

# The Different Perception and Reaction of Customers Towards Traditional Marketing and Influencer Marketing in Food Industry

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## ABSTRACT

This research paper is aimed at investigating the consumer preference for traditional marketing and influencer marketing in food industry. To accomplish this, the researchers set two questionnaire surveys to collect data. These two questionnaires investigated consumers' different attitudes and reaction toward two rose-cake brands (Holiland and LI ZI QI), by showing them the two different types of advertisements: one for traditional marketing and the other for influencer marketing. After a detailed analysis of the data collected, it was discovered that both influencer marketing and traditional marketing have the capability to deliver the persuasive product information and make consumers desirable to purchase the products. However, consumers tend to pay more creditably and trust to LI ZI QI's brand, which is the brand using influencer marketing, and are willing to spend more money on it.

**Keywords:** *Influencer marketing, traditional marketing, food industry, questionnaire survey*

## 1. INTRODUCTION

Traditional marketing is not strange to us. Since we were born, we have been receiving all kinds of advertisements all the time, from the earliest telephone and SMS promotion, to the advertisements in TVs. However, with the development of science and technology, traditional marketing seems to be on a declining path. It is certainly true that this is an era of the rise of social networks, and all kinds of social software and live streaming software begin to take root in people's life, especially the youths. For example, the number daily active users of TikTok, which is a short video app, exceeded 600 million by August 2020. As there is an increasing number of people are using social network, influencer marketing has become prevalent. The rise of selling goods in live-broadcasting platforms can be observed as the best example of influencer marketing. Influencer marketing has many advantages, such as the fast speed and wide range of communication through the network and further expanding the audience. In recent years, a market we seeing growth is the food industry. As an old Chinese saying goes, "Food is the most important thing in people's daily life." It is no wonder that there are so many influencers who start to sell food online in order

to attract the fans. In this paper, we aim to understand and investigate the different perceptions and reactions of potential customers to traditional marketing and influencer marketing in food industry.

## 2. LITERATURE REVIEW

### *2.1 The Advantages and disadvantages of Traditional Marketing*

Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It is one of the most recognizable marketing types, encompassing the advertisements that people see and hear every day. Most traditional marketing strategies fall under four categories: print, broadcast, direct mail, and telephone [1].

The advantages of traditional marketing are many, such as the ease of reaching a local audience and the ability of advertising to be fully utilized, reused and reduced in cost [2]. However, its disadvantages are also obvious. For example, static text information dissemination and information updating are slow because many advertisements are printed in magazines

or newspapers that he updates speed cannot keep up with them [3]. And fewer and fewer people pay attention to these paper advertisements [4]. as same as telemarketing. People rarely answer cold calls from strangers, which makes telemarketing difficult. With The development of science and technology, TV print media has been neglected and People use mobile phones and computers more [5]. And as the pace of life is getting faster and faster, people are in a hurry on the road, and more and more people are pubbing -- making it hard to notice the ads on the roadside/subway station [6].

**2.2 The Advantages and disadvantages of Influencer marketing**

Traditional marketing is a rather broad category that incorporates m Influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche [7]. Influencer marketing works because of the high amount of trust that social influencers have built up with their followers, and recommendations from influencers serve as a form of social proof to your brand’s potential customers [8]. Another benefit of influencer marketing is that it spreads quickly and reaches a wide range, because it's online.

Influencer marketing does not require a large budget, and it does not require the use of a special A-list star, and influencer marketing relies on the Internet to spread quickly. It can be used with a few micro-tier influencers to achieve a more practical and rational application. Influencers influence people's purchasing power and gain their trust so that they can sell more effectively [9]. Even influencer marketing is so popular; there are disadvantages to influencer selling, such as choosing the wrong influencer, which his is the deadliest of all. A wrong influencer can make your otherwise good product worthless [10]. And there's a lot of uncertainty in influencer sales, and there's no way to know if people will approve of the influencer you've chosen [11]. But overall, influencer marketing is definitely a part of the future of marketing.

**2.3 The original intention and goal of this paper**

Whether it's traditional marketing or influencer marketing, it makes a big difference in our lives, even gradually changing our habits. From these literature reviews we determined that what we wanted to see was a comparison between traditional marketing and influencer marketing, either to show that traditional marketing is still effective or that influencer marketing is better in [12]. We still don't know whether influencer marketing can really beat traditional marketing, but one thing is certain that the development of influencer marketing is positive, and the changes it brings have

permeated all aspects of our lives [13]. This is why we chose the food industry as the topic of this article. Because the development of the food industry is closely related to our lives, because food is not only related to our daily life, but also related to our survival, people do not eat is not to survive. So the argument that we support through these literature reviews is to investigate the different perceptions and reactions of potential customers to traditional and influencer marketing in the food industry.

**3. METHODOLOGY**

The researchers used questionnaire survey to complete the experiment. There are two questionnaires being set up; one aims to investigate consumers’ attitude of traditional marketing, and the other is to those of influencer marketing. In order not to let these two groups of participants overlap (since having done one questionnaire in advance may affect their choice of answering questions in the second questionnaire), we keep these two groups of participants different. There are 64 participants answering the questionnaires, and 32 answering each.

**4. DATA ANALYSIS**

**4.1 Traditional Marketing Group**

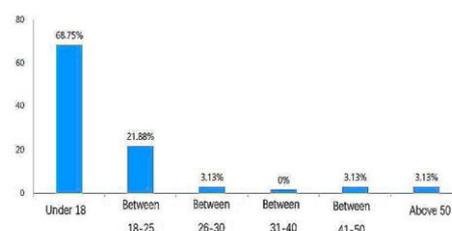
According to the different stages of the experiment, we divided the data analysis into three parts: Experiment design, data results and general discussion.

**4.1.1 Experiment design**

The experiment below aims to investigate the perception and reaction of potential customers to traditional marketing in food industry. We used brand Holiland, which is, a brand famous for its rose cake, as an example, to test the different reactions of consumers before and after watching its promotional video. 32 participants finished the questionnaire until March 27th.

**4.1.2 Data results**

According to figure1, most of the participants are from young generation, consisting of 68.75% teenagers and 21.88% 18-25 aged people.



**Figure1** illustrates the proportions of our participants between various ages.

According to figure2, when being ask whether they watch televisions or using short-video apps more often in their daily lives, most of the participants chose “Using short-video apps”. This result shows a trend among the youths, which is the increasing popularity of getting access to influencer marketing.

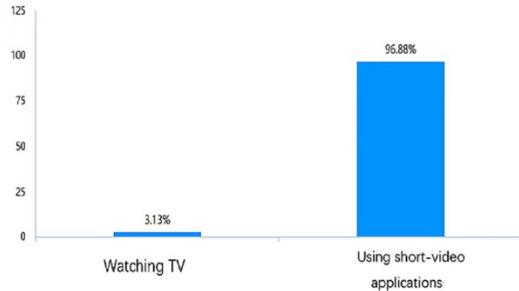


Figure2 shows the participants’ preferences for watching TV and using short-video apps in their daily lives.

Despite only 15.63% of the participants pay their greatest trusts to this brand, 53.13%of the participants are still willing to give a try of buying the rose-cake. It is possibly due to the popularity of this brand—almost 60% of the participants have heard of this brand, maybe even have watched its promotional videos before. (Figure3, 4, 5)

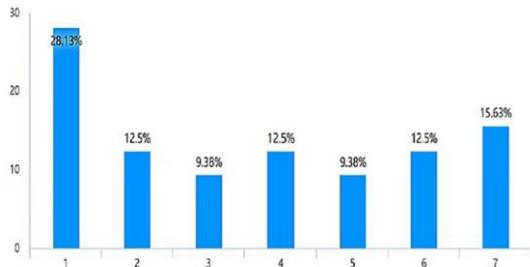


Figure3 illustrates the participants’ creditability of the brand Holiland.

The degree range from 1-7 [1-the lowest; 7-the highest]

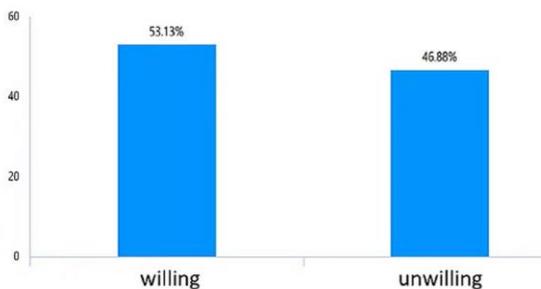


Figure4 shows the participants’ willingness to pay for the Holiland rose cake before the promotion video.

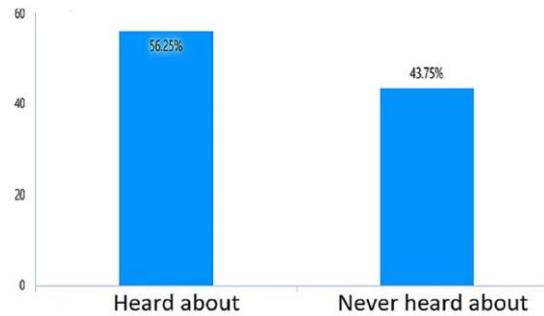


Figure5 shows the awareness of the brand Holiland of the participants.

After watching the rose-cake promotional video, more participants give credit for the brand. The proportion of people who chose “pay the lowest trust” drops form 59.38% to 28.13%, and the proportion of people who chose “knowing the brand very well” increase form 9.38% to 15.63%, which is an increase. However, the amount of people who are willing to pay their greatest trust does not increase at all, still remaining 15.63%. It may reveals a disadvantage of the traditional marketing, which is the fail to gain consumers’ greatest confidence. (Figure6, 7, 8)

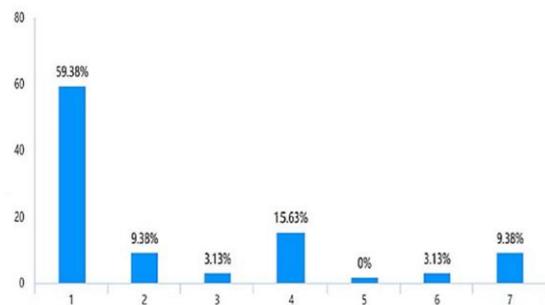


Figure6 illustrates the participants’ knowledge of the brand Holiland.

The degree range from 1-7 [1-the lowest; 7-the highest]

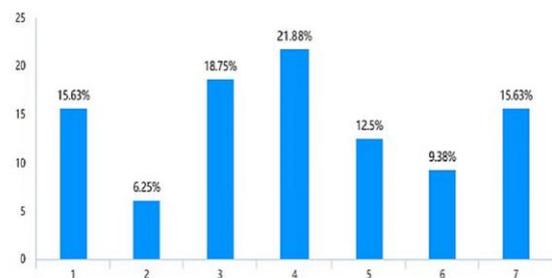


Figure7 illustrates the participant’s creditability of the brand Holiland after watching video.

The degree range from 1-7 [1-the lowest; 7-the highest]

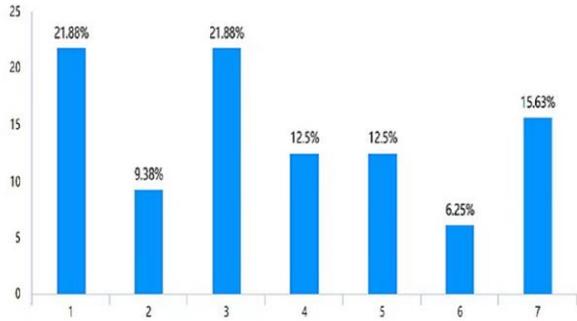


Figure8 shows the participant’s knowledge of the brand Holiland after watching the promotion video.

The degree range from 1-7 [1-the lowest; 7-the highest]

Most importantly, there is an increase in the percentage of the potential consumers who are willing to buy the rose-cake. It rises from 53.13% to 62.5%. (Figure9)

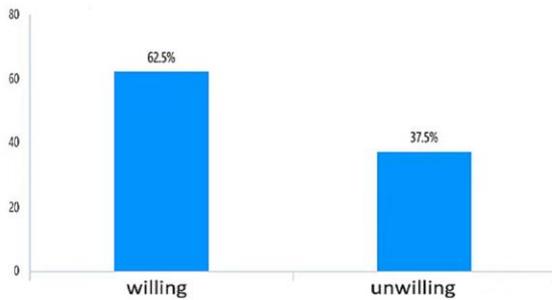


Figure9 illustrates the participant’s willingness to pay for the Holiland rose cake after watching the promotion video.

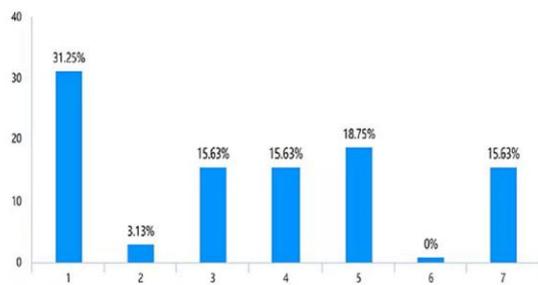


Figure10 shows the participant’s willingness to watch the full promotion video of the brand Holiland.

The degree range from 1-7 [1-the lowest; 7-the highest]

However, one of the drawbacks of traditional marketing is its less-attractive potential videos. Nearly 31.25% of participants showed their greatest unwillingness of watching the full video, which indicates the boringness of the promotional video. (Figure10)

### 4.1.3 General Discussion

In conclusion, traditional marketing is effective and useful on stimulating consumers buying products, since it provides an access for more customers to know a certain brand, and enhances consumers’ credibility. However, it lacks the ability to gain consumers’ greatest confidence and provide attractive videos, which is able to make consumer want to finish watching the full of them. These drawbacks may result in a lost of potential consumers as well as the financial profits.

## 4.2 Influencer marketing Group

### 4.2.1 Experiment design

This investigation is the counterparts of the traditional marketing research, both driven by our research group in China. We had set up a questionnaire about influencer marketing and collected data from 32 participants in total. The research uses the influencer “LI ZI QI” as the marketing example; LI ZI QI is a well-known video creator who makes short video about Chinese cuisine. As early as in 2015, LI ZI QI starts to film short video about Chinese traditional food.

The questionnaire is separated into two parts; the first part is the pretest that we used to understand the participants’ attitude toward the influencer brand” LI ZI QI” and its product. In the next section, the participants are required to watch a influencer video about “LI ZI QI” after watching the video, they will be able to see some questions the same as the former part in order to compare the differences of the participants’ thinking about “LI ZI QI” before and after the video. To achieve our goal, we ask the participants to express the degree of their certain opinions to the “LI ZI QI” such as familiarity, willingness of purchasing and credibility.

### 4.2.2 Data Result

With the following diagram, there are some effective data that we discovered. We have found some age differences according to the data.

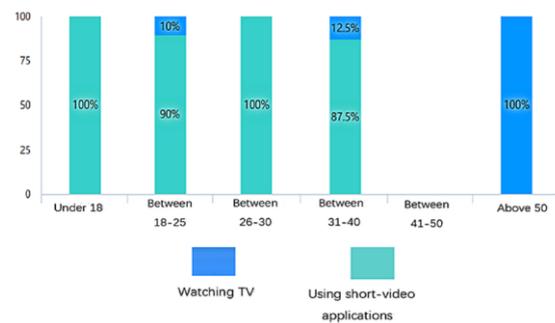


Figure11 compares the differences of the way that the participants access information between various ages.

In graph11, the participants under 18 years old and 26-30 are more often using the short-video application in their daily life. On the contrary, 100% of the participants over 50 years old are more often watching TV.

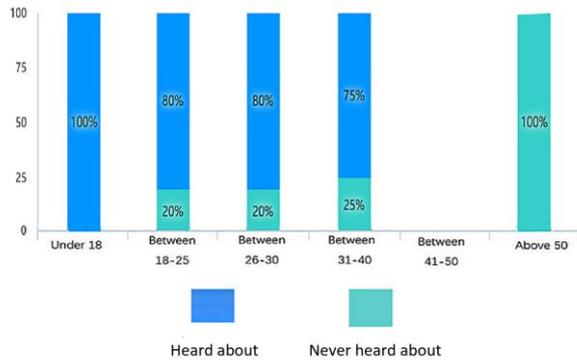


Figure12 illustrates the awareness of the brand “LI ZI QI” of the participants between different ages.

When turn to graph12, it is clear that participants under the age 18 all known about “ LI ZI QI”, but participants above the age 50 doesn’t aware of it. Approximately 80% of the participants between 18 -40 know “LI ZI QI”. Since the channel they accessed to the information are various, it’s more likely to know about” LI ZI QI” from the Internet, so older people are kind of ignorant of the brand ‘ LI ZI QI’.

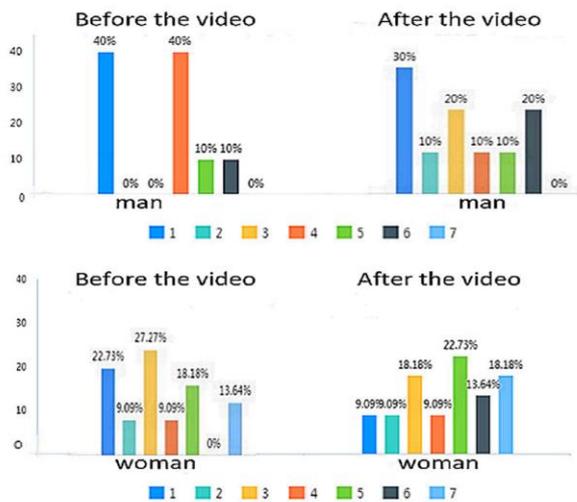


Figure13 compares the change of the attitudes of the participants with different genders to the brand “LI ZI QI” before and after watching the influencer marketing video.

The degree range from 1-7 [1-the lowest; 7-the highest]

Furthermore, we have noticed that there are some gender differences among the data as well.

As for the digram13, we can see from the diagrams that the proportion of that of men that chose degree 1 decreased from 40% to 30% after watching the video and an increment could be found in the percentage of men

that chose degree 6 from 10% to 20% after watching the video. The proportion of women that chose degree 1 declined from 22.73% to 9.09% after watching the video. Secondly, two augments could be found in the proportion of women that chose degree 6 from none to 13.64% and the women that chose degree 7 from 13.64% to 18.18%.

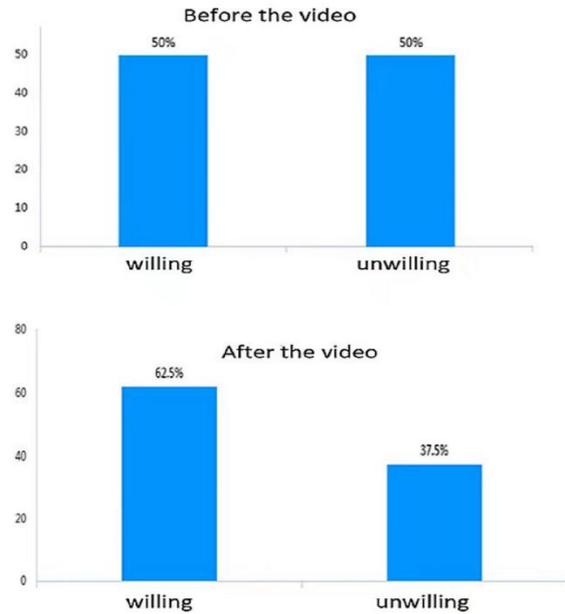


Figure14 compares the change of participants’ attitudes toward buying the rose cake before and after watching the influencer marketing video.

Via graph14, before watching the video, there are half of the participants are willing to buy the product and the other half are not willing to buy it. After watching the video, the proportion of participants that are willing to buy the product increased from 50% to 62% conversely.

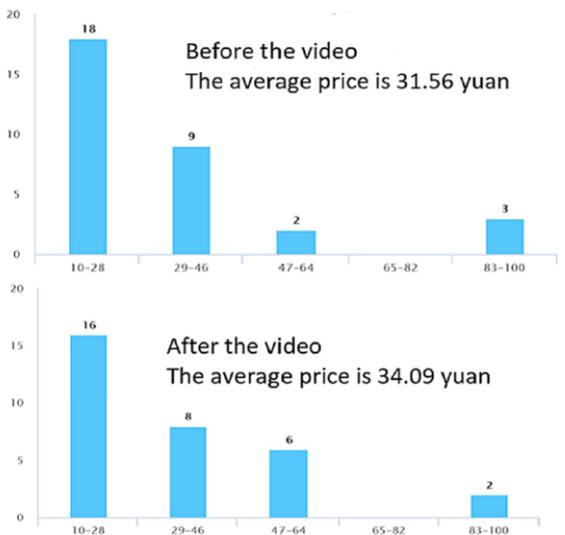


Figure15 illustrates the difference between how much the participants are willing to pay for the brand “LI ZI QI”’s rose cake before and after the promotion video.

About graph15, before the video, the average price that the participant gave is 31.56 yuan, however, after watching the video the average price increased to 34.09 yuan.

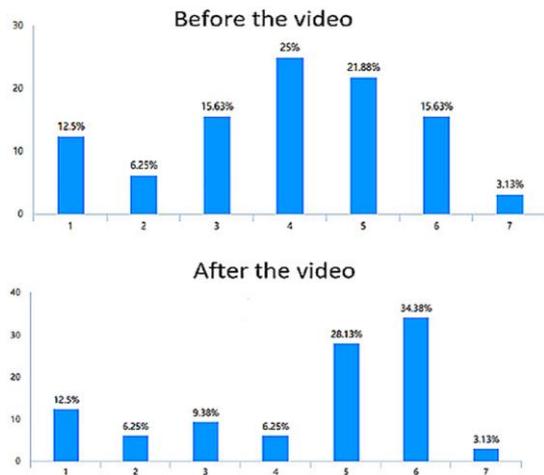


Figure16 illustrates the difference of the participants' creditability of "LI ZI QI"'s rose cake before and after watching the promotion video.

Lastly, graph16 demonstrates that after watching the video, the participants that chose degree 5 increase 6.25 %, the other who chose degree 6 rises from 15.63 to 34.38.

### 4.2.3 General Discussion

With the abovementioned data, we know that the younger the audiences are, the more time they spend on the short-video applications instead of elder people rather to spend time on television. And it's obviously that more youngsters aware "LI ZI QI", nevertheless, the elders not, that mainly because the channel that they used for accessing information are different, and you are likely to see the "LI ZI QI" 's short video on the applications. Moreover, it can be clearly seen that both genders are likely to provide higher evaluation of "LI ZI QI" after watching the influencer video. It should be noticed that females tend to give higher scores compared to their counterparts. Plus, the influencer video show its ability to twist customers' mind from the tendency of being unwilling to buy the product to being willing to buy it. And these potential customers even enhance the expected price of the product after the influencer video, the effectiveness of the influencer video also present in the improving the participants' credibility.

## 5. CONCLUSION

In a word, both influencer marketing and traditional marketing have the capability to deliver the persuasive product information and light the desire fire of consuming in the deep zone of buyer's heart. Nonetheless, in line with our data, it shows that in

the present era, compared with traditional marketing, the influencer marketing could offer a wider range of reception from potential customers because of the platform- short-video application is now an essential parts of people's life. Secondly, customers tend to trust the influencer product because of its genuineness, the influencer always try its products in person so that audiences can know how good it is directly, instead of the traditional marketing sometimes it's too exaggerated.

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