


Chapter 12

Digital Influencers and the Restaurant Sector

Alvaro Díaz Casquero

Universidad de Málaga, Spain

Eva María González Robles

 <https://orcid.org/0000-0002-6266-3710>

Universidad de Málaga, Spain

Benjamín del Alcázar

Universidad de Málaga, Spain

ABSTRACT

This chapter delves into digital influencers' influential role in reshaping restaurant industry communication, dissecting their evolution, categorizing types, and their pivotal role in gastronomic communication. Exploring strategies for optimizing influencer collaborations, scrutinizing trends, and spotlighting key platforms, it equips readers with a comprehensive understanding. Furthermore, it investigates influencers' profound impact on consumer behavior, serving as a practical guide with data-driven insights and examples. In today's digital age, this chapter underscores influencer collaborations' indispensable nature in the restaurant sector, emphasizing their potential for business success. Understanding and harnessing influencer power remains crucial for industry stakeholders as the culinary world evolves.

INTRODUCTION

In the digital age, where technological evolution is advancing by leaps and bounds, the influence and persuasive power of social networks have revolutionized the way in which companies relate to their customers and promote their products and services (Smith, 2018). The commercial impact of influencers has reached all sectors, but it stands out in the restaurant sector, where they have become a key element for the promotion of establishments and products (Johnson & Brown, 2020). Influencers, individuals

DOI: 10.4018/979-8-3693-0551-5.ch012

with a large following on platforms like Instagram, YouTube, and TikTok, have become key players in restaurant marketing around the world (White & Davis, 2019).

This chapter of the book aims to explore and analyze in-depth the role of influencers in the restaurant sector. We will examine how these digital influencers have transformed the traditional marketing dynamics in the restaurant industry (Jones & Green, 2017), how they have impacted consumer decision-making (Clark & Turner, 2021), and how hospitality businesses can take advantage of this commercial figure to improve their visibility and increase their revenue (Robinson et al., 2020).

The importance of addressing this issue lies in the growing relevance of influencers in the promotion of restaurants. As technology and social media have become ubiquitous in everyday life (Anderson, 2019), the way people discover, choose, and share their dining experiences has evolved significantly. Influencers, with their ability to reach massive audiences and influence the opinions of their followers (Adams & Wilson, 2018), play a key role in this shift, which has caused them to become a widely used source of recommendations for consumers seeking the most up-to-date experiences safe and memorable as possible (Smith & Johnson, 2022).

This analysis is relevant both for professionals in the marketing sector and for restaurant managers, since the information reported is used to take advantage of the influence and repercussion offered by influencers in an increasingly competitive market, such as the restaurant sector (Brown & Davis, 2021).

OBJECTIVES AND METHODOLOGY

Objectives

Analyze the role of digital influencers in the restaurant sector. This involves examining how digital influencers affect culinary consumer behavior, the marketing strategies that restaurants employ in collaboration with influencers, and the influence of influencers on restaurant promotion.

Understand how these collaborations affect the restaurant industry and provide recommendations for effective food influencer marketing, all collected in what is known as a best practices manual that will be useful both for future research and for companies in the sector. of the restaurants.

Methodology

The methodology used in this research is based on an exhaustive study of the existing literature on the topic to further conceptualize the topic, identify previous trends and patterns, and establish a solid theoretical framework for the study.

After this review, a good practices manual is proposed that allows hospitality businesses to make more optimal decisions when hiring and implementing a digital influencer.

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/digital-influencers-and-the-restaurant-sector/335028

Related Content

Simulating Experiences of Displacement and Migration: Developing Immersive and Interactive Media Forms Around Factual Narratives

James N. Blake (2019). *International Journal of E-Politics* (pp. 49-60).

www.irma-international.org/article/simulating-experiences-of-displacement-and-migration/241306

Playfulness in Online Marketing: Challenges and Opportunities

Taina Vuorela, Sari Alatalo and Eeva-Liisa Oikarinen (2022). *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 952-966).

www.irma-international.org/chapter/playfulness-in-online-marketing/305378

A Study of Digital Payments: Trends, Challenges and Implementation in Indian Banking System

Narinder Kumar Bhasin and Anupama Rajesh (2018). *International Journal of Virtual Communities and Social Networking* (pp. 46-64).

www.irma-international.org/article/a-study-of-digital-payments/219792

Social Networking Sites (SNS) and the 'Narcissistic Turn': The Politics of Self-Exposure

Yasmin Ibrahim (2010). *Social Computing: Concepts, Methodologies, Tools, and Applications* (pp. 1855-1868).

www.irma-international.org/chapter/social-networking-sites-sns-narcissistic/39828

Exploring Social Media Adoption and SME Performance: Role and Challenges

Riya Wadhwa, Rohit Bansal, Aziza Chakir and Reena Katyal (2023). *Strengthening SME Performance Through Social Media Adoption and Usage* (pp. 189-200).

www.irma-international.org/chapter/exploring-social-media-adoption-and-sme-performance/316227