

UNIVERSITI TEKNOLOGI MARA

THE EFFECT OF UPLOADING FOOD PICTURES ON
SOCIAL MEDIA ON WILLINGNESS TO DINE OUT
AMONG STUDENTS

NOR IZA BINTI ZOL RAHIM
NUR ASYIKEEN NADIRA BINTI ZULKEFLI

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ABSTRACT

Social media is crucial since it enables you to reach, cultivate and engage your target audience regardless of where they are located. When a company can engage with its audience via social media, it may utilize social media to raise awakening, leadership, sales, and income. Other than that, the trend of this social media is social trade and it is still growing. We are witnessing more features and tools to enables quick and easy purchasing with the social media sector continually evolving for better experience to the users. For example, Instagram allows us to add product tags and allow fast check-out without having left the platform (Jacqueline, 2021). People prefer to use social media because they can see the feedback of people from the restaurant they want to go from there.

Nowadays, uploading an image of the foods is very popular on social media because they are simple to capture it and universally appealing. Taking photographs of each food and posting them on social media which dubbed 'foodstagramming' has become a massively popular. This trend is being normalized by today's generation and it can be applied to anybody with a smartphone. They usually post the photo in any social media such as Instagram or Facebook. One of the games' appeals is anybody able to participate if the conditions are met. Anyone may post their 'food selfies', put hashtags, and enter them into the ever-expanding data stream of searchable words. It was done in order to gain much-desired 'likes' from friends and strangers from all over the world on social networking platforms.

This research explains more about the effect of uploading food picture on social media towards willingness to dine out. It's easy to see why 82 percent of people would buy a dish because it appears good in the photo, regardless of whether they wanted it or not (Laura, 2020). This paper aims to identify the frequently effects of uploading a foods' photos in social media to encourage more people to dine in.

There are some effects of uploading food photos such as it makes us enjoy it more, encourage more people to buy the foods shown in the pictures, can recover from anorexia, and increased connection with social media users. In this research we are using the quantitative data method to collect the data from respondents. Based on this

study effects of uploading a food photos in social media to encourage more people to dine in, it is including to ensure the taste is good, grow the obsession among the people, recover from anorexia, and increased connection with social media users. The result shows that the frequent effect of uploading food photo on social media to encourage more people to dine in can facilitate people obsession with foods that posted online.

To be conclude, using this social media not just about the uploading of food photo but at the same time it also helps to promote the restaurants to grow up in the future and it can make the restaurant to be well known by many people and try it.