

The Research on the Influence of Food Videos on Xiaohongshu on Chinese High School Students' Food Consumption Motivation

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Abstract: With the development of Internet technology and the accelerated pace of life, many of people's activities have gradually moved online, and bloggers of various types have flocked to the site. Among them, food bloggers have attracted everyone's love and attention. Xiaohongshu is also a media that collects multiple types of recommendations. In recent years, one of its important vertical contents, food short videos, has also entered public life relying on its unique content style and communication method. This article studies the influence of food bloggers on Xiaohongshu on the platform, fans and various businesses. This study shows that the operation of Xiaohongshu bloggers has both advantages and disadvantages for the public and daily life. It can not only promote the public's participation in Reasonable consumption of food, but at the same time, it also faces the problem that the live broadcast of goods is sometimes unreasonable and irregular, which requires strict requirements and control by relevant departments and platforms. There are various types of food bloggers on Xiaohongshu: food tutorials, food broadcasts and shop explorations, scene presentations. However, there are too many bloggers of the same type, they are not very innovative, the content on the same channel is similar, the user experience gap is large, and they are overly entertaining. To address these problems, we can encourage innovation and optimize content production; collaborate with multiple parties to improve user experience; strictly control and standardize content dissemination; strengthen social networking and improve communication effects.

Keywords: Xiaohongshu, good bloggers, influence on multiple parties, pros and cons, facing lack of innovation

1. Introduction

Xiaohongshu is a Chinese social e-commerce platform, which was established in 2013 and is headquartered in Shanghai. It was originally a social platform with the theme of sharing overseas shopping experiences and shopping lists, but later gradually developed into a content sharing and e-commerce platform that gathers in many fields such as beauty, fashion, life, food, and travel.

The content on the Xiaohongshu is mainly based on the UGC (user-generated content) generated by users, including users' shopping experience, makeup tutorials, food sharing, travel guide, lifestyle

recommendations, etc. Users can post pictures, videos and text, and add labels and recommendation links to the post. These contents are usually characterized by clear typography and exquisite pictures.

Xiaohongshu is not only a content sharing platform, but also has social and shopping functions. Users can pay attention to other users, like, comment and share their posts. In addition, Xiaohongshu also provides a shopping function, users can buy their favorite products on the platform, which are usually related to users shared in the post.

The user group of Xiaohongshu is mainly based on young women, especially in the younger generation. Most users of this platform come from China, but also attracted some international users, especially users who are interested in the Chinese market.

Xiaohongshu has gradually realized commercialization and established cooperative relationships with many brands and businesses, allowing them to promote and sell products on the platform. This cooperation usually includes brand sponsorship posts, cooperation promotion activities, and shopping functions of Xiaohongshu.

Food bloggers shared their catering experience, gourmet evaluation and recipes on Xiaohongshu. Their reviews and recommendations can affect restaurant selection and food purchase decisions of other users.

Food bloggers usually show food with high -quality pictures and carefully designed typesetting. Their content creation not only presented delicious food, but also emphasized visual aesthetics and attracted more users' attention.

Food bloggers can affect the performance of the restaurant through their comments and recommendations, making some restaurants very popular. They also help spread food culture of different regions and countries and broaden the taste buds of users.

With the maturity of the media industry, more regulations and ethical issues related to advertising, ethical standards and false publicity may occur, which will affect the behavior and cooperation methods of gourmet bloggers.

2. Literature Review

In recent years, the form of VLOG has become more and more popular on the Internet, and the field of food has become more and more popular. Among them, the research on the emergence and influence of this content is very abundant.

In the study and behavior of Zhang Min's VLOG audience's viewing motivation and behavior, it was found that the VLOG audience is mainly a woman with a bachelor's degree or above from 19-25 years old. Food is also one of the longest types of audiences. The longer the time is; the longer the audience who is in contact with the VLOG time, the longer the viewing frequency and watching time. Aesthetic, curious, leisure and entertainment, emotional projection motivation has a significant positive impact on the participation level of watching behaviors [1]. It was found in the study of food bloggers that not only the Xiaohongshu, but also on other platforms, it was also prominent. In the style type of Li Jiaying's Tik Tok food short video, food videos are divided into rural style, urban light comedy style, warm families Drama style, food exploration style, etc., Tik Tok food short video has a positive effect on enriching the spiritual life of people, promoting the food culture, especially the excellent food short video works that show rural life. Rural rejuvenation has an important role. Tik Tok food short video plot style reflects the author's creative personality. The creators will use a diverse and unified style of symbolic elements to express their creative intentions, thereby forming the consistent style of the work. Different styles of works attract audiences in different market segments. We must pay attention to the positioning of style and expression of symbolic forms, so as to avoid problems such as monotonous style, insufficient symbolic expression forms, tedious works, or pan -entertainment [2]. Another study also reflects the short video of one of its important vertical contents of food categories. It also enters the public life relying on its unique content style and

communication methods. In the study of Liu Zixin's Tik Tok Food Short Video Communication Research, it was found that through research on its content, it was found that the short video of Tik Tok food category mobilized the sensory participation of users to the greatest extent. Food tutorial videos from a subjective perspective to take a down -to -chief writing shooting mode and exquisite picture showing the charm of food is generally welcomed by users. The vertical screen interface, one -screen video allows the user's sight to focus, highlighting the visual main position of the picture. Most of the short videos of Tik Tok have music, or light and lively, gentle, soothing, or humorous, which greatly increases video appeal. All kinds of audiovisual symbols are combined to build a beautiful life map after being beautified, and presented to the audience in the most convenient way. Differentiated self -feelings and new social cognition during the watching process, and approach the ideal life defined in the video in actual life through imitation and following the ideal life defined in the video. Human living space has gradually evolved into a symbolic or meaningful space that includes "people". Consumer products and services around us are deeply symbolized. People are no longer satisfied with their practical functions, but they turn them into functional symbols, and hope to satisfy their expectations and imaginations of self -see of themselves through the symbolic meaning of symbols [3]. In the research of Liu Yaman, it is found that Tik Tok Food Short Video shows a diversified development trend in the theme type. The exquisite food production scene meets differentiated emotional needs. At the same time, interaction, the content of its content is based on originality, low creative cost, strong content, and strong content, and the characteristics of short videos are in line with the fragmented reading habits of the audience. Therefore, short video of food categories has been greatly developed. The development of development has been favored by traffic and capital, further promoting the exquisite creation of content, and forming a virtuous circle. However, in this fragmented era, the platform also needs to strictly control the video content and quality of the platform. In terms of style, it should be consistent with the creators, encouraging innovation, and giving viewers a good experience [4]. In Jing Zhiong's research on the Tik Tok IP value of food bloggers as an example, the development of the platform economy requires the formation and improvement of the commercial value of IP. As a medium that can use user fragmentation time to achieve communication, its bloggers continue to strengthen user interaction through service innovation, improve the user's attractiveness of IP, enrich the value of user value, drive the sales of goods, and realize the commercial value of IP [5]. But because of many advantages such as large user bases, low production thresholds, and diversified scenes, the gourmet bloggers have become the preferred video category for many short video content creators.,and chaos. In Zhang Xiaowen's research, the video content shown in short videos is not a complete and real reflection of the real world, but just an "appearance" based on the real world scene. Therefore, the world that the audience see in short videos is not a completely real realistic scene, but after video shooting and editing skills processing, further processing and screening the "landscape" world. And the audience of this type of video is often students or young people, and they often add to this and forget time when browsing [6]. In Li Jiajia's research, he compared Little Red Book to a stage, using scene theory as a perspective. Food communicators and audiences play the roles of performers and audiences respectively, and performers and audiences participate in food performances together. The study found that in the online virtual space, the Food Fun Group explained the generation logic of the three information dissemination forms of the Xiaohongshu App during the stage performance in the "front area", "middle area" and "middle back area". The graphic and text form pays more attention to the beautification effect of the "front area"; the short video form presents the "middle area" scene; the live broadcast form of performance extends to the "middle and back area". The three information dissemination forms of the platform constitute a unique landscape of food UGC content production, promoting information The form of communication develops healthily [7]. With the development of the Internet and new media, the way the public pursues food is also changing. They search for food

online, gather friends to recommend food to each other, search for food on APPs, follow food bloggers for regular video updates, and food media such as Xiaohongshu Weibo. and its communication activities. In Wang Xu's research, he first explained the origin of the creation of food Weibo, that is, the networking of daily life behaviors. People cannot do anything without the Internet, and it is developing towards normalization. This article discusses the network of daily life behaviors. The connotation and origin of culturalization, it is proposed that daily life behaviors have commercial profitability, and online media practitioners, especially self-media, can rely on this opportunity to make profits, which provides a theoretical basis for the following content analysis and strategy analysis. By analyzing its market space and the text form of Xiaohongshu's food category, the author concluded that graphic and text formats and video instant shooting modes are more popular among users, and bloggers need to update content in a vertical manner to lock in some fans. The author divides the market space of food Weibo into profit space, scale space, and regional space. Through data analysis, the market space for Xiaohongshu food bloggers has not yet reached saturation [8]. At the same time, in this Internet age, food bloggers themselves also have certain risks. From relevant social science research, it is known that the famous blogger "Xiao Bei is Hungry" is involved in false propaganda, recommending and spreading loose vocabulary to netizens, It has been taken seriously and dealt with by relevant local departments [9]. It can be seen from this that while food bloggers are operating, in addition to the bloggers themselves, fan supervision, and platform control, they also need to be strictly supervised by powerful legal departments to avoid unnecessary trouble. Li Ziqi, a well-known blogger known to the public, is the founder of the brand and the ambassador for the promotion of Chengdu's intangible cultural heritage. Its content production focuses on short videos, e-commerce and live broadcasts, focusing on traditional Chinese food culture and focusing on the basic necessities of Chinese farmers. Communicate through omni-channel platforms. The investigation found that in November 2019, Li Ziqi brand. The total transaction volume on "Double 11" exceeded 80 million. The reason why the Li Ziqi brand attracts consumers is not only product quality and service, but also fans' identification with her, and her personality and symbols are in line with young consumer attitudes. The brand attaches great importance to the interaction with fans, cares about posting in the message area, increases fan stickiness, and improves customer experience and operational efficiency. Li Ziqi provides insights, directly or indirectly influencing fans' attitudes, behaviors and emotional tendencies, and plays a predictive role in brand marketing [10].

Although many scholars are studying this field, few articles have studied the daily operations of gourmet bloggers in Xiaohongshu and how they affect their works or how their videos affect the lives of viewers. The importance of this research is to allow creators to use the media such as Xiaohongshu and other platforms to better express their opinions on various foods, and to let the audience understand the restaurant or different foods more objectively. This article will explore the current influence of food bloggers through literature or questionnaire surveys.

3. Methodology

In order to study the characteristics and behaviors of Xiaohongshu gourmet bloggers, people first need to choose a representative sample. This may involve screening bloggers in accordance with specific standards, such as the number of fans, the field of food, and activity. The choice of samples should be able to reflect the characteristics of Xiaohongshu gourmet bloggers.

The source of the collection of data can include the small red book platform itself, the social media data analysis tool, and the network crawler. This study needs to collect basic information about gourmet bloggers (such as usernames, number of fans, theme content), blog post content, comments, likes, reposting and other social media indicators.

Researchers analyze the video content of bloggers through natural language processing technology. This includes the recognition of content themes, keyword extraction, theme modeling, etc. This can

help people understand the blogger's point of view and style. Researcher analyze the bloggers' pictures and visual content. This can include image recognition, image processing, visual element analysis, etc., to understand the image type, style and trend used by bloggers in the content. Researcher analyze the bloggers' social media indicators, such as praise, comments, sharing, and the number of followers. This can help people evaluate the influence and popularity of bloggers and track their social interaction.

4. Result

In this study, a questionnaire was published on the Internet and some favorable data were obtained for studying the impact of food bloggers.

A total of 78 questionnaires were collected in this survey, of which 72 people watched Xiaohongshu's food videos, accounting for 92.3% of the total number of people surveyed. Since this study is a survey of people who watch Xiaohongshu food content, the researchers will continue to analyze these 72 people.

Among the 72 users who watch Xiaohongshu food bloggers, the majority are women, with 55 people, accounting for 76.38% of the respondents. And women are also the group with the most likes and comments; in terms of age distribution, people aged 16 to 30 account for the majority; in terms of occupation distribution, students and young workers account for a large proportion, as high as 80.2%. And the data from this questionnaire also shows that most people will take the initiative to taste a new food under the guidance of food bloggers, and then leave their own subjective evaluation under the video. At the same time, 75.7% of people chose to share the video with people around them and take them to taste it together.

5. Discussion

According to the results, as a new Internet product, Xiaohongshu's short food videos are aimed at non-main user groups, young people who are more receptive to new things and willing to explore. It can be seen from user viewing behavior that most users of Xiaohongshu food short videos prefer simple interactions with video publishers, indicating that users mainly watch such videos superficially and stay briefly, rather than deeply exploring the content. From a gender analysis, women are more interested in food and cooking, and are more patient and careful in watching videos, collecting them, and learning, so the proportion of women is far higher than that of men. In Xiaohongshu food short videos, content is a very important factor. The most attractive thing to the audience is the food itself. Secondly, the blogger's picture and style also have an important impact on the viewer's perception. The comments below the video Content also have a huge impact on viewers. This type of short video mainly uses warm tones, uses a vertical screen to highlight the subject of the food, and uses dubbing to explain. Most of them also use montage editing techniques to show rich content in a short period of time, so they are also very popular among audiences. . The most attractive thing to the audience is the food itself. Secondly, the blogger's image and style also have an important impact on the viewer's perception. The comments below the video also have a great influence on the viewer.

6. Conclusion

This study shows that the content that food videos are now loved by the public are also a tool for most young people to pass the time, and the survey shows that the video of the gourmet bloggers on Xiaohongshu has promoting consumption and objective for viewers to promote consumption and objective The important role of learning from. In addition, studying Xiaohongshu food bloggers has an important impact on the catering industry and tourism industry: self-media food bloggers will continue to affect the catering industry and promote some restaurants to become very popular. They

will also attract more users for food tourism and explore food culture of different regions and countries. It also promotes food education: Food bloggers will continue to share cooking tutorials and recipes on Xiaohongshu to help users learn new cooking skills and dishes. Their content helps improve users' understanding and taste of food. Make food more sustainable: More and more self-media food bloggers will pay attention to the sustainability of food, such as food sources, reducing waste and environmental cooking methods. They will become the advocate of sustainable food movement, and encourage users to pay more attention to these issues.

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