

**THE SUCCESS FACTORS OF ONLINE FOOD BLOGGERS
IN THAILAND**



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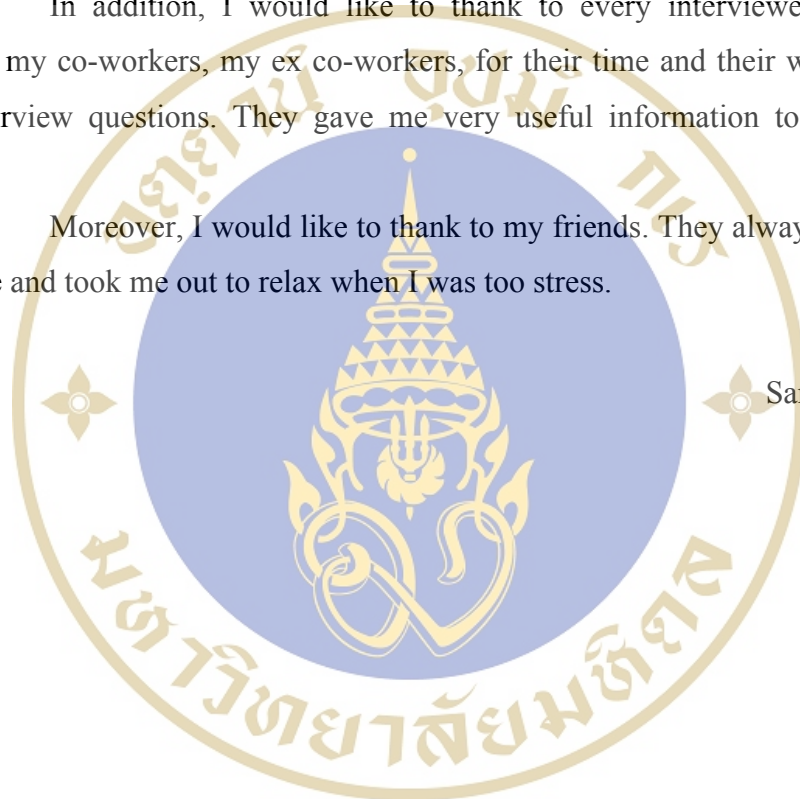
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THE SUCCESS FACTORS OF ONLINE FOOD BLOGGERS IN THAILAND

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ABSTRACT

The purpose of this study is to find out the factors that built up the success of online food bloggers in Thailand by conducting the in-depth interview among the food lovers, the restaurant marketers, and the successful online food bloggers.

The result shows that there are 2 factors that are important to all groups of people while consume the food review are attractiveness and lifestyle fit.

KEY WORDS: Celebrity Endorsement / Online / Bloggers /
Social Media Marketing / Food and Beverage Industry

26 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	3
CHAPTER III RESEARCH METHODOLOGY	9
3.1 Population and Sampling	9
3.2 Data Collection	10
3.3 Research Method	10
CHAPTER IV RESEARCH FINDINGS	12
4.1 Audiences	12
4.1.1 Attractiveness	12
4.1.2 Trustworthiness	13
4.1.3 Lifestyle Fit	14
4.1.4 Expertise	14
4.1.5 Popularity / Followers	15
4.1.6 Additional finding	15
4.1.6.1 Quality of the content	15
4.1.6.2 Location	16
4.1.6.3 Price Range	16
4.1.6.4 Restaurant Ambiance	16
4.2 Food and Restaurant Marketing	16
4.2.1 Attractiveness	17
4.2.2 Trustworthiness	17
4.2.3 Lifestyle Fit	17
4.2.4 Expertise	17
4.2.5 Popularity / Followers	18

CONTENTS (cont.)

	Page
4.3 Successful Food Bloggers	18
4.3.1 Attractiveness	18
4.3.2 Trustworthiness	18
4.3.3 Lifestyle Fit	19
4.3.4 Expertise	19
4.3.5 Popularity / Followers	19
CHAPTER V CONCLUSIONS	20
REFERENCES	22
APPENDICES	24
Appendix A Interview Questions	25
BIOGRAPHY	26





LIST OF FIGURES

Figure	Page
2.1 Research Framework	5
5.1 New Framework	20



CHAPTER I

INTRODUCTION

Nowadays, online marketing becomes an important tools for every business. Companies try to seek out for new customers, maintain the relationship with their customers and create the positive impact in people's mind by using online channel like Facebook, Line@ Instagram, and / or Youtube channel because the change of technology lead to the change of people's behavior. Most people consume news and information on their phone more than television.

Celebrity endorsement or also known as celebrity branding is one type of the advertising or marketing strategy commonly used by brands, companies or non-profit organizations that involves a well known person in many fields using their fame to help promote a product or service. Manufacturers of perfumes and clothing are some of the most common business users of classic celebrity endorsement techniques, such as television ads and launch event appearances, in the marketing of their products. (Celebrity endorsement Definition and meaning. (n.d.). Retrieved October 29, 2017, <http://www.businessdictionary.com/definition/celebrity-endorsement.html>)

Using a celebrity endorsement currently becomes a common way for the company to promote the products or services. Hiring the well-known actors or actresses and even the famous people from many fields like bloggers to promote that particular products or services in order to reach more customers and convert them to be the real buyers is the top choice in many brands mind when it come to the communication plan. As you can see that almost every international companies spend the big amount of dollars a year on celebrity endorsement contracts (Daneshvary and Schwer 2000, Kambitsis et al. 2002). The new common way that many size of company do their advertisement is to hire a celebrity to promote the product or service on his/her social media like Facebook, Instagram, and/or Youtube channel. The overall price to do this is far more cheaper than advertising in the T.V. commercial or the long

term contracts. It is believed that this method can create the huge impact more than the tradition one.

However, not every investment on celebrity endorsement gives a satisfied result. Because of the consumers has learned and developed their knowledge and changed the behavior over time, some of the online celebrity endorsement was failed to create the place in consumer mind. It is important to select the right celebrity to promote products or services because if it is failed it not only means that the huge money the company spend go west but it can create the negative brand image to the company itself. When it comes to investment in marketing campaign, the company need to select carefully which celebrity to hire in order to gain the maximum benefits.

Nowadays, there is a strong competition in food and beverage industry in Thailand. Thailand becomes the popular destination for many global restaurants and bakery companies as you can see that there are a lot international restaurant brands in recent year for example, Burger and Lobster, Jamie Oliver, Ben Cookie ect. Additionally, many local own business are opened new brand everyday! It is because of a new trend among the new generation to own a cafe, a coffee shop, or a restaurant.

Not the food and beverage industry only becomes popular itself, people nowadays tend to be more a food lover. They seek out for a new restaurant or cafe place to hang out with friend and enjoy the new food experience. This behavior spread out to variety group of people. They do a research before going out to some place and yes they also share it online too. To get introduce to public, several companies decide to hire the online blogger to review or promote their product. This is to bring people in to the place and gain more popularity in the mass market.

This paper aim to find what factors that really have the positive impact on the successful of online food bloggers in Thailand. Hence, both restaurant marketing and the food bloggers can use this information to increase their success.

The purpose of this study

1. to find out on which factors that motivate people to follow the food blogger to the restaurant they reviews
2. how each mentioned factor drive them to try the new restaurant.

CHAPTER II

LITERATURE REVIEW

To make the right decision of choosing celebrity or blogger to promote the product, companies should consider many factors in the decision making state. There are several factors that can attacked the people mind to find out more and make them finally make the decision to go and try out the new restaurant. In this case, via online channel where people can only watch, listen and read the content, it is quite hard to create the successful content that really make people want to try out the dishes.

This study is based on “Transfer Model” by McCracken. He states that the meaning or significance communicated by celebrity combining with endorsement process are the main factor that create the capability or efficiency of celebrity endorsement. Celebrities can transfer various meanings to the goods or services and there are without any doubt a large of number of meanings comprised in a celebrity, such as rank, gender, age, way of life, and individuality (Erdogan B. Z., 1999). Thus, it is a huge opportunity for marketers to disposal for their campaigns.

This model provides a "conventional path for the movement of cultural meaning in consumer societies" (Erdogan, Baker, and Tagg, 2001). The process is composed of three main stages: the construction of celebrity image, the movement from celebrity to product and the transfer of meaning from product to consumers (McCracken, 1989).

In the model, the first stage, meanings come from a culturally comprised world, a physical and social world constituted by many ranks and laws and standard of the existing culture. In this process, there are many artists that play a vital and significant role. Advertising is act as a kind of bridge that link consumer wants and needs and the illustration of the culturally composed world together. Thus, one of the main roles of advertising is to communicate the meaning of products to consumers.

The second level is the meaning transference from celebrity to product. This stage is where the commodity achieves individuality throughout the process of the transfer of meanings from celebrity. To make it successful, advertising agencies need the right celebrity to advertise the product with the correct meanings transference. Audiences or consumers transfer meanings from the celebrity about the product or brand. This development will be accomplished through cultural practice and traditions. The companies should consider the actual meanings of celebrities that are favorable for their product or brand. In reality, the performance of the endorser will rely upon in part on the various meanings he/she communicates with the help of endorsement process.

The theory above is related to the undertaken study. Being a celebrity comes along with being famous. Nowadays, the recognition and fame of a lot of celebrities are associated with the attributes and messages that they themselves symbolize. A public person acts similarly to a product or a brand since public perceive them with eyes. They create a particular image that follows them in everywhere they appear in just like creating a brand. When they come into sight in an advertisement of any product, their perceived attributes and image follow them.

In this case, I will focus on these possible factors that are attractiveness, trustworthiness, lifestyle fit, reputation, expertise, and amount of the followers or the popularity of that particular person.

Framework

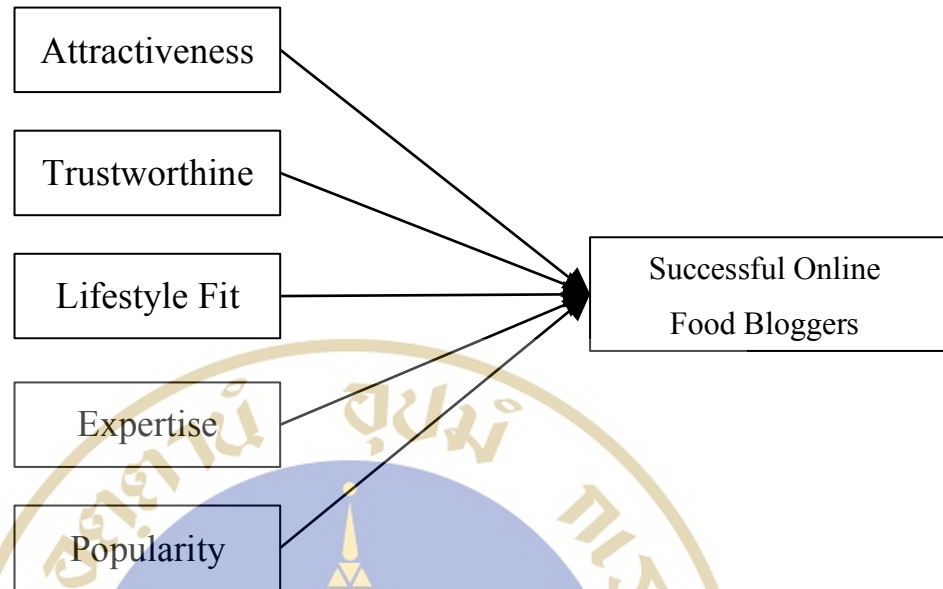


Figure 5.1 Research Framework

Attractiveness

Solomon, (2002) define source attractiveness as a perception of social value. Physical attractiveness, familiarity, likeability and similarity of an endorser are characteristics related to the attractiveness of a source which affects the effectiveness of a message. According to the halo effect assumption, people tend to easily get persuaded from beautiful people. This halo effect assumes that people, who are perceived to be good in one aspect, are assumed to be good in other aspects as well. Source attractiveness is likely to “facilitate changes in consumers” attitudes”. According to Forouhandeh (2011), source attractiveness leads to persuasion through an “identification” process. Normally, the consumers are motivated to search for some relationship with the source, and adopt similar beliefs, attitudes, preferences, or behaviors. People want to be identified with the celebrity endorser so that they are willing to accept information from the attractive celebrity endorser more than the normal one.

The attractiveness is not limited to only the facial attractiveness. It can be defined as a physical attractiveness (Baker and Churchill 1977; Caballero and

Solomon 1984; Patzer 1983), with physical attractiveness operationalized in terms of model attractiveness (attractive-unattractive) (Baker and Churchill 1977; Kahle and Homer 1985), chicness (Mills and Aronson 1965), sexiness (Steadman 1969), or sexualness and likability (Maddux and Rogers 1980). Moreover, an attractive celebrity can create higher intention to buy than an unattractive celebrity (Kahle & Homer, 1985). In contrast, Till and Busier (1998) found that there is some positive impact on brand attitude from attractive endorser, but not for purchasing intention. Additionally, according to Erdogan (1999), the attractive endorser can enhance consumers' attitudes toward advertising and brands, but this condition as a motivation for consumers to purchase the products is still vague.

Trustworthiness

The trustworthiness in communication describes as the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Giffin, 1967). Honesty, ethicalness, sincerity, faithfulness, and reliability are the characteristics associated with the trustworthy source (Khatri, 2006). Trustworthiness of the endorser is mainly dependent on consumers' perception (Shimp, 2000) with a tendency to trust a source who shares some similarities as them (Erdogan, 1999). Miller and Baseheart (1969) investigated the impact of source trustworthiness on the persuasibility of the communication. The results indicated that when the communicator was perceived to be highly trustworthy, an opinionated message was more effective than a non-opinionated communication in producing attitude change. The influence of a source can be weakened or rejected if consumers think that the endorser is biased or has underlying motives for endorsing a product or brand in presenting the information, such as being paid (Belch & Belch, 2009). Solomon (2002) mentioned that the bias can occur due to an inaccurate information from the source. In addition, McGinnies and Ward (1980) manipulated a source's expertise and trustworthiness to assess the impact of each of these components on the communicator's persuasiveness. Their findings indicated that a source who was perceived to be both an expert and trustworthy generated the most opinion change. In fact, the trustworthy communicator was persuasive, whether an expert or not. Additionally, Friedman and Friedman

(1976), and Friedman, Santeramo, and Traina (1979) investigated several correlates of trustworthiness and concluded that celebrities who are liked will also be trusted.

Lifestyle fit

The lifestyle fit or resemblance is one of the factors that can increase the trust of consumer. If their lifestyle fit with the bloggers, they will feel more related to the particular topic. Based on the social psychologists, the acceptance of the message depends on the familiarity or the audience knowledge on the particular topic, likeability or the affection of the source's physical appearance and behavior, and similarity. This can be defined as likability between the audience and the message sender. The better the source fit, the more success it would be and the more acceptable of the messages (Gerard Tellis, 2004). In this case can be use as a type of the food that the audience prefers, the price ranging that on the possible budget, the decoration of the place that suit people lifestyle, the location of the reviewer and the audience.

Expertise

Experts are individual or organizations that target population perceives as having specialized knowledge in particular area, for example, Venus Williams for tennis rackets, Tiger Wood for golf. (Gerard Tellis, 2004). This dimension is also referred to as "authoritativeness" (McCroskey 1966), "competence" (Whitehead 1968), "expertness" (Applbaum and Anatol 1972), or "qualification" (Berlo, Lemert, and Mertz 1969). Expertise endorser is a professional person that have superior knowledge in the area of product (Friedman & Friedman, 1979). The words "trained-untrained," "informed-uninformed," and "educated-uneducated" commonly have been used to measure the level of expertise. Research investigating source expertise in persuasive communication generally indicates that the source's perceived expertise has a positive impact on attitude change (Horai, Naccari, and Fatoullah 1974; Maddux and Rogers 1980; Mills and Harvey 1972; Ross 1973). There are several studies about the degree of expertise many field. In this case can be refer to the knowledge of the food. Research investigating source expertise in persuasive communication generally indicates that the source's perceived expertise has a positive impact on attitude change

(Horai, Naccari, and Fatoullah 1974; Maddux and Rogers 1980; Mills and Harvey 1972; Ross 1973).

Popularity (Followers / Fans Based)

People with high popularity defines as a well-known to the population because of the publicity associated with their lives the example include the well-known actors or actress, the artist (Gerard Tellis, 2004). The more they had become aware of a brand or product solely because of a celebrity endorsement on social media they had become aware of a brand or product solely. According to Solomon (2002) The halo effect assumes that people, who are perceived to be good in one aspect, are assumed to be good in other aspects as well. This is how to create the popularity in general.

Summary

According to the previous studies, people tend to increase the possibility to go to the restaurant or café regarding to the bloggers review when the content or the reviewer looks attractive to them, the level of trust, the lifestyle fit, expertise and the popularity.

The following discussion presents the steps for finding the answer to the question that which factors best influence people to make a decision to follow the food blogger to the particular restaurant or cafe.

CHAPTER III

RESEARCH METHODOLOGY

To get the inside answer to analyse, this research mainly use the qualitative research methodology by conducting the one-on-one interview among the food lovers. The interview will be conducted by asking the food lovers on how did they choose the new restaurant to try, where did they get the information from, what kind of the food bloggers they love to follow and asking the food and beverage marketing on how they choose their product celebrity and the result to get wider idea about the considered factors in their decision making stage. According to the information from both sides, this can make the conclusion on which factors that are related to the successful of the food bloggers to bring large group of people to the restaurant and they can also gain big money from this business.

3.1 Population and Sampling

In this study, I use the purposive sampling or judgement sampling to select the interviewees to answer the research question. The interviewees are selected based on characteristics of a population and the objective of the study because of the limited study time focusing on some people with the passion and knowledge about food would be beneficially for the result.

The total amount of the interviewees are 12 people with different background and variety lifestyle. Some people are the coffee lover who love to hop into the cafe and spend their time enjoy with the coffee or what we called “hipster”. Some of them are the real food lover always searching for the best place to go. Some people make a decision to go or not to go based on the restaurant environment or decoration. These people can represent the current popularity in Thailand.

Among 12 interviewees in this study, 2 of them are working as a marketing for the restaurant group so that I can get some insight from the marketing perspective on how do they choose the food bloggers to review their restaurant by using the same factors from the framework. This is where the food bloggers can earn the revenue from. Moreover, two of the interviewees are the food blogger with the high traffic on their own website, and more than 50,000 followers on their facebook or instagram page. Both of them receive income from their channel.

3.2 Data collection

Regarding to the qualitative research method, the individual interview is the only method to collect the data that fit with the scope of study. I will conduct by using a face-to-face interview and phone interview depending on the available time of the interviewees among 12 people who have a passion about food.

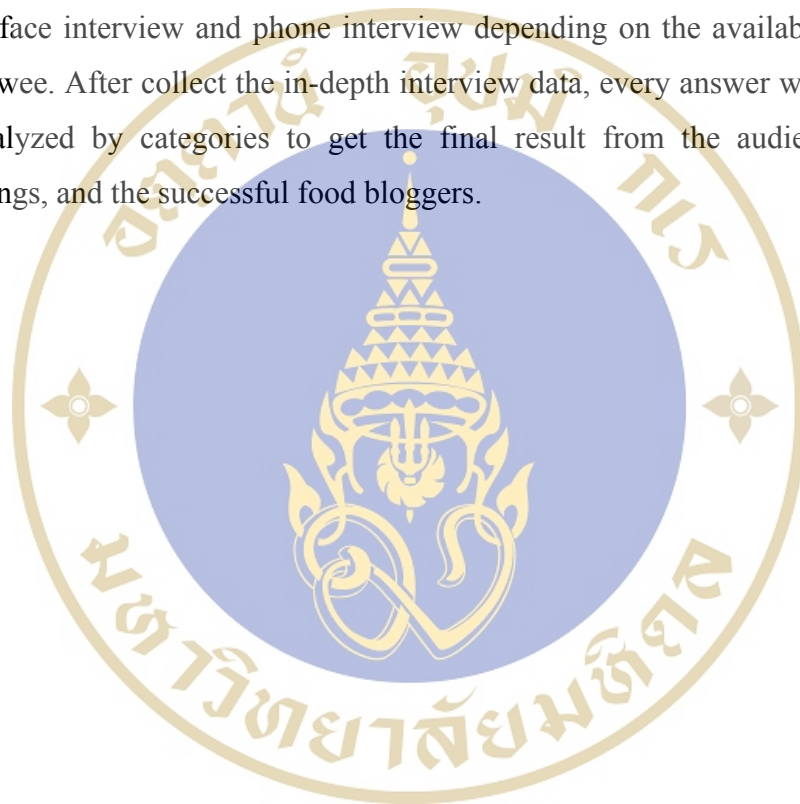
The characteristic of these people is that they trend to look for the new restaurant to try and hang out with their friends and love to share the food post on their social media. The interview questions will be related to each factors mentioned in the framework that are attractiveness, trustworthiness, lifestyle fit, reputation, expertise, and amount of the followers or the popularity of that particular person. The sample size in this study comparing to the whole country is quite small in term of number but these group of people lifestyle is fit with the current trend in Thailand which is they love to share what they eat on their social media, they seek out for a new restaurant to try and they love to spend time at the restaurant or cafe with their friends. The experienced food and beverage marketings are another element to drive the success of food bloggers. In addition, successful food bloggers interview will sure give the trick and tips about being the successful model in this industry.

3.3 Research Method

The study begins with the research on the previous studies on the celebrity endorsement and the similar topics to find the possible factors that people take into account when they watch or consume the celebrity endorsement advertisement. Then

makes the summary of which factors would related to the main research topic, the success factors of online food bloggers in Thailand, by combining with the theories.

After that I create the framework for this study and the questions to be asked during the in - depth interview related to each factors that are attractiveness, trustworthiness, lifestyle fit, expertise, and popularity. There are 3 sets of question to be ask. The first set is for the audiences. The second set is for the restaurant marketing. The last set is for the food bloggers. Hence, I can get the answer from different perspective to analyze. The interview process among 12 people will conduct by an face to face interview and phone interview depending on the available time for each interviewee. After collect the in-depth interview data, every answer will be rearranged and analyzed by categories to get the final result from the audiences, restaurant marketings, and the successful food bloggers.



CHAPTER IV

RESEARCH FINDINGS

This chapter will state the result from conducting the interview among 12 people who live in Bangkok. The arrangement of the study will be divided into 3 parts. The first part is the result from interviewing the audiences. The second part is the review result from the marketings in food and restaurant industry. The last part is the result from the successful food bloggers interview.

4.1 Audiences

As an audiences of the food blogger, the common characteristic of this group is they love to watch the food and restaurant review almost everyday. The audiences will increase the time spending on food review and do more food research when they have a plan to go to the new location, for example, going on a vacation. The most popular channel that people follow the food blogger is via their own Facebook following by Instagram and the search engine like google. The factors taking into account on the consideration are listed as follow.

4.1.1 Attractiveness

According to the interview, every audiences (8 out of 8) said it is the most important factor for them to stop by and watch or read the food review until the end. In this case, for most interviewees (7 out of 8) think that the attractiveness is not about the look of the reviewer, it is only about the attractiveness of the food video or the photo itself. They did not search for the good looking presenter or even the actor or actress to present the food. Thus, the review does not need to have a people in the video or picture or even the sound. The only thing they are looking for in the food review is the appealing of the food.

The appetizer of food attacks people to decide to watch or explore more on that review. It is like the first impression to that particular post. With the nice presentation of the food, it invites people to explore more and create the need to try.

In contrast, one interviewee said she loved to watch the food review with the reviewer on it talking about food. It increases the enjoyment during the review. The reviewer does not need to be a famous person or any food expert. The most important thing for the reviewee is the content and the way to communicate. Having a reviewer in the review makes the food review a bit more entertainment and more lively.

4.1.2 Trustworthiness

Trustworthiness is another factor that people concern. As a food blogger is became a career that can make big money from, people, nowadays, be aware of the review. They need to beware of the paid review that might create the unsatisfied result when they go to the restaurant. The audience tends to double check the review with variety sources like the review from other bloggers, food magazines (both offline and online), the comment from other people online, and the comment from their friends. The only one type of review that people believe it without doubt is the street food review since they believed that the street food restaurant owners definitely do not hire any food blogger to review their food. The food bloggers review these foods because they love it. Thus, the audiences would love to try out in this category easily.

In addition, the problem about this factor is that most people cannot remember who made the review of the particular restaurant. When they fail with the food they try, they just can't remember which food bloggers recommend it to them so in this case it did not affect the level of trust for the food blogger. There is some exception about this. If the blogger or the reviewer is a well-known person, some people can remember him or her. This will sure decrease the trust on that particular people or channel. With many fail, people will stop following him or her to try out the recommended restaurant. One of the interviewee said after many tried, she decided not to believe Khun Reed anymore. She always failed because of Khun Reed recommendation.

4.1.3 Lifestyle Fit

The media that people choose to consume is depend on what people is interested in. According to the interview, everyone (8 out of 8) watch the food review based on their personal interest, for example, people who loves street food chooses to watch the street food review, cafe hopping people is looking for the cafe review, Japanese food lover is searching for the Japanese restaurant review. People tend to follow the food bloggers that fit with their lifestyle or interest.

In special occasion, like planning a trip to some new place, celebrating some special event, or just demanding for some type of food, people trend to increase their time spending on the food and restaurant review. It means that the consumption behavior will change according to the interest at the particular time.

Only some people (1 out of 8) watch the food bloggers review beyond the normal food she consume from street food to fine dining restaurant. It is because of this person want to explore more in the world of food and enjoy watching variety kind of food and beverage.

4.1.4 Expertise

The finding shows that this factor is important for some group of people while some of them don't even care about this. People who looking for the entertainment or enjoyment during the review don't care about the knowledge in the review while people who are the real food lover like to gain some knowledge from the review.

The interview shows that many people (5 out of 8) watch the food review because they want to search for a new good place to hang out with friends and family. They just want to see the dishes, the restaurant ambiance, the price range then they will decide from what they see. One interviewee said she can make a decision herself on what she want to eat. She do not need the comment from food expertise. Another interviewee comment that the taste of food is like an art, there is no any dish that everyone agree that it is delicious. The delicious is depend on personal taste. What the expertise recommend can be good for some people and can be bad for some people.

People who love to watch the review from expertise mostly are the food lover. They want to gain more knowledge about food from the expertise for example,

the grade of the wayu, the combination of food, wine selection, how to cook the dish. In addition, for some food and drink category, it is hard to judge by only the video or photo like wine, coffee, beer, tea, cheese etc. The comment from expertise is necessary for the audience to decide which one they would love to try. One interviewee said he can imagine what the dish will taste like by seeing the dish ingredients but he cannot do the same on wine, beer or coffee because it looks the same in the review that is why the comment from the expertise is necessary. The expertise can give the better description of the mentioned food categories than the normal reviewer.

4.1.5 Popularity / Followers

The popularity in this case measuring by the number of followers of the fanpage. All of the audiences do not concern about this factor in general. They just consume the content that they are interested in without looking at the amount of the followers in the particular page. However, when I asked them in detail, too little followers or too many follower create the doubt in the audience mind. On one hand, too little followers makes them feel that this page is doing well or not? Why there are too little followers? It may affect their decision to follow the particular page. On the other hand, too many followers makes people concern about the quality of follower. Are this page buying a like? Will it be too many paid review on the page?

4.1.6 Additional finding

Not only the above factors that influence people there are several important factors that found during the interview that are quality of the content, the restaurant location, price range, and restaurant ambiance. I will describe more on these factors in the following.

4.1.6.1 Quality of the content

The meaning of high quality content as I found is defined as a style of the writer, the enjoyment while reading, not too academic. There are 2 types of content reader; the knowledge searcher and the entertainment searcher. On one hand the knowledge searchers love to read the informative content they do not mind about how long the content is. They will read it all as long as they can gain something from the content like the food history, the ingredients selection, the recipe etc. On the other

hand, the entertainment searchers look for the short and fun content to entertain them. The same information that both group shares the same need are the recommended dish, the restaurant location, the restaurant ambiance, and the price range.

4.1.6.2 Location

In general people do not make a lot effort to reach out the new restaurant. It means that they will definitely not go to the restaurant in the review if it is too far from their normal area. In addition, the assessment of the public transportation is the related factor to the location among people who do not drive while the parking area is the important factor for the car owner.

4.1.6.3 Price Range

The price range is very important factor for the audiences. Before going to the place, they need to know if it is affordable for them or not. It is hard to make the decision to go or not to go when people do not know how much will the price can be for a meal. Not every people is willing to pay a big amount of money on food.

4.1.6.4 Restaurant Ambiance

Some people want to spend their time with the love one at the restaurant. The restaurant decoration is also in their consideration set when it comes to choose the restaurant. With the same food categories and price range, they will make the decision based on the restaurant ambiance. This is why the rooftop restaurant or the restaurant that close by the river can charge a higher price on the food without the complain from the customers.

4.2 Food and Restaurant Marketing

The restaurant marketing makes the decision to invite or to allow food bloggers to review the restaurant. The expectation from the food blogger is to get the new customers coming to the restaurant. Sometime they have to hire the food bloggers to review the restaurant but with huge amount of the food bloggers nowadays, they need to select the right food blogger to review. The factors that marketing concern when they select the food bloggers are listed as follow.

4.2.1 Attractiveness

The attractiveness in this case also has the same meaning with the audience perspective. The restaurant marketing did not concern about how good looking the presenter are but the most important thing is the attractiveness of the food on the review. They select the food blogger by the previous review to see is the food videos or photos look great in the review. They believe that it is the first door to invite people to go in. As a consequence, it is important to have a great photo shoot or nice video in the restaurant review. They believe that the appetizing food photo bring in the new customer while the taste of the food and the services make them come back.

4.2.2 Trustworthiness

This factor is not in the restaurant marketing consideration set.

4.2.3 Lifestyle Fit

This is the second factors that restaurant marketings take into the account when they select the food bloggers. The lifestyle fit in this case means the style of the food that blogger makes a review fit with the restaurant food and the target customer or not, for example, the Thai restaurant marketing trend to invite the Thai food bloggers to review their food, the dessert cafe prefer the dessert blogger to general food blogger. The luxury style blogger will sure have more luxury lifestyle followers more than street food blogger. This is because of the fanbase of each blogger style is difference. The restaurant marketing aim to reach out to the group of audience that have high possibility to visit to the restaurant so the previous reviews and blogger lifestyle help the restaurant marketing choose the right target audiences.

4.2.4 Expertise

The expertise is the least important factor among the other. The restaurant marketing did not do the research on how experte the food blogger is. One of the restaurant marketing said “the expert food blogger ask too many question and some question is too deep” that is why she prefer the normal food blogger to the expert food blogger.

4.2.5 Popularity / Followers

This is the most important factor that the restaurant marketing concern. The more amount of the followers means that the review will reach out to more people. In addition, it is very clear to see. You just take a few minute to see how many followers that the food blogger have. However, this is not the only factor that the marketing concern. They combine the amount of the follower with other factor when it time to select the food bloggers to review.

4.3 Successful Food Bloggers

The successful food bloggers in this case mean they have a lot follower on their channel and they can earn money from their channel. Both of them start doing the food review because of their passion of food. They love to eat and try new different restaurant so it is good to share the experience to other.

4.3.1 Attractiveness

The appearing of the food invite people to explore more that is why the food blogger try to take the best shot of the food. They even create the short but the interesting video to gain more audiences. As the current tend, people spend more time on the videos than the photo. The food bloggers need to have the photo shooting skill, videos recording skill, and photo and video editor skill to create the perfect review.

4.3.2 Trustworthiness

It is the most important factor that food blogger concern. To make the follower trust them it is important to be honest with the audience. One food blogger said the good review should state the fact not the positive or natural review just because of the restaurant paid for the review. It is better to tell what the restaurant did not good enough so that the restaurant can take the comment to improve the week point and be ready to complete in the market.

4.3.3 Lifestyle Fit

The personal lifestyle is related to the area of food that the food blogger create the review since they start the review because of their passion. The food bloggers started to create the review from their favourite food, favourite restaurant, or the food catagorie that they are familial with.

4.3.4 Expertise

To create the good quality of review, it is important to know and understand the uniqueness of food very well. With the knowledge and experiance, the food blogger can write an interesting review to public. In addition, they can give some food knowledge to the audiences.

4.3.5 Popularity / Followers

In the food bloggers perspective, the followers will come to their channel because of the love for content they create. Doing an online advertisement only helps them to reach out to large amount of people but to be in the food blogger industry in long term it is important to be honest and respect their followers.

CHAPTER V

CONCLUSIONS

To summarize, in the audience perspective, the most important factor to them when they decide to try out the new restaurant is the attractiveness of the food or beverage that they see in the review following by the lifestyle fit. In addition, according to the interview result, the content of the review is another important factor in the consumer mind when choosing the review to consume. Thus, the new framework of the successful online food blogger should add this factor to be one of the construct.

New Framework

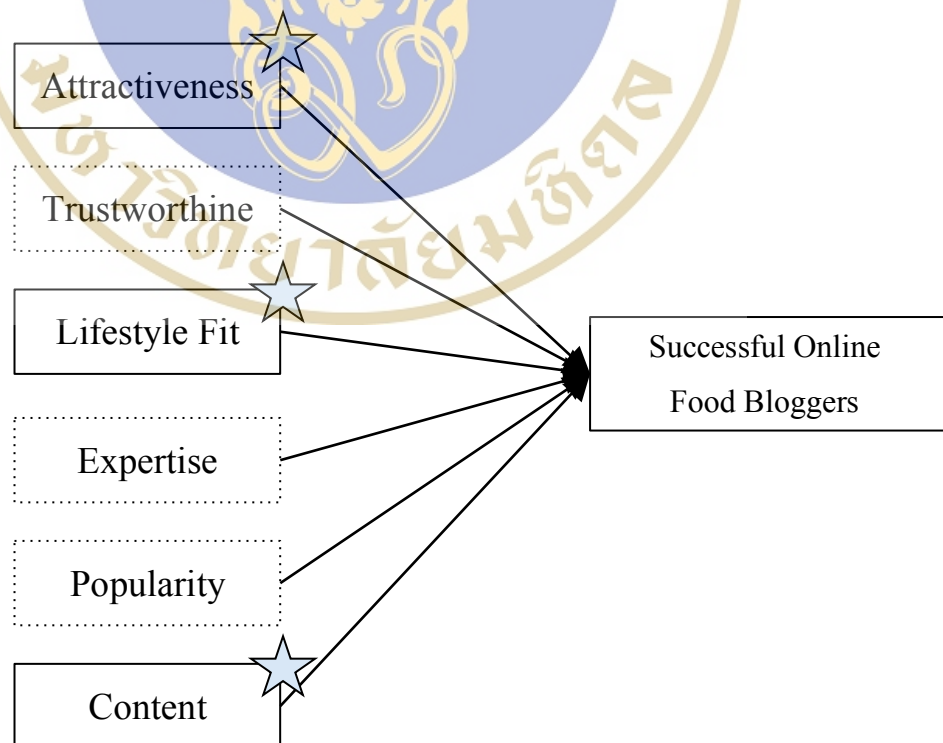


Figure 5.1 New Framework

5.1 Implications

The purpose of this study was to find out on which factors that motivate people to follow the food blogger to the restaurant they reviews and how each factor drive them to try the new restaurant. To meet this purpose we provided and compared in-depth interview among the group of people that are a truly food lover who follow some food bloggers and follow them to the reviewed restaurant (from online to offline). These can represent the majority tend that currently occurred in Thailand where the food blogger can be a full time career for many people and new food bloggers join in everyday. This study would benefit to restaurants to hire the right food bloggers in order to increase their success, the food bloggers themselves to develop their contents that audiences want to see and newbie bloggers who want to be successful in this career.

5.2 Limitation

This study only does an interview among people mainly live in Bangkok that has a Bangkok lifestyle. The answer might not represent the whole country lifestyle. It might work or not work in some other area in Thailand. Additionally, with a limited time and resources, this case study has a very small sample size comparing with the whole country. There can be more variety of the answer to the same question in a bigger sample size. In addition, the qualitative research can give the inside answer of the sample group but to see the statistic result that which factors has stronger impact on the people decision to go to the new restaurant, the result would be stronger by conducting a questionnaire and do an quantitative analysis.

5.3 Recommendation

For the further study, to confirm each factors in this study to the wider area, it would be better to create a questionnaire related to the mentioned factors then give out to the bigger sample size with variety group.

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Appendix A: Interview Questions

No	Questions
Part 1 introduction	
1	Do you follow the food bloggers?
2	What is your favourite channel?
3	Do you follow them to try that particular food?
4	What make you go there?
5	Do you satisfied with that?
6	What kind of videos/ review you like to watch/ read?
Part 2 factors	
Attractiveness	
7	Do you watch that channel because of the bloggers or reviewer?
8	What is more important between videos / pictures and the bloggers? Why?
Trustworthiness	
9	Do you believe in what they said?
10	Why do you believe them? The look? How it describe?
Lifestyle Fit	
11	What kind of food do you like to try?
12	Which blogger that make you easily follow them to the restaurant?
13	Do you prefer to see the same class review or difference?
Expertise	
14	Do you like the channel/ pages that clearly provide a knowledge about food?
15	Do you follow them because of you can gain some knowledge?
16	The expertise increase your possibility to try out that food?
Popularity/ Followers	
17	Do you look at the blogger followers?
18	How it is important to you?
19	Is it increase your motivation to follow them?