


Chapter 1

Innovative Trends Shaping Food Marketing and Consumption: Culinary Marketing in the Digital Age – Latest Trends and Innovations

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ABSTRACT

In the digital era, culinary marketing has experienced significant transformations driven by technological advancements and shifting consumer behaviors. This chapter, titled “Culinary Marketing in the Digital Era: Current Trends and Innovations,” explores the latest trends and innovations reshaping the food and beverage industry. It examines how digital platforms, social media, data analytics, and emerging technologies such as artificial intelligence (AI) and augmented reality (AR) are revolutionizing marketing strategies. The chapter also delves into consumer preferences for sustainability, health consciousness, and personalized experiences, highlighting the role of influencer marketing, user-generated content, and online

DOI: 10.4018/979-8-3693-8542-5.ch001

reviews. Furthermore, it discusses the challenges and opportunities that digital transformation brings to culinary businesses, emphasizing the need for adaptive and proactive approaches to remain competitive in a rapidly evolving market.

INTRODUCTION

The advent of the digital age has ushered in a new era of marketing, fundamentally changing the way businesses connect with consumers. The culinary industry, in particular, has witnessed a paradigm shift in its marketing strategies due to the rise of digital technology. This chapter aims to provide an in-depth analysis of the latest trends and innovations in culinary marketing, focusing on the impact of digitalisation on consumer behaviour and business practices. In the digital age, culinary marketing has undergone a significant transformation driven by technological advancements and changes in consumer behaviour. This chapter, titled ‘Culinary Marketing in the Digital Age: Recent Trends and Innovations,’ explores the latest trends and innovations that are reshaping the food and beverage industry. It discusses how digital platforms, social media, data analytics, and new technologies such as artificial intelligence (AI) and augmented reality (AR) are revolutionising marketing strategies. It also discusses consumer preferences for sustainability, health awareness and personalised experiences, highlighting the role of influencer marketing, user-generated content and online reviews. Furthermore, it discusses the challenges and opportunities that digital transformation brings to culinary businesses, emphasising the need for an adaptive and proactive approach to remain competitive in a rapidly evolving market.

Digital platforms such as social media, websites and mobile apps have become important in shaping consumer perceptions and driving purchase decisions. (Djafarova & Fouts, 2022; Li & Shimizu, 2018). Social media platforms such as Instagram, Facebook and TikTok have become essential tools for culinary marketers, allowing them to reach a wider audience, engage with consumers in real-time and build brand loyalty through interactive content. The visual nature of food makes it a perfect fit for these platforms, where images and videos can quickly go viral and influence consumer choices.

Data analytics has emerged as a powerful tool in understanding consumer behaviour and preferences. By utilising big data, culinary businesses can gain insights into customer demographics, buying patterns, and feedback, allowing them to tailor their marketing strategies more effectively. Predictive analytics and machine learning algorithms allow businesses to anticipate trends, optimise pricing, and personalise marketing messages, thereby increasing customer engagement and satisfaction.

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