Behavioral Models for Analyzing Camera Eat First:

A Case Study of Coffee Café in Thailand

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Abstract

The purpose of this article to present the behavioral models for analyzing camera eat first based on the concept of Kotler (1965) to explain the camera eat first phenomenon based on the context of Thailand. This model elaborated the sources and result of camera eat first of the whole process, and by the end of this article provided the recommendation to contribute in terms of academic and managerial filed for the further study based on discussing in this article.

Keywords: Behavioral models, Consumer behavior, Camera eat first, Food photography, Food styling.

บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อนำเสนอตัวแบบพฤติกรรมสำหรับการวิเคราะห์การถ่ายภาพก่อนรับประทาน
ภายใต้แนวคิดของ Kotler (1965) ที่ใช้ในการอธิบายถึงปรากฏการณ์การถ่ายก่อนกินในบริบทของประเทศไทย
ตัวแบบนี้มีการอธิบายรายละเอียดถึงแหล่งที่มาและผลลัพธ์ที่เกิดขึ้นจากการถ่ายภาพก่อนรับประทาน ทั้ง
กระบวนการ สรุปใจความสำคัญตอนท้ายของบทความนี้มีการให้ข้อเสนอแนะที่ให้เป็นประโยชน์ในการศึกษา
ต่อเชิงวิชาการและเชิงปฏิบัติซึ่งอยู่ในส่วนของการอภิปรายในบทความนี้

คำสำคัญ : ตัวแบบพฤติกรรม พฤติกรรมผู้บริโภค การถ่ายภาพก่อนรับประทาน การถ่ายภาพอาหาร
การตกแต่งอาหาร

Introduction

Camera eat first as the terminology which influenced the global phenomenon and consumer behavior around the world in the digital era, especially when the smartphone seems an important part of daily life among the consumer to take and share their pictures (Durai, 2019; Lo, 2016). Currently, The number of smartphone users worldwide in 2020 found that in 2012, the number of smartphone users equal to 1.06 billion and increased continuously to 3.5 billion users in 2020 (statista, 2020) (See Figure 1).
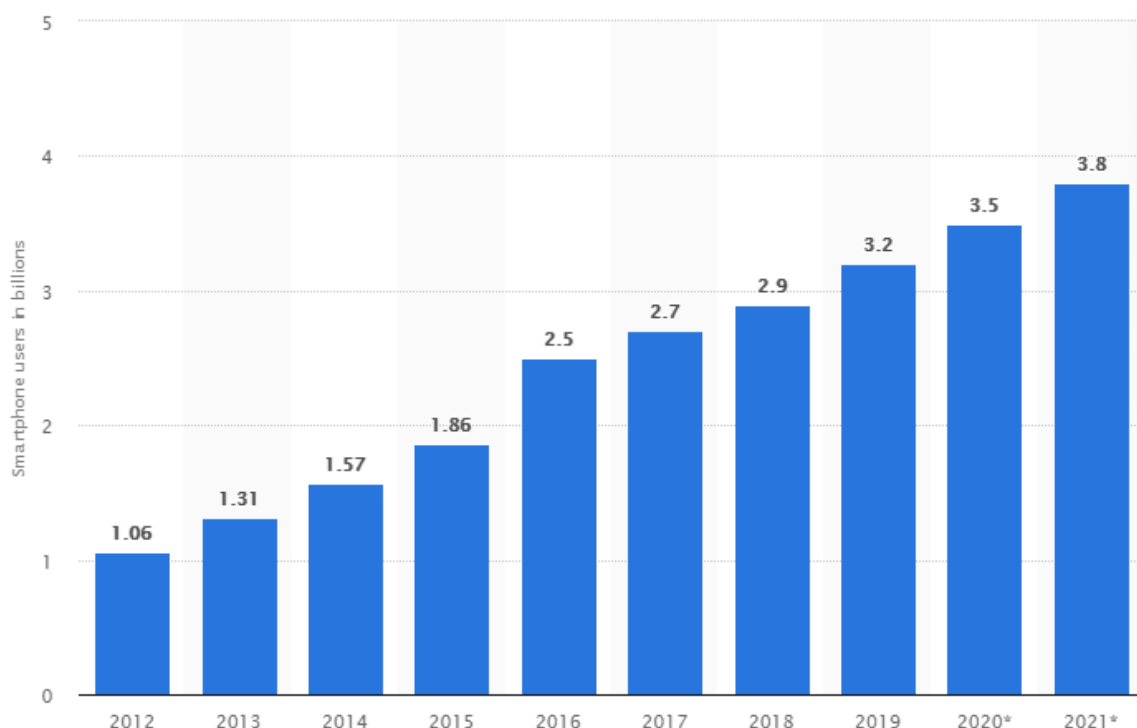

Figure 1 Number of smartphone users worldwide from 2012 to 2021 (statista, 2020)

According to the camera eat first is the issue which affected towards the consumer behavior when they performed the activities which related to food and dessert, also the increasing of smartphone users which implied that the smartphone as the digital camera tools to take and share their photo before they eat. Southeast Asia was defined as the emerging area based on a high internet consumption which contains 650 million people and more than 63% utilized the internet, Thailand was ranked the third place worldwide that people spent the time to use internet more than 9 hours per person per day (David, 2019) (See Figure2).
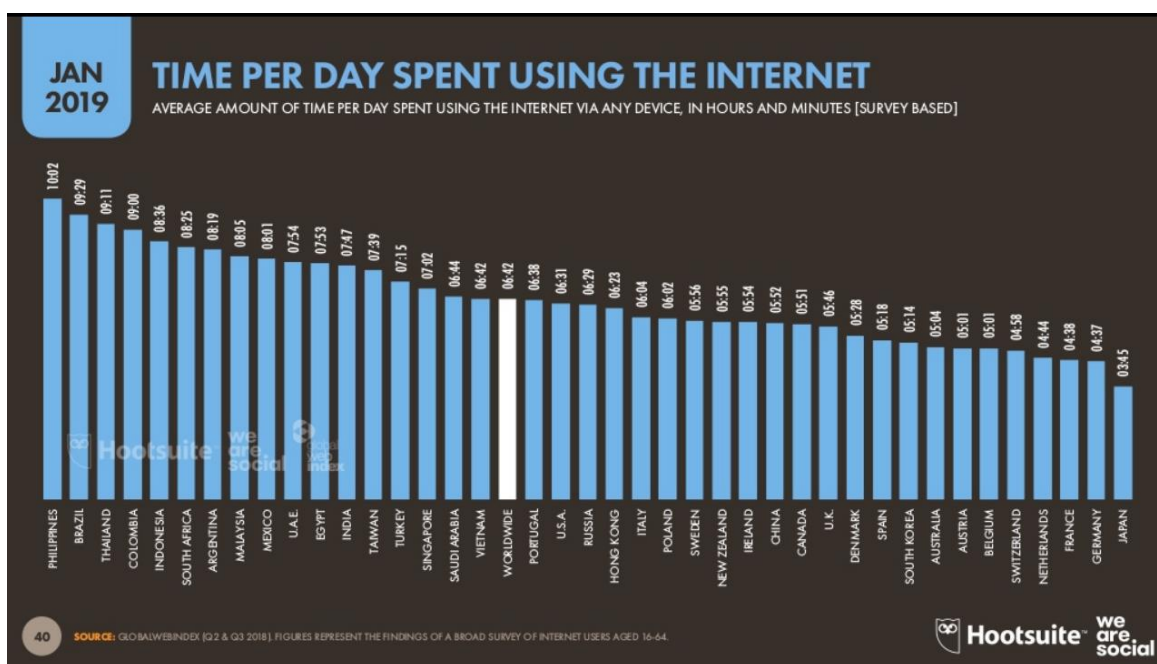

Figure 2: Time per day spent using the internet (David, 2019)

Although, several articles mentions the camera eat first as a new trend which emerged from smartphone and change the behavior among the consumer, nevertheless, a few articles aims to define the term of camera eat first, explain the antecedent and consequent of this phenomenon, and the contribution of this issue in academic and business perspectives. Consequently, this article purposes to research the secondary data to academically and logically synthesize and define the term of camera eat first, to identify and explain the source and result of camera eat first, to contribute and suggest the academic and practice based on three aspects includes the research, restaurant, and consumer aspects. Especially, providing the example in Thailand context.

Camera Eat First

Camera eats first was defined as the behavior or activity among the people needs to take a photo first before eat and lead to form this behavior as a culture what people in the new generation normally did (Clark, 2018; Lo, 2016; Tsang, 2020). The source of camera eat first includes the social network (i.e. Instagram, foursquare, or twitter) which contains a lot of contents which related to a picture of food, dessert, or physical environment of restaurant (Clark, 2018; Tsang, 2020; Wong, et al., 2019). For instance, Durai (2019) explained the sources of camera eats first through named "Cameras eat first: The growing relationship between Instagram and food" mentions that more than 329 million posts on Instagram posts the pictures which related to food, the restaurants and aesthetic appeal also defined as a sources of camera eat first when consumer desired to buy the product or service on that place (Durai, 2019) (See Figure 3).

Figure 3: Diners now expect their food to look as good as all the images they see on Instagram (Durai, 2019).

Besides, the study of Yong, Tong and Liu (2020) was aligning with Durai (2019) and Tsang (2020) that conducted the research named "When the camera eats first: Exploring how meal-time cell phone photography affects eating behaviors" stated that the camera eat first as the factor which related to the eating experience among the consumer because the potential of smartphone that performed as a cell phone photography lead to the arranging the food and applying a filter before posting and sharing on the social media to increase the enjoyment of food and creating the new content on their account (Yong, Tong, & Liu, 2020). Accordingly, this article desired to define the definition of camera eat first as the behavior of consumer that stimulated by social media and appearance of food or dessert and decoration or physical evident of restaurant, arranging and selecting the filter, and posting and sharing the photo on social media. Obviously, the previous scholars and articles mentions the camera eat first as the concept which related to the behavior of consumer, nonetheless, a few scholars and articles explained this phenomenon academically and systematically, particularly, in the context of Thailand. Hence, this article selected the behavioral models for analyzing buyers based on the concept of Kotler (1965) to apply this concept and explain the camera eat first based on the case study in Thailand.

Behavioral models for analyzing buyers

In 1965, Kotler (1965) introduced the behavioral models for analyzing buyers as the foundation of analyzing the consumer behavior (See Figure 4). The enormous contribution based on the concept of the behavioral models for analyzing buyers to explain the whole process of consumer rather than focus only who buy? and How do they buy?. Then, the researcher purposed the behavioral models for analyzing buyers divided into the four stages including:

(1) Input: In the process of input contains the factors which influences the buying. The assumption of this model indicates that the marketing mix factors in terms of price, quality, availability, service, style, options, and images as the starting point of stimulating the consumer behaviors to the next step;

(2) Channels: After the consumer perceived the impact of marketing factors, in the next step, the consumer need to deal with channels of communication such as adverting media, personal selling, family and personal observation. The step of input and channels integrated and stimulate the consumer which led to the step of processor;

(3) Processor: In this step, Kotler (1965) had integrated the several concept to define and apply in the part of buyer's psyche includes the Marshallian model (economic motivations), the Pavlovian model (learning), the Freudian model (psychoanalytic motivation), the Veblenian model (social-psychological factors) and the Hobbesian model (organizational factors). Furthermore, all of five theories was applied into the marketing filed based on this model which related to attitude and behavior includes society-culture, subcultures, social classes, reference groups, and face-to-face groups. Furthermore, among of this factors were defined the black box of consumer. When consumer dealing with these factors, the last answer will occur in the step of output;

(4) Output: The last step after the consumer dealing in the process of processor, this section indicates the response of purchasing in terms of product choice, brand choice, dealer choice, quantities and frequency (Kotler, 1965).
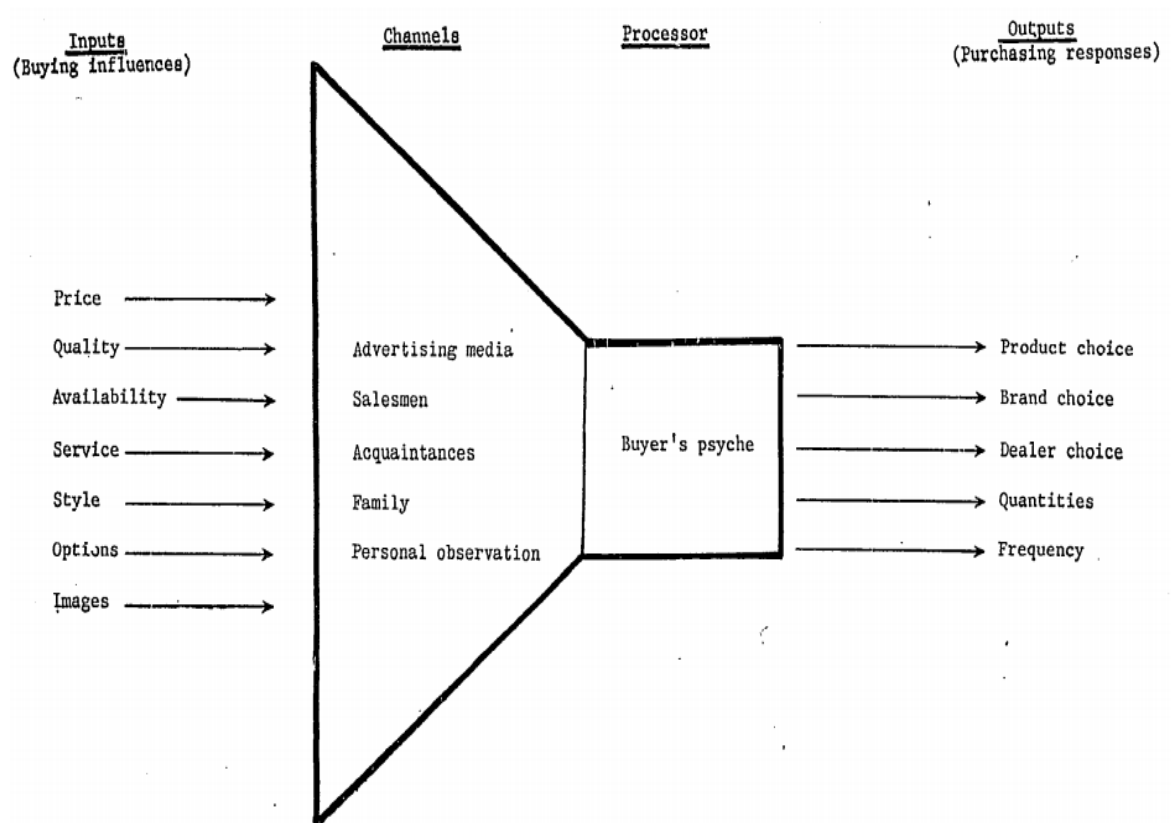

Figure 4: The buying process conceived as a system of inputs and outputs (Kotler, 1965).

Thus, the behavioral models for analyzing buyers based on the concept of Kotler (1965) as the starting point to develop the conceptual framework to explain and analyze the camera eat first by including and updating the recent factors from previous scholars which called "Behavioral Models for Analyzing Camera Eat First" based on the case study of Thailand.

Behavioral Models for Analyzing Camera Eat First

According to the definition of camera eat first and the process of behavioral models for analyzing buyers, this article desired to apply the concept of Kotler (1965) to explain the recent phenomenon in Thailand context following:

1. Inputs (Buying influences): Several business or café in Thailand always considered the uniqueness styles and image of café which prepared to stimulate the target customer. Besides, among of café presented the menu which considered the relationship between price and quality in the position of customers willing to purchase. For instance, Magokoro Teahouse was a well know café in Chiang Mai which presented the Japanese style and the signature of this café includes traditional Matcha green tea and gardens (See Figure 5). Hence, the inputs or buying influences as the starting point which the café needs to plan further about the communication channels.

Figure 5: Styles of Magokoro Teahouse (Author, 2021)

2.   Channels: According to digital era, the impact of determinants in channels based on the concept of Kotler (1965) might less impact while some components might indicates more efficient and effective. Currently, the café utilized several communications channels rather than focus only one determinants, among the customers also as ability to access in the social media, discuss, follow, or share to their friends as the indirect communication of café and really efficient and effective to stimulate. For instance, Magokoro Teahouse used the social network tools to advertise and communication with the target customers, the blogger and influencer website such as www.wongnia.com and www.chillpainai.com also enhance the degree of stimulation and decision making to purchase (See Figure 6). Therefore, the communicating based on the social network, blogger, and reviewing from influencer website can lead to stimulate the process of decision making of next stage.
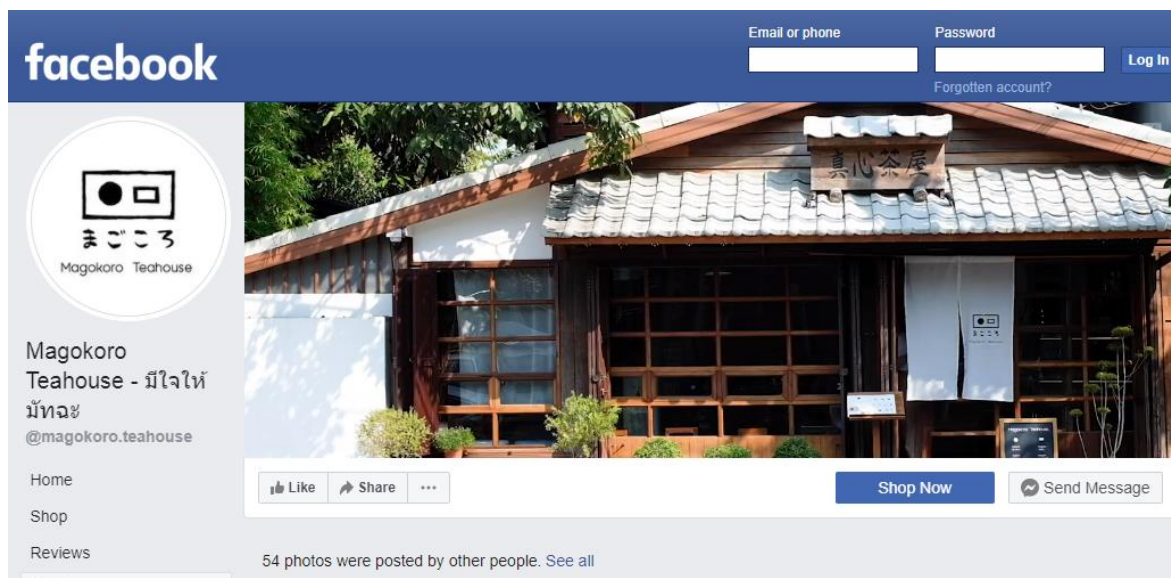

Figure 6: Facebook of Magokoro Teahouse (Magokoro Teahouse, 2021).

3.   Processor: In this stage related to the social class of customer that they desired to represent themselves through the factors in the stage one (buying influences) also related to the process of decision making to buy, also a high level of involvement or motivation to response to the product or service when perceived or attracted by advertising or communicating through social network.

4.   Outputs (Purchasing responses): The stage as the consequence of processor and channels, after the consumer perceived the information from the social media as well as discussed among their friend which related to the stage of decision making to buy. For instance,

the customer selected Magokoro Teahouse café to order the product that perceived through social network, and responded the camera eat first to share on their social network account or Instagram (See Figure 7.)

Figure 7: Camera eat first on Instagram

Conclusion

Using the smartphone dramatically increase year by year, and the camera eat first phenomenon is occurred in the café, a few researchers interest to explain the process and impact of camera eat first in terms of the antecedents and consequents of this circumstances. Consequently, the articles purposed the behavioral models for analyzing camera eat first based on the concept of Kotler (1965) to systematically and academically describe this phenomenon, especially, in Thailand context.

Recommendation/implication

Recommendation/implication for research field: The objective of this article to purpose the behavioral models for analyzing buyers (Kotler, 1965) to analyzing camera Eat first phenomenon based on the theoretical framework without empirical research to endorse for developing the behavioral models for analyzing buyers, especially in Thailand context.

Furthermore, the previous researchers called for study to verify this model in different context to empirically extend the generalization of this theory (Torlak, Demir, & Budur, 2020; Zhang, Xu, Zhao, & Yu, 2018). Accordingly, the further study should review the related literature to prove the relationship and impact among the variables, and design the appropriately methodology to develop the conceptual framework and hypotheses to explain the camera eat first phenomenon based on the concept of Kotler (1965) empirically.

Recommendation/implication for café: Firstly, the café should set their price which reflected the quality and value of product and services, also consider the atmosphere and styles of café which aligned that their products and services. For instance, creating a coffee and cake menu approximately 100 – 200 baht based on decorating which represented the uniqueness of café to go viral on social media and channels of communication. Furthermore, the café should apply the food styling and food photography techniques which encouraged the degree of attractiveness from customer to intent to purchase and take a photo of products and styles of café (Vijitbunyanon, 2019). Secondly, the café should start to communicate and advertise the product, service, atmosphere, and style of café from social media which stimulated effectively and directly to the segmented customers. Hence, creating the Facebook page for commercial and Instagram account for café are the starting point to present and stimulate the segmented customers about the product, service, and atmosphere which contains the uniqueness of styles which attracted and convinced the intention of customers to purchase. Lastly, when the segmented customers perceived the information which stimulated by café when they feed their Facebook or Instagram and find that among of their friends or following take a photo and share the product, service, atmosphere of café. The segmented customers going to purchase, take a photo, and share their picture to their social media account, likewise, it seems directly communicate and advertise about the café to the potential customers as the way to increase the revenue from this era.

Recommendation/implication for customer: According to this articles, we cannot denied that people nowadays are communicated by using communication technology a lot. A high technology of mobile phone makes people create a content much more easier comparing to the past and can transferred to social network at the moment they take a photo and edited in their own mobile phone. The study of Mauri et al. showed that people love to post and share their moment to social network and receiving feedback. Since

positive feedback or Like responses trigger our brain satisfaction hormone as a reward (Mauri, Cipresso, Balgera, Villamira, & Riva, 2011), so whenever we need support or would like to have a responses comment from the other, we always post it on social network. Hence everyone would like to have a positive feedback on their post, photographing technique and photo edited skill are need in creating attractive comment. The focal length and aperture of mobile phone's camera lens is limit most of mobile phone's camera in the market equipped with wide angle lens, photograph mobile phones usually equipped with 2 more lens which are tele-phot and ultra-wide cover the length from 14-58 mm. in full frame format. The technique using in taking a photo from mobile phone usually involved wide angle composition which sometimes we need a props to make food stand out. Photo editor application also the must have to be installed to edit the photo before posted since they can create mood and tone of your photo and making a style for your album (Soledad Food, 2017). They also use in suspending some feature that mobile phone's camera cannot do such as cropping picture to create macro-photography. Some of social network application like Instagram, Facebook or line come with simply photo editor feature which confirm how important and popularity of using those application. For professional photographer, a setting of shoot scene to create more sophisticated elegant food photo need to be prepare with a lot of equipment to achieve the request from customer. Whatever technique photographer uses the only objective of food photo is to attract audiences, trigger decision behavior and make them would like to experience the food in the restaurant (See Figure 8).
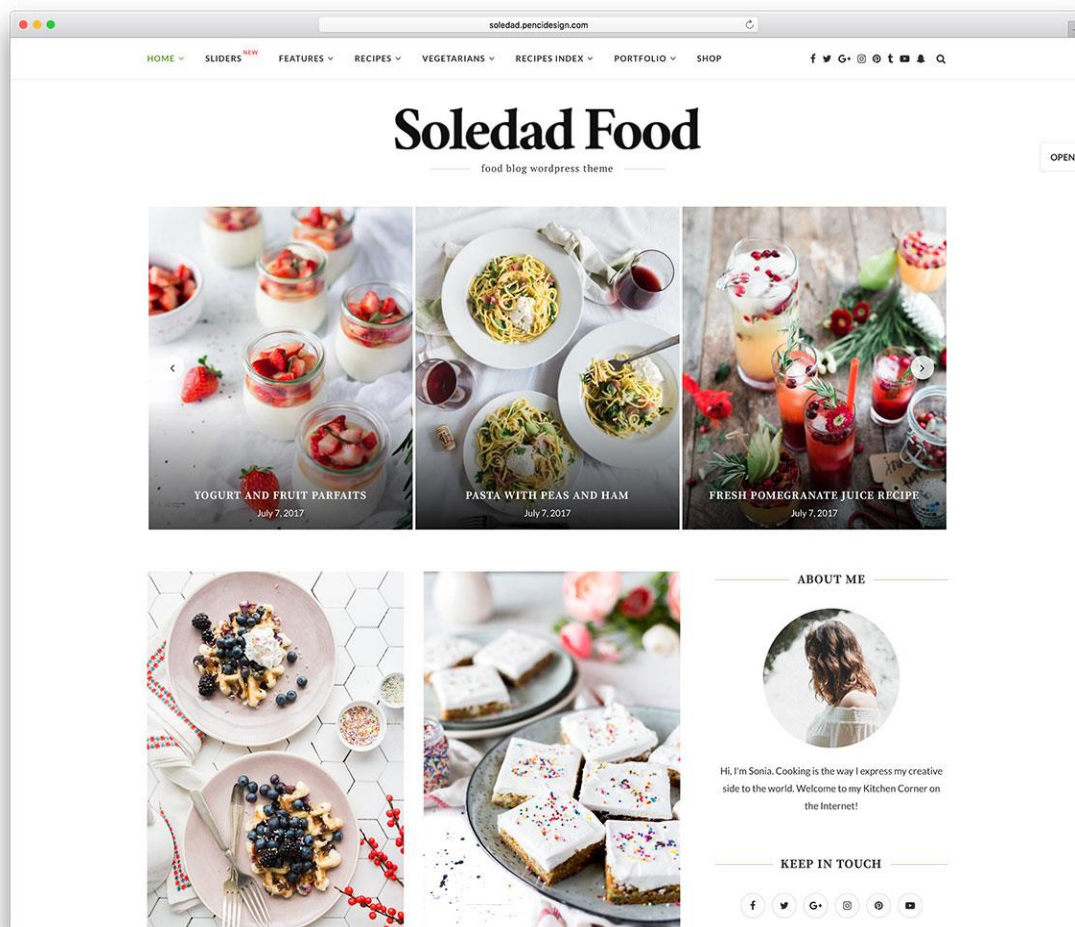
Figure 8: Style of food blogger showing same mood and tone for overall picture in album

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