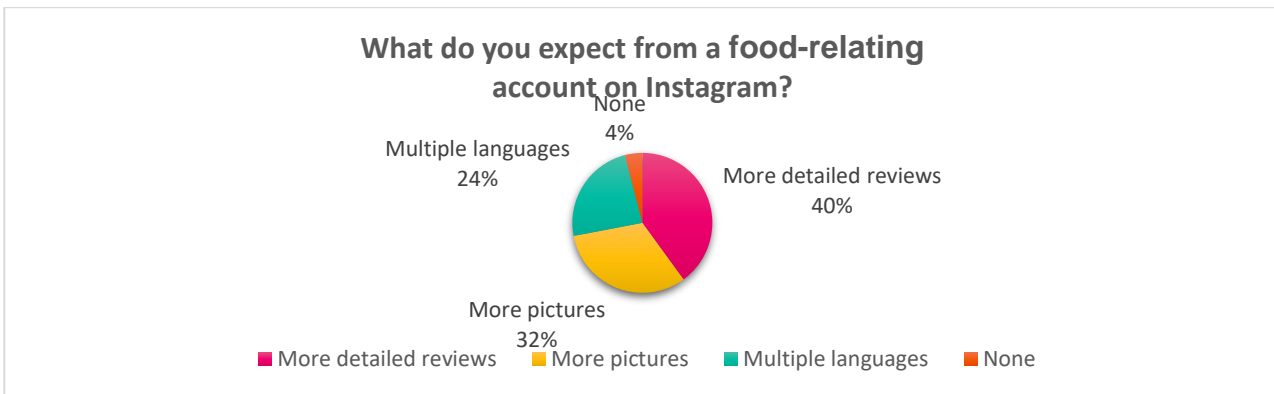According to you, which type of visual communications best illustrate food on Instagram?
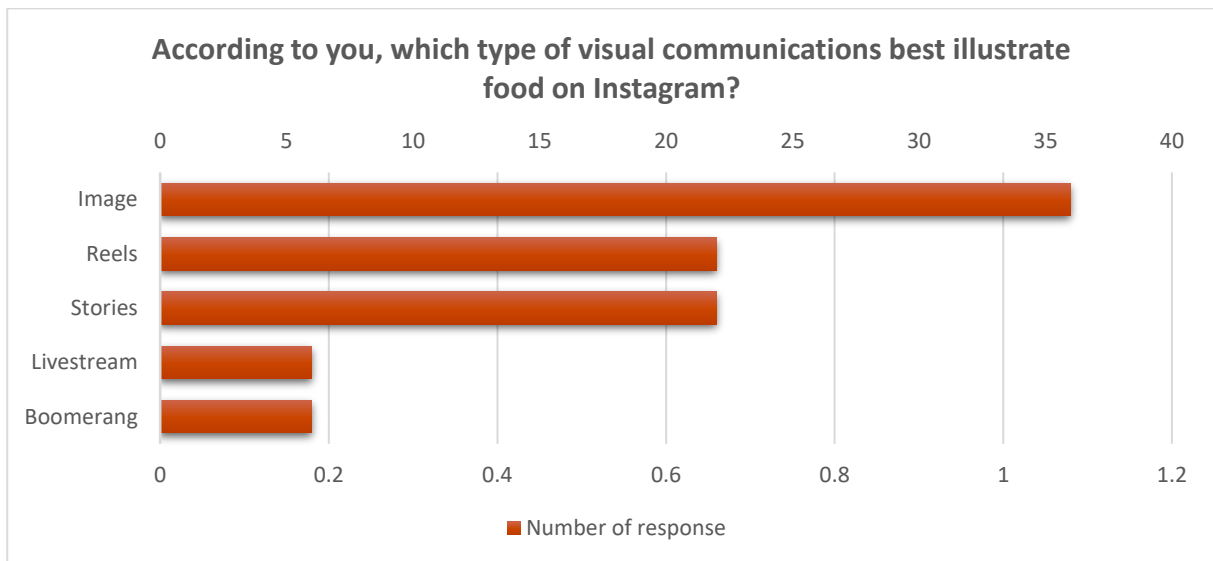
Which element that catch your attention when seeing a food image?
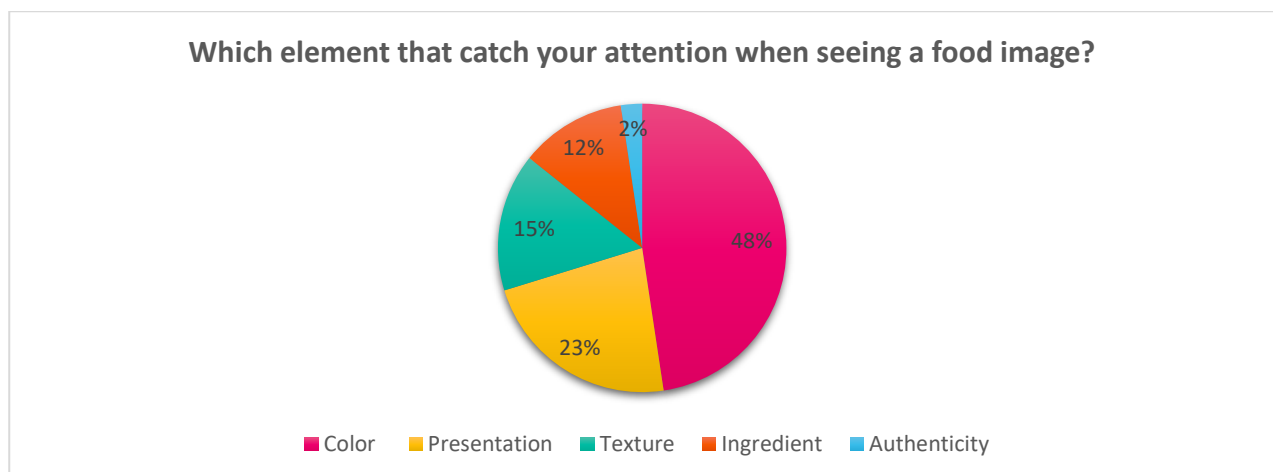
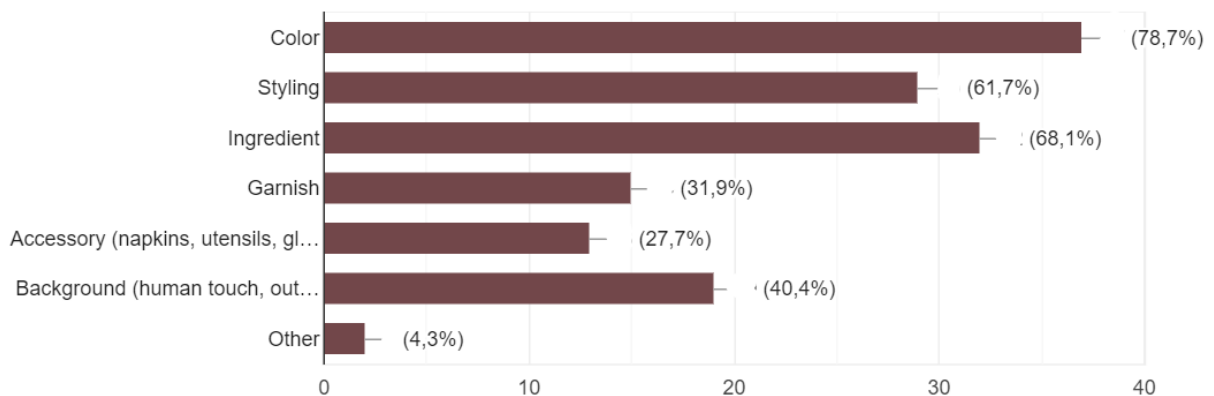Is colorful garnishing and coating, performing mundane and inex-pensive foodstuffs?
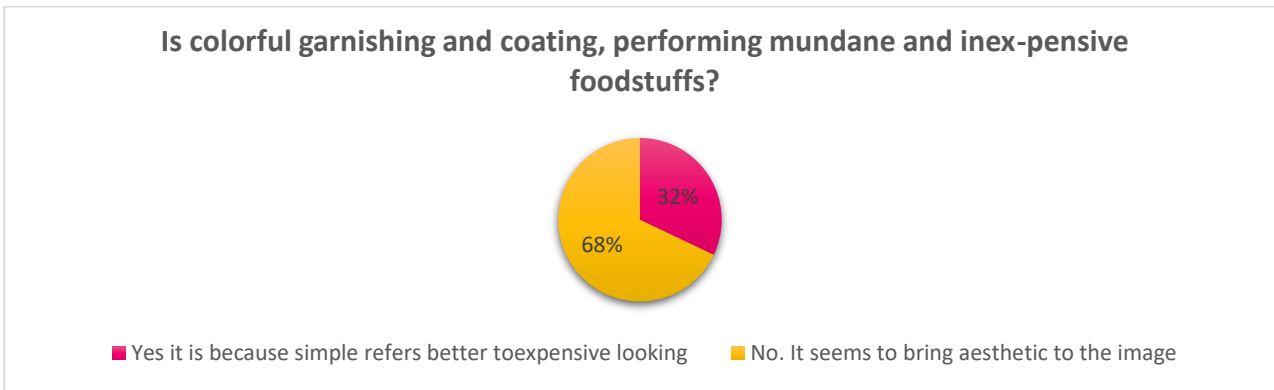
Is colorful garnishing and coating, performing mundane and inex-pensive foodstuffs?

32%

68%

■ Yes it is because simple refers better toexpensive looking ■ No. It seems to bring aesthetic to the image

What do you expect from a food-relating account on Instagram?

What do you expect from a **food-relating** account on Instagram?

None
4%

Multiple languages
24%

More detailed reviews
40%

More pictures
32%

■ More detailed reviews ■ More pictures ■ Multiple languages ■ None

How do you form your food perception through photograph?

How do you form your food perception through photograph?

Category	Value
Color	(78,7%)
Styling	(61,7%)
Ingredient	(68,1%)
Garnish	(31,9%)
Accessory (napkins, utensils, gl…)	(27,7%)
Background (human touch, out…)	(40,4%)
Other	(4,3%)

Do you form a perception for one cuisine when seeing its food photograph?
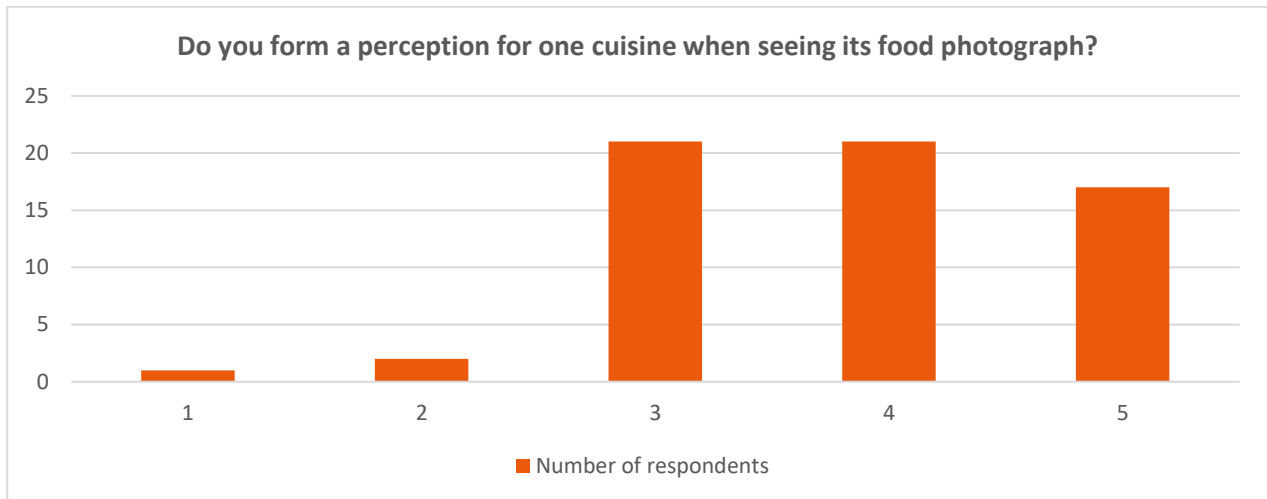
Appendix 5 The 2nd survey

The visibility of Vietnamese food on Instagram

* Introduction text in the survey

This study aims to study the visibility of Vietnamese cuisine and its image on Instagram. The results provide information for Vietnamese F&B and Tourism businesses to understand viewers' insight, which assists them in developing appropriate strategies for Instagram cuisine promotion.

Vietnam is a country in Southeast Asia. Its cuisine is ranked as one of the most delicious ones in the world. The food is light yet full of flavors with a combination of different spices, herbs, and ingredients. With many potentials, the cuisine is believed to be an effective branding 'material' for Vietnam tourism.
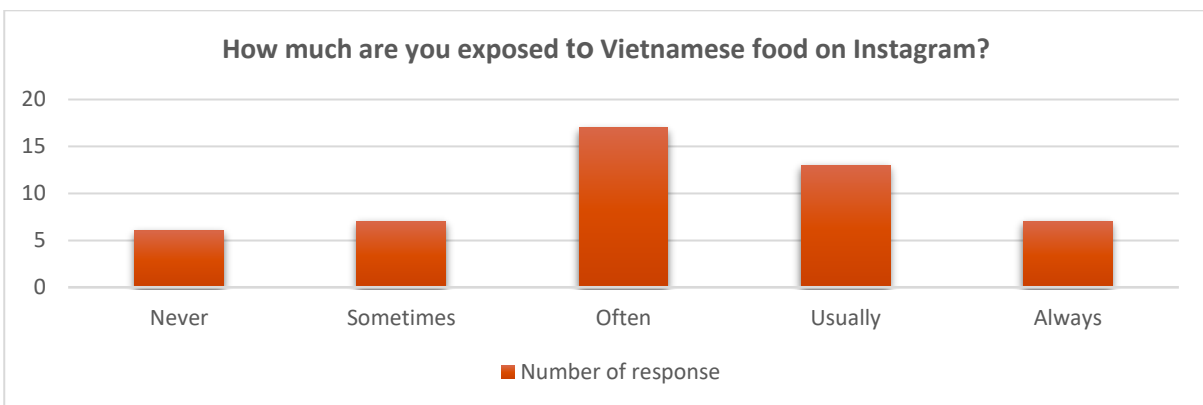
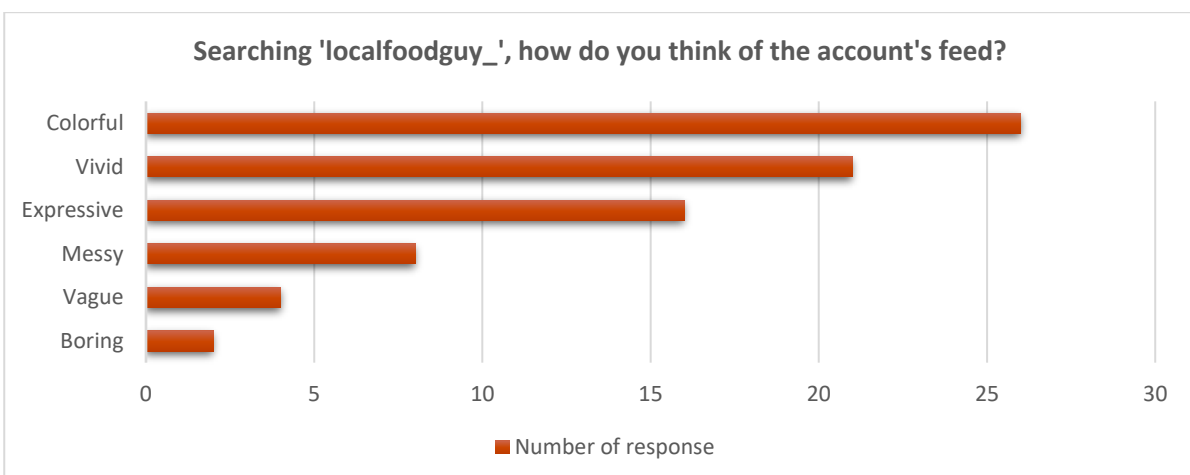Part 1

Is food one of your favorite contents on Instagram?
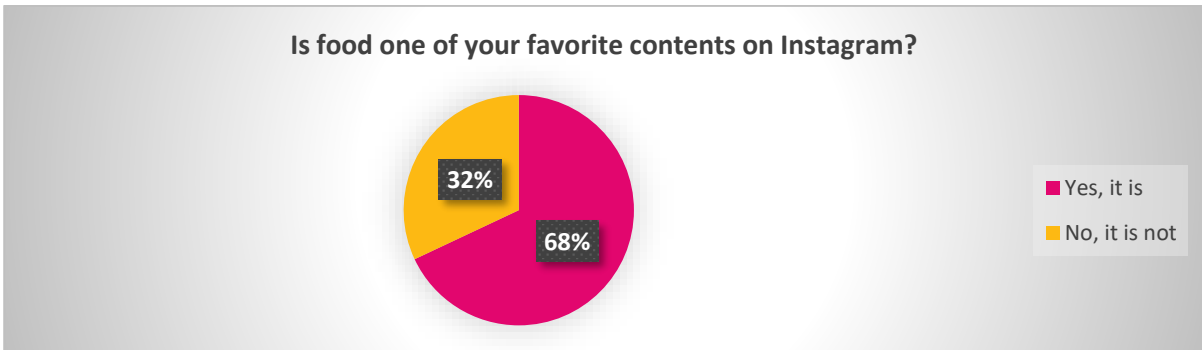

How much are you exposed to Vietnamese food on Instagram?

Part 2

Searching 'localfoodguy_', how do you think of the account's feed?

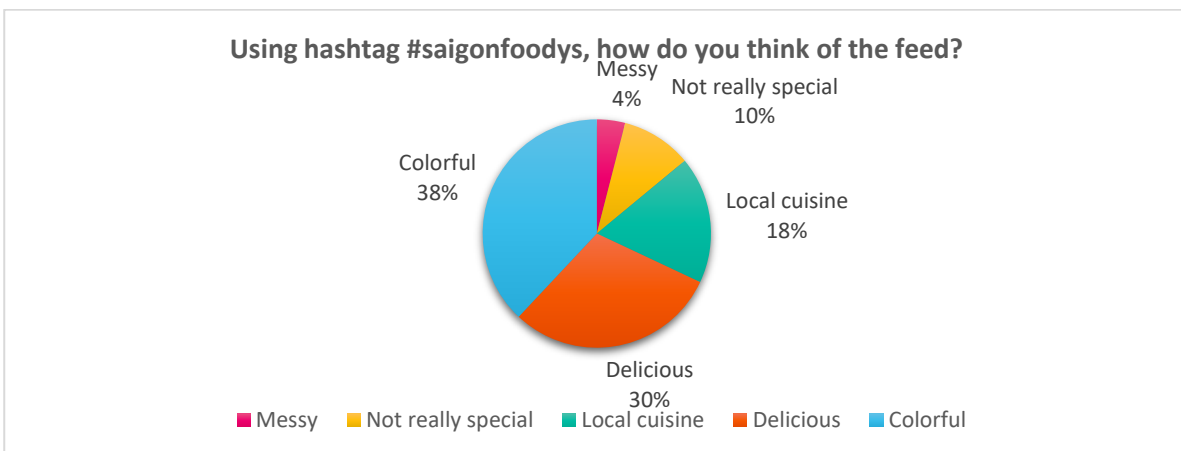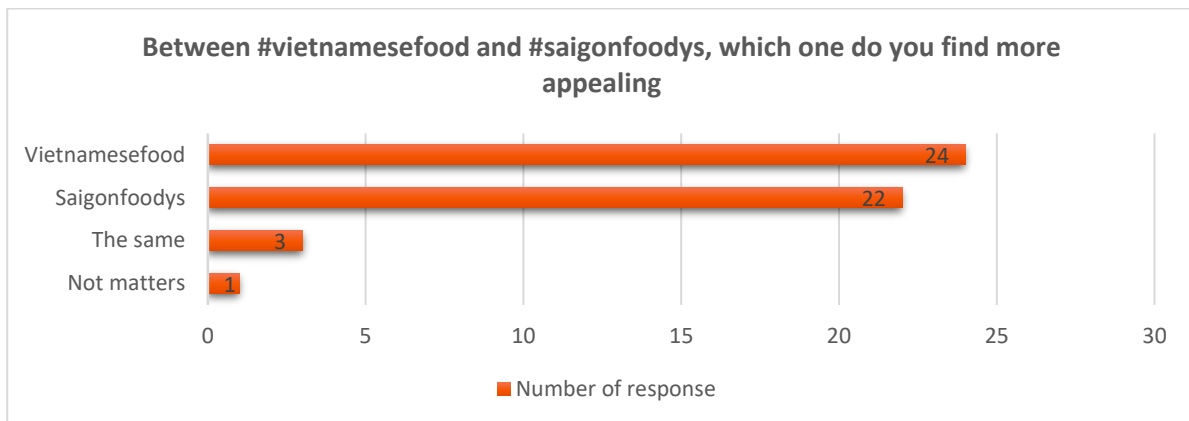Searching 'vietnamese_food', how do you think of the account's feed?

Searching 'vietnamese_food', how do you think of the account's feed?

Using hashtag #vietnamesefood, how do you think of the feed?

Using hashtag #vietnamesefood, how do you think of the feed?
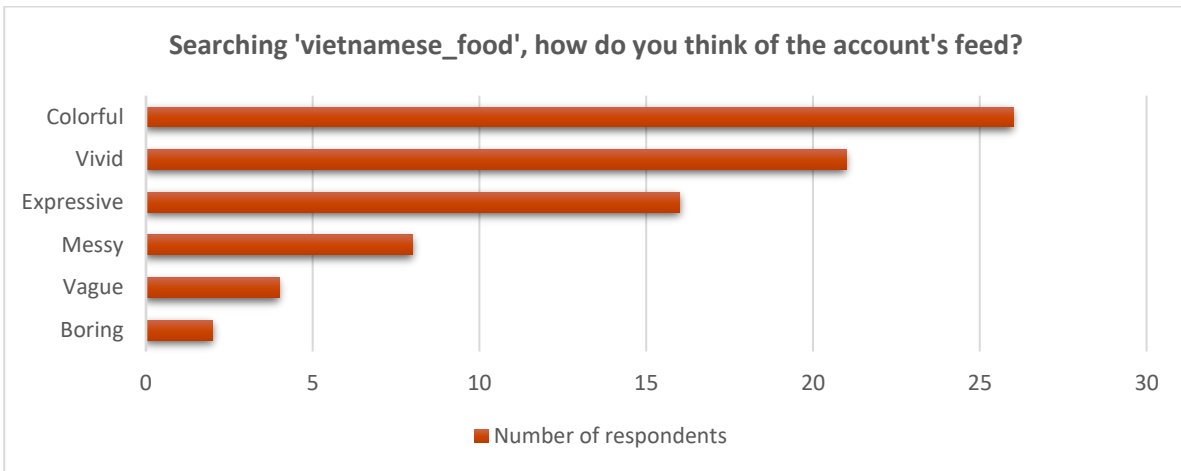
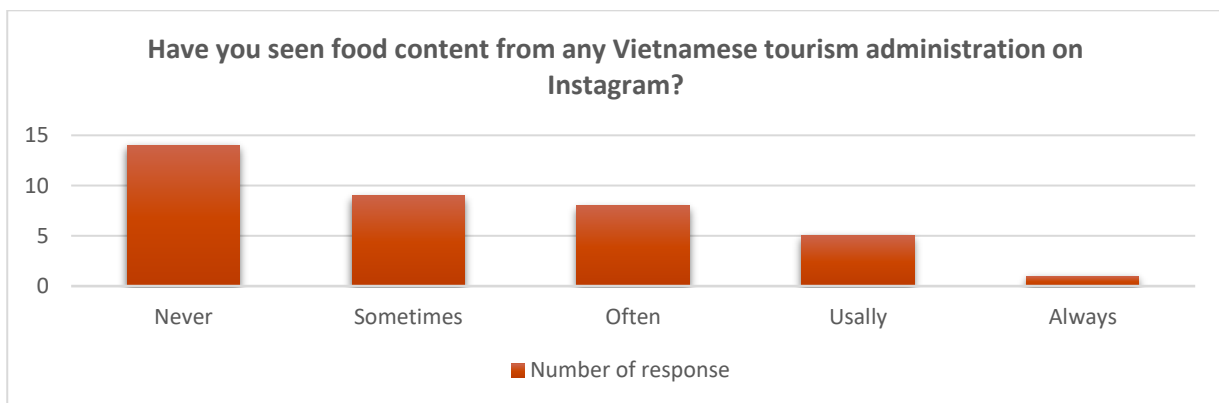Using hashtag #saigonfoodys, how do you think of the feed?
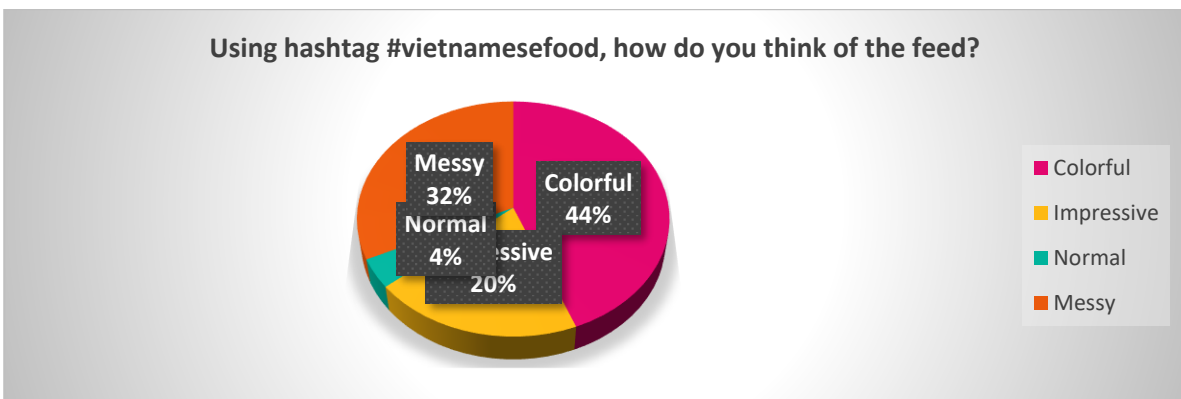
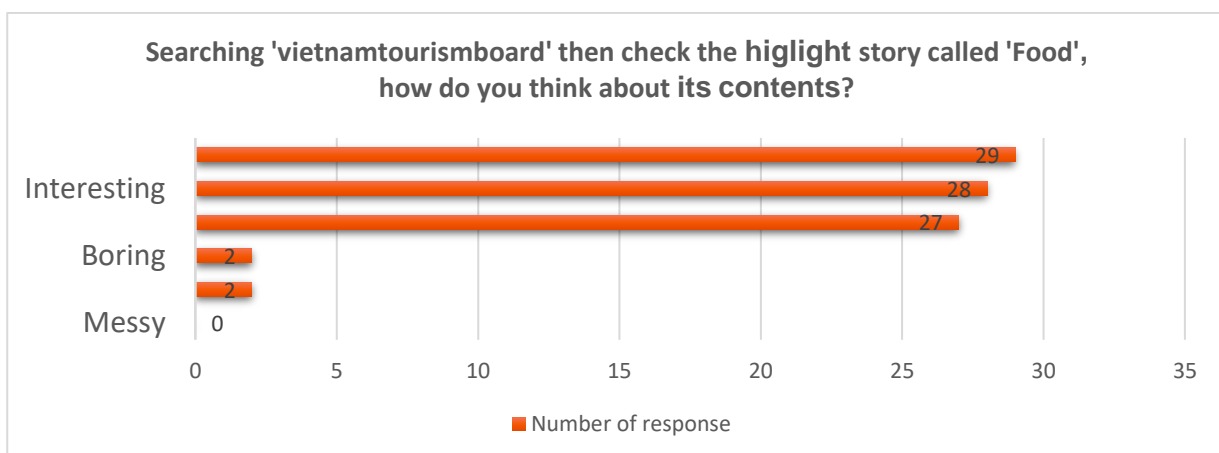**Using hashtag #saigonfoodys, how do you think of the feed?**

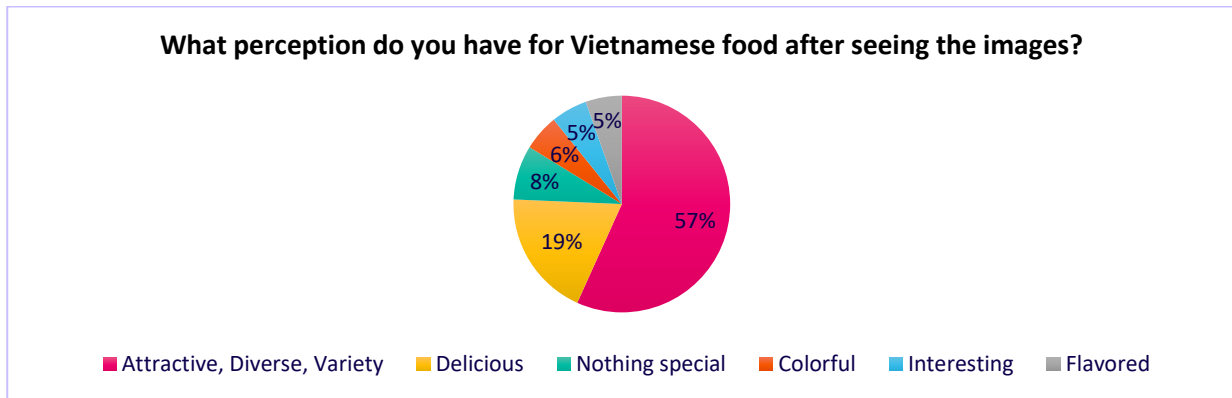Between #vietnamesefood and #saigonfoodys, which one do you find more appealing

Have you seen food content from any Vietnamese tourism administration on Instagram?
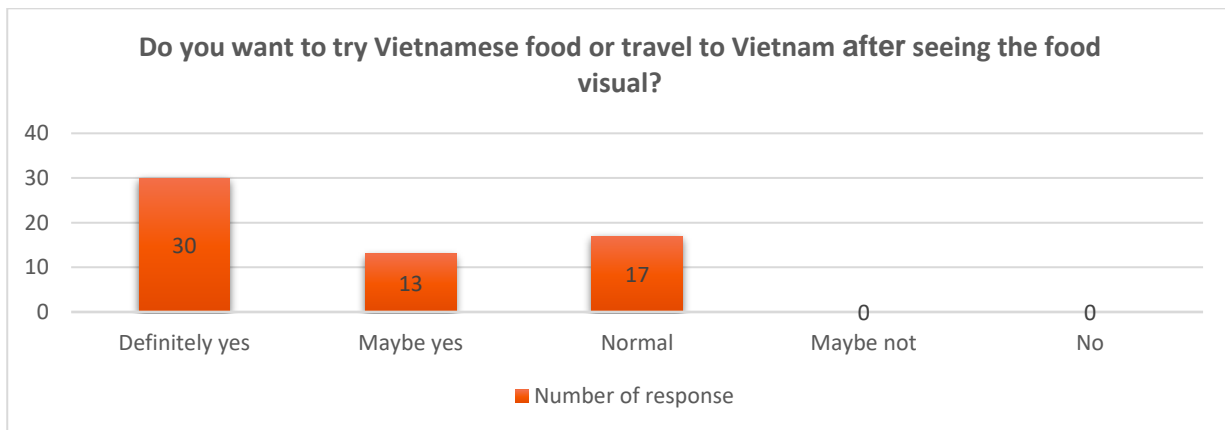

Searching 'vietnamtourismboard' then check the higlight story called 'Food', how do you think about its contents?
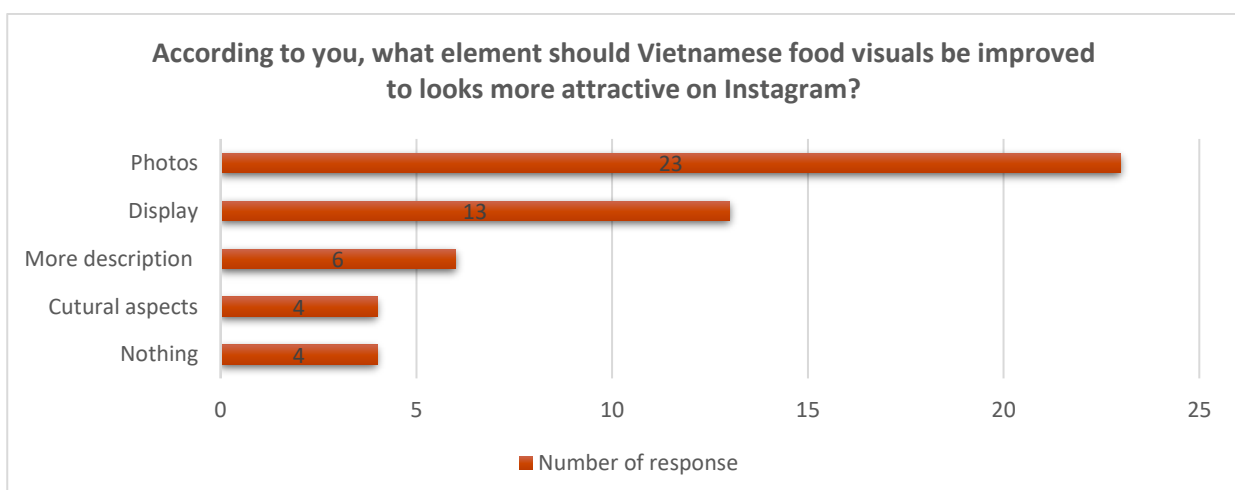
What perception do you have for Vietnamese food after seeing the images?

What perception do you have for Vietnamese food after seeing the images?

- 57% Attractive, Diverse, Variety
- 19% Delicious
- 8% Nothing special
- 6% Colorful
- 5% Interesting
- 5% Flavored

Legend: ■ Attractive, Diverse, Variety ■ Delicious ■ Nothing special ■ Colorful ■ Interesting ■ Flavored

Do you want to try Vietnamese food or travel to Vietnam after seeing the food visual?

Do you want to try Vietnamese food or travel to Vietnam after seeing the food visual?

Response	Number of response
Definitely yes	30
Maybe yes	13
Normal	17
Maybe not	0
No	0

According to you, what element should Vietnamese food visuals be improved to looks more attractive on Instagram?

According to you, what element should Vietnamese food visuals be improved to looks more attractive on Instagram?

Element	Number of response
Photos	23
Display	13
More description	6
Cutural aspects	4
Nothing	4

What do you expect from a food-relating account on Instagram?

What do you expect from a food-relating account on Instagram?

None
4%

Multiple languages
24%

More detailed reviews
40%

More pictures
32%

■ More detailed reviews ■ More pictures ■ Multiple languages ■ None