



## A STUDY ON VIEWER’S PERSEVERANCE TOWARDS FOOD VLOGS IN YOUTUBE WITH SPECIAL REFERENCE TO MADURAI CITY

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**ABSTRACT:**

Today internet has become the integral part of day today life and the current era has truly become the communication era. Foodblogging is a complex mixture of “foodie”, “blog writing” and “photography”. It is a type of blog that interlinks a gourmet interesting food, blogwriting, and food photography. As long as it is blogabout food it is considered as food blog. These bloggers are oftentermed as “foodies” and the blogs are written to influencefollowers and earn profits. Apart from the content of the blog, the blogger’s personality, persuasive capacity, and engagement style are the main contributing factors on the amount of influence ablogger gains. The purpose of this study is to examine customer’s perceptions towards reviews and recommendations of food blogs while making the choice of restaurants they would like to visit. Also further the researcher wants to understand the relation between food bloggers review and recommendations and itsimpact on the customer’s choice of restaurants they would want to visit. It also ascertains various factors that motivates andinfluences customers to make the choice of restaurants. For this, with the help of quota sampling method 141 respondents were selected and data was collected through structured questionnaire.

**KEYWORDS:**

**BRAND MARQUEE, SOCIAL MEDIA, FOOD BLOGGERS, ENGAGEMENT STYLE, CUSTOMER’S PERCEPTIONS.**

**INTRODUCTION:**

Today internet has become the integral part of day today life andthe current era has truly become the communication era. Practically everyone Google for every problem like which dress to wear, what food to eat, where to eat etc. Thus, all answers are available with more than oneoption. Food blogging is a complex mixture of “foodie”, “blog writing” and “photography”. It is a type of blog that interlinks a gourmet interestin food, blog writing, and food photography. As long as it is blogabout food it is considered as food blog. These bloggers are oftentermed as “foodies” and the blogs are written to influencefollowers and earn profits. The majority of food bloggers use pictures taken by himself/herself keeping major focus on food They manage their own blogs; write about various interesting topics related to food as a food enthusiast. Food blogging can be for recipes, food/restaurant reviews, food and travel or food photography. Mostly these blogs have overlapping elements of all the above elements or few of these elements. It’s basically like a personal diary and there is no real rule of writing a food blog. It generally written to influence individuals in their decision making with regards to any restaurant or food choice.

**STATEMENT OF THE PROBLEM:**

The rise of food vlogging on YouTube has significantly influenced viewers' food choices and habits. However, while some viewers remain loyal, others lose interest over time. This study examines the factors affecting viewer perseverance toward food vlogs in Madurai, considering content quality, authenticity, and engagement. Understanding these factors can help vloggers and marketers improve content strategies for better viewer retention.

**OBJECTIVES OF THE STUDY:**

- To investigate the demographics and viewing habits of foodvlog viewers in Madurai city.
- To analyze the factors that influence viewers' perseverance towards food vlogs on YouTube in Madurai city.
- To examine the impact of food vlogs on viewers food preferences and purchasing decisions in Madurai city
- To identify the most popular types of food vlogs

among viewers in Madurai city..

**RESEARCH METHODOLOGY:**

The research methodology for this study aims to explore and analyze address regarding the perseverance of viewers in Madurai City towards food vlogs. Highlight the lack of targeted research in this geographical and content-specific area. It aims to Comprehensive review of existing studies on vlogging and viewership. Developing questionnaires to gather data from viewers. Administering surveys to a representative sample of Madurai residents. Analyzing collected data to identify key trends and relationships.

**SAMPLE SIZE:**

100 responses were collected through questionnaire by Google form

**METHODS OF DATA COLLECTION**

**PRIMARY DATA:**

1. To investigate the demographics and viewing habits of food vlog viewers in Madurai city.
2. To analyze the factors that influence viewers' perseverance towards food vlogs on YouTube in Madurai city.
3. To examine the impact of food vlogs on viewers' food preferences and purchasing decisions in Madurai city.

**SECONDARY DATA:**

1. To identify the most popular types of food vlogs among viewers in Madurai city.
2. To explore the role of social media influencers in promoting food vlogs and shaping viewers' perseverance in Madurai city.
3. To investigate the cultural significance of food in Madurai city and how food vlogs preserve and promote the city's culinary heritage.

**SAMPLING METHODS:**

Convenience sampling

**REVIEW OF LITERATURE:**

Suci Sandi Wachyuni, Kadek Wiweka, Indri Softia (2021), state thereviews and recommendations of blogger does not controls the consumer behaviour where as brand marquee plays a importantrole in purchasing choice.

Rashi Shah, Kritanshi Mishra (2021), state the influencing factors of food blogging that has changed the consumers attitude towards consumption of healthy foods positively. It is true that most of the consumers are influenced by the food blogger.

**SIMPLE PERCENTAGE ANALYSIS:**

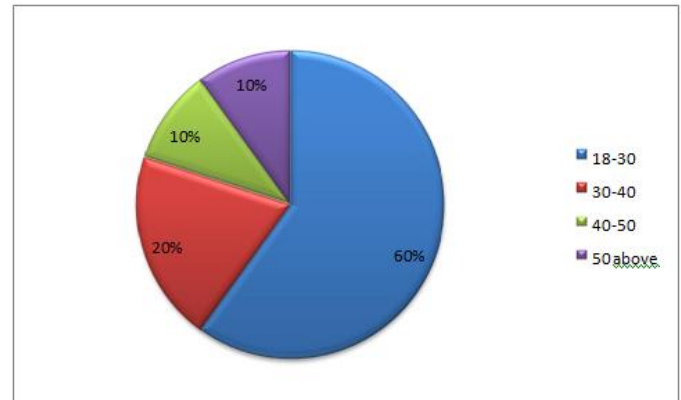
Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study, this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

**DATA ANALYSIS:**

**CLASSIFICATION OF RESPONEDES ACCORDING TO DEMOGRAPHY**

**TABLE 1: AGE**

Sl.NO	Particulars	No.of respondent	Percentage
1	18-30	60	60%
2	30-40	20	20%
3	40-50	10	10%
4	50 above	10	10%
<b>Total</b>		<b>100</b>	<b>100%</b>

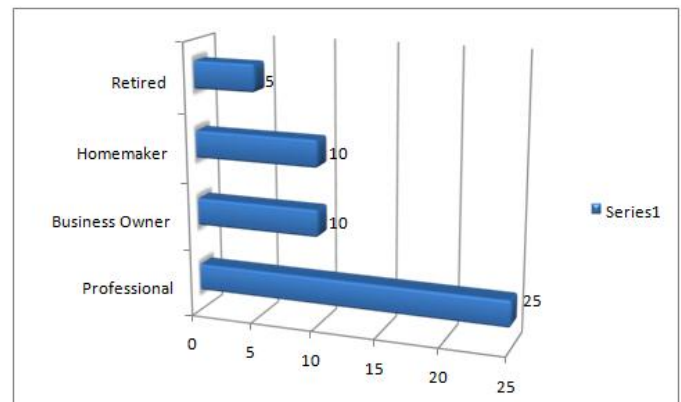


**INTERPRETATION:**

The above table 1 indicates 60% of response were 18-30 age peoples, 20% of respondents were 30-40 age peoples, 10% of response were 40-50 age peoples, 10% of response were 50 above age people.

**TABLE 2: OCCUPATION**

SI NO	Particulars	No.Of Responded	Percentages
1	Professional	25	50%
2	Business Owner	10	20%
3	Homemaker	10	20%
4	Retired	5	10%
<b>Total</b>		<b>50</b>	<b>100%</b>



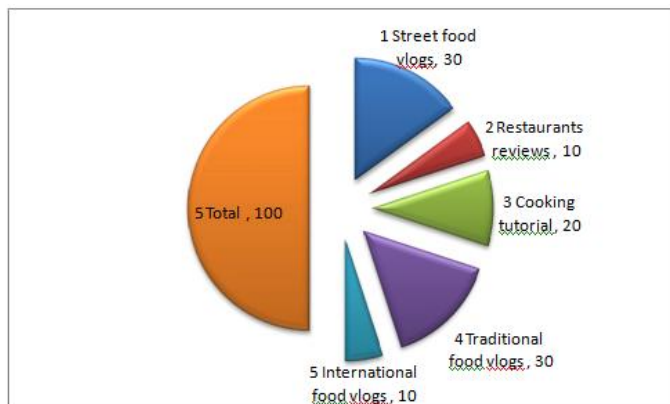
**INTERPRETATION:**

The above table 2 data indicates that 50% of the respondent are professional, 20% of the respondent are business owner, 20% of the respondent are

homemaker,10% of the respondent are retired.

**TABLE 3: WHAT TYPE OF FOOD VLOGS DO YOU PREFER? (YOU CAN SELECT MULTIPLE)**

SI NO	Particulars	No.Of Responded	Percentages
1	Street food vlogs	30	30%
2	Restaurants reviews	10	10%
3	Cooking tutorial	20	20%
4	Traditional food vlogs	30	30%
5	International food vlogs	10	10%
<b>Total</b>		<b>100</b>	<b>100%</b>



**INTERPRETATION:**

The above table 3 data indicates 30% of the respondent are prefer to watch street food vlogs,10% of the respondent are prefer to watch Restaurants reviews,20% of the respondent are prefer to watch Cooking tutorial,30% of the respondent are prefer to watch Traditional food vlogs and 10% of the respondent are prefer to watch International food vlogs.

**FINDINGS:**

- The above table 1 indicates 60% of response were 18-30 age peoples,20% of respondents were 30-40 age peoples,10% of response were 40-50 age peoples,10% of response were 50 above age people
- The above table 2 data indicates that 50%of the respondent are professional,20% of the respondent are business owner,20% of the respondent are homemaker,10% of the respondent are retired.
- The above table 3 data indicates 30% of the respondent are prefer to watch street food vlogs,10% of the respondent are prefer to watch Restaurants reviews, 20% of the respondent are prefer to watch Cooking tutorial,30% of the respondent are prefer to watch Traditional food

vlogs and 10% of the respondent are prefer to watch International food vlogs..

**SUGGESTION:**

- **Incorporate Local Themes:** Feature more about the cultural history and significance of foods unique to Madurai.
- **Enhance Interactivity:** Engage with viewers through live sessions or by responding to comments.
- **Adapt to Viewer Preferences:** Tailor the vlog style (e.g., quick bite-sized content vs. detailed culinary journeys) to the specific interests of viewers.
- **Collaborations:** Collaborate with local food influencers or popular food establishments in Madurai to build credibility and increase engagement.

**CONCLUSION:**

The study on *viewers' perseverance towards food vlogs on YouTube with special reference to Madurai city* reveals several key insights into the dynamics of online content consumption, especially in the context of regional food culture. As food vlogs continue to grow in popularity, this research highlights how viewers in Madurai exhibit a unique combination of cultural affinity, emotional connection, and social engagement in their interaction with YouTube food content.

The perseverance of viewers towards food vlogs on YouTube in Madurai reflects the intricate interplay between technology, culture, and personal engagement. As food vlogging continues to evolve, it becomes increasingly important for content creators to understand the preferences of their audience, particularly when it comes to the rich culinary landscape of Madurai. Moving forward, vloggers can enhance their content by integrating more localized experiences, fostering viewer interactions, and contributing to the preservation of Madurai's gastronomic heritage.

This study opens up avenues for further research into how digital content influences regional identity, local businesses, and the broader food culture within India.

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