

YOUTUBE COOKING VIDEOS ON UGC MODE AND ITS IMPACT ON THE DEMAND FOR NON-TRADITIONAL FOOD INGREDIENTS AND COOKWARES A STUDY AMONG THE HOUSEWIVES

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Abstract

Increased use of the internet and its tools has caused changes in different spheres of human life. The objective of this research is to identify and explore the influence of increased use of online cookery videos on the demand for non-traditional food ingredients used in the kitchen by housewives. The study was conducted among housewives who are the residents of South India by taking 300 samples distributed across Tamil Nadu, Karnataka and Kerala. The methods used in the study include structured questionnaire, personal and telephonic contacts and review of relevant secondary information. The results indicated that the use of non-traditional food ingredients such as edible colors, baking ingredients, and different powders has been increased proportionally with the increased use of YouTube cooking videos on UGC mode. Those food ingredients were not at all used by most of them before using the internet and watching cooking videos. Some housewives who were the subscribers of printed home magazines were already familiar with those items. The samples were put under different inferential statistical methods. Test of hypothesis reveals that the results are significant. It may be concluded that the availability of instant information on food preparation use of new ingredients will change the buying habits of housewives and further enhance the demand for such product items which were not used in the kitchen prior to the emergence of YouTube cooking videos.

Keywords: UGC mode on YouTube, YouTube Cooking Videos, Housewives Cooking habits

Introduction

The consumers spend a major share of their income on food items. In a typical Indian family, the bread winner of the family would be the father who works and buys the products for the family's food needs. In these cases, the usual patterns of purchase habits and behavior follow without any significant variation in individual customers. On contradiction, this paper examines a new behavior of purchase among housewives that emerges due to extensive use of smartphones, internet and social media. Moreover, the study is not about the traditional food items which the housewives prepared in kitchen but it is all about the items which started to appear and became common in kitchen very recently. The study mainly focuses on the housewives of South Indian States. Even though the researcher doesn't claim the results to be

applicable to other areas but may be true in some other cases as well.

There are many studies conducted on various topics in marketing and the impact of social media on consumer behavior. Since internet and media become an extensive source of knowledge to be useful for every walks of human life, cooking also is not an exception. Use of UGC platform for expressing the experience of users regarding products and services is a recent marketing trend. This is where this study focuses and differs from other studies. There is a reason behind a customer's choice of a brand or a product and the decision to buy it. This study doesn't associate the purchase intention to any particular brand or brands but studies how increased use of mobile phones and watching YouTube cooking videos in UGC mode available in internet, has influenced the customers' habit of buying non-traditional food ingredients and cookwares. Digital marketing as a new channel for marketers is drastically influencing the customers' decision with the increased use of smartphones and online resources. But, the most astonishing fact is that, the factor that influences a housewife to purchase an ingredient or a cookware is a YouTube cooking video describing on methods and procedures of cooking, even though it is not uploaded by the product provider but by another user who just shares new information online. Here, it was felt by the researcher that the mouth-to-mouth publicity takes a systematic new virtual platform. There is yet another point to be noted, no brand awareness or brand preference is focused here when somebody shares some information online. Those items mentioned as nontraditional are not entirely new in the marketplace. They were earlier used by bakery producers and other professional cooks who used to prepare nontraditional items. But they found a common place everywhere due to the influence of online platforms. It is obvious that further studies will reveal that a housewife need not depend upon an open market or somebody else for buying a cake for a higher price but she can prepare it at home just by taking some ideas online. She has to buy the ingredients only from outside where there are new shops coming up on par with the market pulse. It is this factor which forms the core of this research. The study is empirical in nature. The study covers different dimensions. Most importantly it checks whether the habit of watching online cooking videos on YouTube channels have an impact on cooking behavior and purchase pattern of housewives of the selected area of study.

Theoretical background

YouTube Cooking Videos: In this piece of research, it refers to the videos uploaded on YouTube by different users who are experts in cooking practices. They have their own YouTube channels and plenty of subscribers to it. The updating of information will be

notified to subscribers on time.

Non-traditional food items: The term Nontraditional food items in this research refers to the food items which were not common in the kitchen. For example, Sambar curry and rice is a common recipe in south India. The traditionally used snacks include samosa, vada, appam etc. But cream cake or pudding has become a frequent food item very recently. Similarly ice creams, Jams etc. The customers used to buy these items from bakery and sweets shops where they are prepared and offered by experienced chefs in the cooking units attached to bakery shops.

Nontraditional food ingredients and cookwares: These are the ingredients used for preparing the nontraditional food items. Example, baking powder, baking soda, creams, powders, flavors, essences etc. cookwares include spatula, fork, whisk, oiling brush, beater, cake pad etc.

UGC mode: UGC stands for User Generated Content. Users of products and services share their experiences with brands and products through various media in the form of reviews or sharing of information. This becomes useful for other customers. The term UGC first appeared in academic databases after 2000. It has grown to a popular platform with the growth of internet social media and excessive use of smartphones.

Significance of the study

Gaps in demand and supply should always be properly bridged for exploring new segments of market. The culture and habits of people have a great impact on the products and services they use. Entrepreneurs are always keen on what the people are expecting out of the market and collect adequate information on the same. This study will surely add to the body of knowledge which is helpful to producers and shops to appropriately frame their marketing policies. In a casual interaction the researcher had with a supermarket salesman as a part of pilot study for this research, the comment of the salesman to the question “Why people are asking for a custard powder or whipping cream?” was this; “they all watch many YouTube Cooking channels and getting motivated”. The study can showcase the realities of purchase behavior impacted by the habit of watching cooking videos.

Review of literature

Yang Wei (2022) investigates the effects of short food videos and discovers that, in the social realm, they serve as companions and a means of sating hunger. From an economic perspective, the brief video featuring delectable cuisine supports the revival of the catering sector, propels the growth of the city's third service industry, and shapes public perception of

the brand. Short videos featuring delectable food serve as a useful cultural tool for promoting Chinese cuisine.

Hyo Geun Song (2021) Discloses that the vital contribution of his study is that it clarifies of the relationship between motivations of watching cooking videos, media gratification, and purchase intention of the food item. Furthermore, the study is meaningful as it provided insight into watching cooking video on UGC and purchase intention of the tangible food item in the cooking video.

Shankar et al. (2011) asserts that when shoppers use social media such as Twitter, Facebook, MySpace and LinkedIn extensively and depend on them for their shopping decisions, promotion through these media also becomes relevant.

According to Curran et al. (2011), social media sites such as Facebook can be used by the retailers to improve user experience with their brand.

KU Leuven Institute for Media Studies ^[5], Parkstraat, Leuven, Belgium. Explains in an article “Prior research has established that TV viewing and food marketing influence children's eating behavior. However, the potential impact of popular TV cooking shows has received far less attention. TV cooking shows may equally affect children's food selection and consumption by distributing both food cues and portion-size cues”.

Objectives of the study

- To understand the important elements in purchasing pattern of cooking ingredients and cookwares by the housewives.
- To analyze the watching pattern of UGC cooking videos in YouTube.
- To exhibit the impact of UGC cooking videos in YouTube on purchase of non-traditional ingredients and cookwares.

Research methodology

First hand data were collected through a structured questionnaire prepared in Google forms and sent to respondents. The questionnaire collects basic demographic information, purchase pattern of non-traditional ingredients and cookwares and measures the impact of cooking videos using a 5 point likert scale. The sample size is 300 selected using purposive sampling and proportionately divided among 3 states. Multiple regression analysis and percentage analysis are used as statistical tools. Collected data were analyzed in Jamovi.

Results and discussion

Tables 1A to 1C
Purchase pattern of non-traditional ingredients and cookwares

1A

Frequency of Purchase in an year		
Levels	Counts	% of Total
5-10 Times	62	20.7 %
1-5 Times	126	42.0 %
Only once	64	21.3 %
Monthly	48	16.0 %

1B

Place of Purchase		
Levels	Counts	% of Total
Nearby town (within5 Km Radius)	212	70.7 %
From little far town(5-25 Km)	88	29.3 %

1C

Amount Spent on a single purchase		
Levels	Counts	% of Total
250-500	108	36.0 %
500-1000	70	23.3 %
More than 1000	34	11.3 %
100-250	56	18.7 %
Below 100	32	10.7 %

Tables 2A to 2D
Watching pattern of online cookery shows

Beginning of Watching

Levels	Counts	% of Total
2-5 Year	10	3.3 %
1-3 Year	116	38.7 %
Less than one year	78	26.0 %
3-5 Year	62	20.7 %
More than 10 Years	26	8.7 %
5-10 Year	8	2.7 %

2B

Number of channels subscribed		
Levels	Counts	% of Total
1-5	226	76.0 %
5-10	26	8.7 %
5-11	10	3.3 %
More than 10	36	12.0 %

2C

Applications used		
Levels	Counts	% of Total
YouTube	252	84.0 %
YouTube, Others	48	16.0 %

2D

Motivation for starting to watch videos		
Levels	Counts	% of Total
Suggested by my friend/relative	72	24.0 %
Started myself	202	67.3 %
Started myself, Suggested by my friend/relative	18	6.0 %
Suggested by my friend/relative, when displayed on YouTube	8	2.7 %

Housewives mostly purchase 1 to 5 times a year. They usually prepare special items on special occasions like birthdays, wedding anniversaries, and on holiday celebrations etc. The ingredients and cookware are available at nearby towns. It means that there are shops opening up to meet the trend of increasing demand for nontraditional ingredients and cookwares. Majority of housewives spend an average amount of ₹250 to ₹500 on a single purchase. The study reveals that a 10.7% only purchases for less than ₹100 on a single purchase. It is because of the relatively higher price of these ingredients.

Most housewives have started watching online cookery shows in 1 to 3 years. This trend can be traced with the popularity and extensive use of smartphones, internet and social media. Via YouTube, the most commonly used application for watching cooking videos, housewives have subscribed to a minimum of 1 to 5 channels which give cooking information. A vast majority of the housewives have started watching the videos by themselves without any suggestions by others. All these provide evidences for the impact of cooking videos on YouTube published as UGC have increased the demand for nontraditional food ingredients.

Statement of hypothesis

H0- There is no significant association between variables of Motivation to purchase by videos, increase in frequency of purchase and increase in amount of purchase.

Table 3
Results of Multiple Regression

Model Coefficients - Motivation from videos				
Predictor	Estimate	SE	t	p
Intercept	1.492	0.3289	4.53	< .001
Increase in purchase frequency	0.367	0.0940	3.90	< .001
Increase in amount spent	0.267	0.0667	4.01	< .001
R = 532 R ² =283				

The table shows multiple regression results for testing the association of increase in purchase frequency, increase in amount spent and motivation from videos. All the P values are below 0.05 and hence it is concluded that there is significant association between the variables. It means the motivated housewives have increased their frequency of purchase and thus resulted in an increase in the amount spent on purchases.

Limitations of the study and Scope for future research

The study covers three states Kerala, Karnataka and Tamil Nadu. Food cultures, influence of technology and online resources differ across these states and within the states. This study has not differentiated the states on these bases. There may be explicit differences in consumers' behavior across different regions such as urban, rural and suburban. Taking this view point, the study can't be generalized into a metropolitan city or a much technology influenced community where the technological development and subsequent changes are faster. There may be different reasons which actually induce a customer to buy a product, the study has taken only one factor i.e. online cookery videos into consideration. Finally, the researcher did not collect the feedback of sellers regarding the impact of cookery videos on increase of purchase of these items. Therefore, a seller focused study is relevant in this regard so that the sellers' opinions on the topics can be discovered.

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