The Impact of Mukbang on Food Interest of Hospitality Management Students at De La Salle University – Dasmariñas (DLSU-D)

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Abstract: **The traditional method of marketing a product has limitations, which is the reason digital marketing has become popular. Digital marketing is a means of marketing a product through the internet, and as a result, mukbang has grown in popularity. Mukbang are recordings of individuals eating food in front of a camera.**

In this study, which was done among DLSU-D hotel management students, it was discovered using the survey that watching mukbang is likely to influence its viewers. The results of their daily social media use revealed that the majority of them get exposure to mukbang once a week. As a result, viewers are interested in what they see on their screens, and mukbang is one of the ways to reach its potential customers.

Keywords: **Mukbang, Digital Marketing, Social Media Influencer, Mukbanger, Marketing Strategy, Marketing Tool.**

I. INTRODUCTION

Nowadays, mukbang videos may be viewed on different social media platforms, and through mukbang, a food or product is recognized. Mukbang is derived from the Korean word 먹방 pronounced as *meokbang*, which is a combination of 먹는 pronounced as *meongneun*, which translates as "eating" in English, and 방송 pronounced as *bangsong*, which translates as "broadcast" in English (Lawrenson, 2022). Mukbang is an online eating livestream in which the influencer consumes a lot of food and usually finishes it all in one sitting while chatting with the viewers in front of a camera. These mukbang influencers are referred to as "mukbangers" online (Wang, 2019). On social platforms, mukbangers choose to stream live, which gives their reviews and opinions authenticity. For viewers to watch their videos whenever they desire, some mukbangers prerecord their videos and upload them to online media platforms.

The mukbang, which originated in South Korea, has gained popularity in the Philippines as well. For instance, a Filipina celebrity named Kyline Alcantara and her family shared through a vlog how they enjoyed and do mukbang at Lugawan ni Tonyo, they ordered Filipino foods such as lugaw, tapsilog, skrambol, and lumpia (GMA Network, 2022). The celebrity also uploaded a mukbang vlog of herself and her family enjoying local Filipino food, introducing the cuisine to the netizens.

In South Korea, there is a large community of solo eaters who enjoy watching eating shows or movies. With this, people got the idea to record themselves while eating and stream it in live streaming platforms such as AfreecaTV, Twitch, or Youtube (Indita, 2022). Mukbang began in 2010; and as of March 2022, mukbang has more than 100,000 videos on

YouTube alone (Indita, 2022). Further, the more an individual watches mukbang, the higher the possibility that their interest in food will be affected (Kang et al., 2020). They also determined that while watching mukbangers eat, viewers of mukbang experience cravings. Similarly, mukbang viewers are influenced by the cuisine consumed by the mukbanger (Kang et. al., 2020). It therefore seems plausible that shows involving food, such as mukbang, can influence viewers' interest on food.

Mukbang marketing is an emerging type of digital marketing strategy. According to an interview in Yang & Babenskaite's (2019) study, mukbang is still an uncertain field for business because there is no practical evidence regarding the effectiveness of mukbang. Due to this, researchers want to fill the gap in their study, particularly among college students. Furthermore, digital marketing refers to the promotion and selling of products or services through online media channels, including but not limited to email, social media, and smartphones (Gillis & Horwitz, 2022). Businesses can effectively use mukbang to promote their products online (Yang & Babenskaite, 2019). Nowadays, the availability of social media influences how people gather information on a regular basis (Guo, 2021). Thus, social media might help businesses connect with potential customers.

Since many individuals enjoy mukbang, limited research has been done on eating shows known as mukbang (Kircaburun et. al., 2021). Given that college students have limited budgets, their usage of social media in daily life may have an impact on their interest in food. The purpose of the study is to determine whether mukbang videos are effective promotional tools for businesses and how the frequency of watching these videos influences college students' interests.

By watching mukbang, researchers aim to identify the factors which influence the food interests of hospitality management students at De La Salle University - Dasmariñas (DLSU-D). Additionally, the results from this study will help businesses in identifying the market strategies that will enable them to successfully promote their products and services.

Conceptual Framework
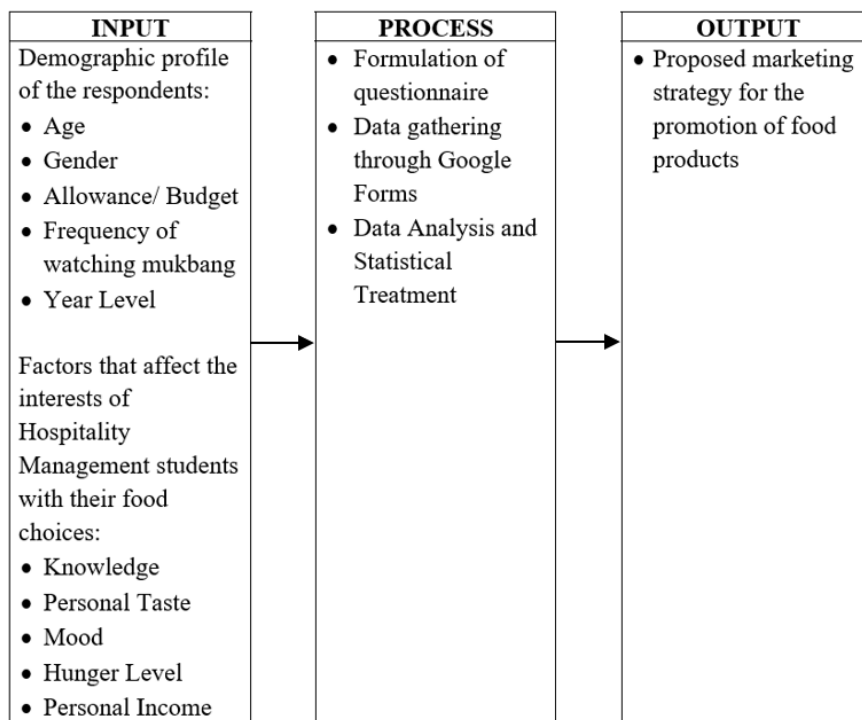
Figure 1. IPO model will be used to determine the impact of mukbang on food interest of hospitality management students at De La Salle University – Dasmariñas (DLSU-D).

Figure 1 illustrates the input which includes the demographic profile of the respondents, as well as the variables influencing the interest of hospitality management students' food choices by watching mukbang are knowledge, personal taste, mood, hunger level, and personal income. The questionnaire prepared by the researchers will be executed through Google Forms. The result of the study will offer marketing strategy in promoting food products that could help address the impact of mukbang on food interest of hospitality management students at De La Salle University – Dasmariñas (DLSU-D).

Statement of the Problem

This research aims to determine how mukbang impact the food interests of students taking hospitality management in De La Salle University – Dasmariñas. Furthermore, the following questions are being explored in this research:

1. What is the demographic profile of the respondents?

1.1. Age

1.2. Gender

1.3. Allowance/Budget

1.4. Frequency of watching mukbang

1.5. Year Level

2. How does mukbang affect the interest of DLSU-D hospitality management students with their food choices in relation with the following variables?

2.1. Knowledge

2.2. Personal Taste

2.3. Mood

2.4. Hunger Level

2.5. Personal Income

3. Is there a significant relationship between the respondents' demographics profile and their responses?

4. What marketing strategy can be developed as recommendations to restaurateurs to promote their food products?

Statement of Hypothesis

There is no significant relationship between the respondent's demographic profile and their responses.

Literature Review

Meokbang or most known as "mukbang" is an audiovisual broadcast which exhibits personalities or hosts consuming large amounts of food while making interactions with the audience. A mukbang video can be prerecorded or streamed live through various platforms such as YouTube, Tiktok, Twitch and Facebook. Mukbangers, or the personalities which hosts mukbang videos can build a career by creating these videos. Through advertising, sponsorships, and other endorsements, a mukbanger can generate high income (Kim, 2020).

Chung & Cho (2014) stated that several studies has theorized that mukbang might have consequences for those who watch it which may include increased consumption of food as there may be tendencies for the viewers to imitate the act of mukbang host. In a study conducted by Kircaburun, et. al. (2020) about the development and validation of mukbang addiction, about 42% of the participants for the study claimed that they watch mukbang less than 1 hour per day.

According to Center for Nutrition in Schools (2020), there are individual factors that affects a person's food choice or interest, these factors include knowledge, personal taste, mood, hunger level, and personal income. Furthermore, mukbang is an opportunity for people to experience a sense of arousal and satisfaction while listening to other people eat (Park, 2022).

Many Kapuso celebrities take on the challenge of experiencing mukbang using their social media accounts (Malig, 2020). Kapuso Stars are celebrities on the GMA TV Network, the Philippines' largest national commercial broadcast television and radio network. Famous celebrities and influencers trying different cuisines in the Philippines are featured in GMA News Online, and these mukbang videos uploaded on YouTube have been viewed by thousands of people (Malig, 2020).

According to a study on how gender influences eating choices, men and women have different food interests (Manippa et. al., 2017). Research reveals that age has a significant influence on food as well as food purchasing (Ogundijo, Tas, Onarinde, 2022). According to a study on spending habits, most students have allowances of ₱ 2,000 – ₱ 5,900 (Dimaala & al., 2019). Due to this, an individual food spending habits are influenced by their allowance, which helps them keep to their budget (Delayco & Biana, 2015). One of the many factors that influence students' allocated budget for food is what they see online.

As technology continues to grow, consumers behavior has also change. In a study of Yang & Babenskaite (2019), numerous businesses are investigating mukbang influencer marketing. Mukbang, or online eating, is a growing influencer marketing tactic in the digital economy (Yang & Babenskaite, 2019). Digital marketing is the promotion of products and services through digital mediums such as smart phones, display advertisements, and other media (Desai, 2019). Digital marketing strategy promotes businesses in reaching their goals via online media. Small businesses can benefit from digital marketing and social media marketing since they are affordable ways to advertise their brands and communicate with potential customers (Yang & Babenskaite, 2019). The advancement of digital marketing allows businesses to reach out to customers quickly (Sharma, 2021).

Businesses can market their food products through mukbang marketing influencer, however a study discovered that businesses would rather not risk this type or marketing due to the lack of certainty that it would be successful (Yang & Babenskaite, 2019). Furthermore, according to Gouw (2021) mukbang is one of the strangest yet most popular online trends, attracting the attention of many internet influencers. When the influencer enjoys the food on camera, the audience is likely to think it is delicious (Gouw, 2021).

II. METHODOLOGY

The methodologies that will be utilized by researchers in obtaining data and conducting analysis pertinent to the study is outlined in this chapter. This chapter of the paper is significant as it explains the procedure in conducting research. This chapter includes guidelines that must be followed and the preparation that must be considered in conducting the study. Ethical practices that will be implemented in the study will be discussed in this chapter.

Research Design

A correlational research study is one type of quantitative research design that is used to identify relationships between variables. One of its strengths is it enables the researchers to find a clear relationship between variables, whether it is a positive, negative or a neutral correlation. The correlational research design selected to be used for this research study because the nature of the problem in the study lies on finding a clear relationship between two variables, namely, the frequency of watching mukbang videos and the food interests of Hospitality Management students in De La Salle University - Dasmariñas. The researchers strongly believe that by utilizing this research design, they will be able to identify a clear relationship between two variables that are discussed in the study. In this way, they can take advantage of having the knowledge of the process on how the data will be collected and analyzed as they can produce an outcome that is accurate, reliable, and valid.

Correlational studies are also proven to be dynamic in nature for it is affected by a lot of external factors, an outcome that is produced in a study in a certain setting may be different from an outcome that is produced in other settings because the relationship between two variables can easily be affected by external factor. The study that will be conducted can easily be replicated by other researchers in other settings so they can identify and discover other outcomes that are different from the pre-existing study, that is why the researchers chose this design, mainly because of one thing; reusability.

Research Locale

The researchers will need 143 participants who are enrolled in De La Salle University - Dasmariñas Hospitality Management program. These students will respond to a survey to provide information on their demographics and involvement in it. Additionally, the researchers will gather data from participants at the study's designated site.

Participants of the Study

The study sample size is 143, derived from the total population of students taking BSHM in DLSU-D which is 300. The sample size follows an 5% margin of error with a 95% confidence level.

Research Sampling

The researchers will use purposive sampling technique. It is a non-probability sampling method; thus, the researchers can use their knowledge of the context to filter out irrelevant responses from the respondents. Once the parameters are established, researchers can perform methodical analysis with precise goals and objectives, and this approach will produce variables with appropriate responses.

Research Instrument and Data Gathering Procedure

To gather data from the DLSU-D students studying hospitality management, the researchers will employ Google Forms. The purpose of the survey questionnaire created by the researcher is to assess how mukbang has influenced the food interests of hospitality management students at DLSU-D. The panelist reviewed the researcher's questionnaire for relevant conclusion. Furthermore, the survey will use a 4-point Likert scale, with 4 representing "very likely," 3 representing "likely," 2 representing "unlikely," and 1 representing "very unlikely."

The survey questionnaire will be divided into five sections. These questions are the variables of the research. The first section will focus on the hospitality management students' knowledge about mukbang. The second section will explore the question how mukbang influence the personal taste of the hospitality management students. The third portion will explore the question how watching mukbang may affect a student's mood and interest in food. The fourth section will explore the question how mukbang influence the hunger level of hospitality management students. And the fifth section will explore the question how hospitality management students' allowances or budget influence their interest in food when they watch mukbang.

Data Treatment and Analysis

A quantitative method is employed to evaluate this study. The researchers will statistically examine the student responses through Google survey form based on their demographic profiles (age, gender, allowance or budget, and frequency of watching mukbang). A 4-point Likert scale will be used to further evaluate and assess the variables (knowledge, personal preference, mood, level of hunger, and income). A Likert scale is used to collect different responses rather than providing a neutral option, providing more accurate and efficient research findings. A total of 143 respondents taking hospitality management at DLSU-D will rate their answers based on the scenarios prepared by the researchers.

Analysis of Variance (ANOVA) is a statistical technique that will be used to compare the means of two variables in this study. This study is a quantitative correlational research design, and ANOVA will be used to analyze the data by comparing the means of different variables, particularly mukbang and food interest. ANOVA would allow the researchers to determine if there is a statistically significant difference between the mean scores. This is done by comparing the variability within each group to the variability between the groups. If the variability between the groups is greater than the variability within the groups, then there is a statistically significant difference between the means of the groups. The researchers have decided to utilize this technique because, compared to other techniques, ANOVA is effective because it can be used to compare multiple groups at once rather than having to compare each group to a single value.

III.   RESULTS

The following data is based on a survey conducted at De La Salle University – Dasmariñas regarding the impact of mukbang on the food interest of students taking Hospitality Management program. Results of 143 out of 149 students who took part in the study are summarized in this section.

Statement of the Problem #1. What is the demographic profile of the respondents?

Table 1. Results for Respondents Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**18 - 25**	130	90.9	90.9	90.9
	26 - 29	12	8.4	8.4	99.3
	30 - Above	1	0.7	0.7	100
Total		143	100	100	

There were 130 (90.9%) respondents between the ages of 18 and 25, 12 (8.4%) respondents between the ages of 26 and 29, and 1 (0.7%) respondent between the ages of 30 and above.

Table 2. Results for Respondents Gender

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Female**	73	51	51	51
	Male	70	49	49	100
Total		143	100	100	

The survey had 73 female students' responses, or 51%, and 70 male students' responses, or 49%.

Table 3. Results for Respondents Allowance/ Budget Per Week

	Allowance/Budget Per Week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	₱1,000 - ₱1,999	40	28	28	28
	₱2,000 - ₱4,999	57	39.9	39.9	67.9
	₱5,000 - ₱9,000	35	24.4	24.4	92.3
	₱10,000 and above	11	7.7	7.7	100
Total		143	100	100	

From the 143 students who responded, 40 (28%) have a weekly allowance or budget between ₱1,000 and ₱1,999, while 57 (39.9%) have a budget between ₱2,000 and ₱4,999. Furthermore, 35 (24.4%) of students have a budget or allowance of ₱5,000 to ₱9,000, while 11 (7.7%) have a budget or allowance of ₱10,000 and above.

Table 4. Results for Respondents Frequency of Watching Mukbang

	Frequency of Watching Mukbang	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a day	12	8.3	8.3	8.3
	Once a week	39	27.3	27.3	35.6
	Once a month	16	11.2	11.2	46.8
	More than once a day	11	7.7	7.7	54.5
	More than once a week	36	25.2	25.2	79.7
	More than once a month	29	20.3	20.3	100
Total		143	100	100	

The results of the study show that 12 or 8.3% students watch mukbang once a day, 39 or 27.3% students watch mukbang once a week, 16 or 11.2% students watch mukbang once a month. Furthermore, 11 or 7.7% students watch mukbang more than once a day, 36 or 25.2% watch mukbang more than once a week, and 29 or 20.3% students watch mukbang more than once a month.

Table 5. Results of Respondents Year Level

	Year Level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st Year	20	14	14	14
	2nd Year	39	27.3	27.3	41.3
	3rd Year	61	42.7	42.7	84
	4th Year	23	16	16	100
Total		143	100	100	

Among the 143 hospitality management students, there were 20 (14%) first-year students' who responded, 39 (27.3%) second-year students' who responded, 61 (42.7%) third-year students' who responded, and 23 (16%) fourth-year students' who responded.

Statement of the Problem #2. How does mukbang affect the interest of DLSU-D hospitality management students with their food choices in relation with the following variables?

Following are the results from the responses of DLSU-D hospitality management students according to the variables.

Table 6. Range of Unlikeliness/ Likeliness

Range	Interpretation
1.00-1.49	Very Unlikely
1.50-2.49	Unlikely
2.50-3.49	Likely
3.50-4.00	Very Likely

To ascertain whether the following variables are related to students' food interests, the table above shows range and interpretation from students' responses from very unlikely to very likely.

The following tables are the variables that affect the interest of DLSU-D hospitality management students with their food choices:

Table 7. Knowledge

Survey Questions	Mean	Standard Deviation	Interpretation
1. Watching mukbang increases my knowledge about the food being eaten by the mukbanger.	2.795775	1.082018	Likely
2. Watching mukbang makes me want to do research more about food.	2.739437	1.01534	Likely
3. I feel like watching mukbang makes me more knowledgeable about food than other people.	2.788732	1.064121	Likely
4. Knowing more about the food being eaten by the mukbanger influences my food choice.	2.901408	1.047184	Likely
Overall Mean	2.806338	0.028372552	Likely

The variable that affects students' food choices in terms of knowledge is shown in Table 7 above. With overall mean score of 2.806338, it is clear from these interpretations that knowledge is likely to affect students' food choices.

Table 8. Personal Taste

Survey Questions	Mean	Standard Deviation	Interpretation
1. Watching mukbang influences my personal taste.	2.859155	1.09539	Likely
2. I feel like my personal taste is heavily reliant on the mukbang videos that I watch.	2.823944	1.005653	Likely
3. My personal taste is similar to the foods being eaten by the mukbangers.	2.971831	1.051467	Likely
4. Watching mukbang has little to no impact on my personal taste.	2.838028	1.102141	Likely
Overall Mean	2.873239	0.044725333	Likely

Table 8 shows the variable that influences students' food choice in terms of personal taste. Personal taste is likely to affect students' food choices, corresponding to the 2.873239 overall mean. Watching mukbang is likely to influence students' personal tastes, as revealed by results from the survey questions 1 to 3, while the results from survey question 4 indicates that mukbang has little to no impact on their personal taste.

Table 9. Mood

Survey Questions	Mean	Standard Deviation	Interpretation
1. I get excited every time the mukbanger eat an appetizing meal.	2.950704	1.093679	Likely
2. I get interested in the flavors the mukbanger is eating by her or his positive facial expressions while eating.	2.866197	1.09304	Likely
3. The mukbanger's comments and recommendations influence on how I feel about food.	2.84507	1.099941	Likely
4. I find it disgusting to see mukbanger consume so much food all at once.	2.93662	1.060007	Likely
Overall Mean	2.899648	0.018043882	Likely

The variable that affects the students' food choice in terms of mood is presented in Table 9 above. The overall mean of 2.899648 indicates that students' food choices are likely influenced by their mood. It is evident from results of survey question questions 1 to 3 that mukbang pique the respondents' interest. However, in survey question number 4 the respondents find it disgusting to watch the mukbanger consume a large quantity of food at once.

Table 10. Hunger Level

Survey Questions	Mean	Standard Deviation	Interpretation
1. I get hungry if the food shown in mukbang video looks delicious.	3.084507	0.985663	Likely
2. If I watch mukbang even after eating, I still feel hungry.	3.007042	0.971191	Likely
3. I find the Mukbangers' food appetizing.	3.077465	0.996974	Likely
4. My interest in food is influenced by my hunger.	3.007042	1.068548	Likely
Overall Mean	3.044014	0.043275342	Likely

Table 10 shows the variable that influences students' food choice in terms of hunger level. The total mean of 3.044014 indicates that students' food choices are likely to be influenced by their hunger level.

Table 11. Personal Income

Survey Questions	Mean	Standard Deviation	Interpretation
1. If the mukbanger gave a product a positive review, I'm more likely to purchase it.	2.873239	1.122681	Likely
2. My budget as a student influences my food interests and cravings.	2.957746	1.071045	Likely
3. I tend not to purchase a product that is featured in mukbang if it has negative reviews.	2.929577	1.035867	Likely
4. I tend to purchase appetizing meals in mukbang even though they are expensive.	2.535211	1.158759	Likely
Overall Mean	2.823944		Likely

The variable affecting students' food choices in terms of personal income is presented in Table 11 above. With an overall mean of 2.823944, it shows that personal income is likely to influence students' food choices.

Statement of the Problem #3. Is there a significant relationship between the respondents' demographics profile and their responses?

Table 12. Results of Relationship Between the Respondents' Age and their Responses

Age Groups	Mean	SD	F	F Crit	P-Value	Decision	Interpretation
18-25	2.917442	0.477651	8.49068	3.061234	0.000332	Significant	Reject null hypothesis
26-29	2.745833	0.510997					
30-Above	1	0					

The age group between 18 to 25 has the highest mean of 2.917442, followed by the age group between 26 to 29 with the mean of 2.745833. The age range between 30 and above has the lowest mean of 1. The F result 8.49068 is higher than the crucial value of 3.061234. With 0.05 margin of error, the null hypothesis is rejected. Furthermore, there is a significant relationship between the respondents age and responses on the impact of mukbang on food interest.

Table 13. Results of Relationship Between the Respondents' Gender and their Responses

Gender	Mean	SD	F	F crit	P-value	Decision	Interpretation
Female	2.904795	0.072009	0.137959	3.908741	0.71088	Not significant	Fail to reject null hypothesis
Male	2.873188	0.059866					

In terms of gender, female has the highest mean of 2.904795, followed by male with the mean of 2.873188. The critical value 3.908741 is higher than F result 0.137959. With 95% confidence level, we fail to reject null hypothesis. Furthermore, there is no significant relationship between the respondents' gender and responses on the impact of mukbang on food interest.

Table 14. Results of Relationship Between the Respondents' Allowance/ Budget and their Responses

Allowance/ Budget	Mean	SD	F	F Crit	P-Value	Decision	Interpretation
₱1000 - ₱1999	2.99625	0.520279	2.155121	2.670203	0.096139	Not significant	Fail to reject null hypothesis
₱2000 - ₱4999	2.83125	0.497773					
₱5000 - ₱9999	2.787143	0.430346					
₱10000 - above	3.122727	0.624645					

The allowance or budget between ₱10000 - above has the highest mean of 3.122727, followed by the allowance or budget between ₱1000 - ₱1999 with the mean of 2.99625, followed by the allowance or budget between ₱2000 - ₱4999 with the mean of 2.83125. The allowance or budget between ₱5000 - ₱9999 has the lowest mean of 2.787143. The F result of 2.155121 is lower than the critical value of 2.670203. With 0.05 margin of error, we fail to reject null hypothesis. Furthermore, there is no significant relationship between the respondents' allowance or budget on the impact of mukbang on food interest.

Table 15. Results of Relationship Between the Respondents' Frequency of Watching Mukbang and their Responses

Frequency of Watching Mukbang	Mean	SD	F	F Crit	P-Value	Decision	Interpretation
Once a day	3.016667	0.529293	0.991406	2.281305	0.425487	Not significant	Fail to reject null hypothesis
More than once a day	3.145455	0.503713					
Once a week	2.875641	0.409247					
More than once a week	2.885714	0.489383					
Once a month	2.759375	0.449896					
More than once a month	2.835714	0.654027					

In terms of frequency of watching mukbang, respondents who watch more than once a day has the highest mean of 3.145455, followed by respondents who watch once a day with the mean of 3.016667, followed by respondents who watch more than once a week with the mean of 2.885714, followed by respondents who watch once a week with the mean of 2.875641. Respondents who watch more than once a month has the mean of 2.835714 is lower than respondents who watch once a month with the mean of 2.759375. The F result of 0.991406 is lower than the critical value of 2.281305. With 95% confidence level, we fail to reject null hypothesis. Furthermore, there is no significant relationship between the respondents' frequency on watching mukbang and responses on the impact of mukbang on food interest.

Table 15. Results of Relationship Between the Respondents' Year Level and their Responses

Year Level	Mean	SD	F	F Crit	P-Value	Decision	Interpretation
1st year	2.7625	0.449817	1.026049	2.670203	0.383178	Not significant	Fail to reject null hypothesis
2nd year	2.855128	0.431002					
3rd year	2.969167	0.4978					
4th year	2.85	0.663496					

3rd year respondents have the highest mean of 2.969167, followed by 2nd year students that has the mean of 2.855128, followed by 4th year respondents that has the mean of 2.85, followed by 1st year respondents that has the mean of 2.7625. The F result of 1.026049 is lower than the critical value of 2.670203. With 0.05 margin of error, we fail to reject null hypothesis. Furthermore, there is no significant relationship between the respondents' year level on the impact of mukbang on food interest.

IV. DISCUSSION

As more individuals use social media every day, mukbang has become more well-known. In a study of Guo (2021), social media use has become prevalent with an estimated three billion individuals using it monthly. However, there have been limited studies on eating shows (Kircaburun et. al., 2021). This study explores if mukbang has an impact on viewers' food choices or interest. The survey included participants between the ages of 18 and 25, which means that most students who enroll in the hospitality management program fall within this age bracket. This survey included a limited number of both male and female students. The average weekly allowance or budget for students is between ₱2,000 and ₱4999. This is

similar to the survey conducted at the Polytechnic University of the Philippines, which revealed that the majority of students have allowances between ₱1999-₱2000 and ₱4000-₱4999 (Dimaala et. al., 2019). In a study of Guo (2021), the most common way of reaching potential viewers is through social media. As per the study results, the majority of the mukbang audience and potential consumers watch once a week. Furthermore, the majority of survey respondents were third-year students studying hospitality management.

The results of the survey showed that watching mukbang is likely to have an impact on its viewers' knowledge, which implies that watching mukbang informs viewers about food and influences their decision to eat certain foods. The personal tastes of viewers are also likely to be influenced by watching mukbang, therefore the mukbanger's food preferences may have an impact on the viewers' preferences. The viewers' mood is likely to be affected by watching mukbang, it may be exciting or unpleasant. Mukbang's viewers' levels of hunger may be affected as viewers are more likely to be hungry if the meal shown appears appetizing. The personal income of DLSUD hospitality management students is likely to influence its viewers' food choices or interest. Even if the meal is pricey, students are still likely to purchase it. The knowledge, personal taste, mood, hunger level, and personal income are the factors that influence food choice or interest, according to a study by the Center of Nutrition for Schools.

The responses of students studying hospitality management about how mukbang has affected their food choices are significantly correlated with their ages. As per the study of Ogundijo, Tas, Onarinde (2022), the way an individual chooses food is significantly influenced by age. The gender and responses of survey participants studying hospitality management are not significant. However, according to the study, a person's interest in food is influenced by gender (Manippa et. al. 2017). There is no correlation between the allowance or budget of the students studying hospitality management and their responses. This contrasts with certain studies that claim that allowance or budget may influence an individual interest in food. According to the study results, there is no correlation between the respondents' frequency of watching mukbang and their opinions of how much mukbang affects their interest in consuming food. Moreover, the respondents' year level and the effect of mukbang on food interest are not significantly related.

V. CONCLUSION

This study is primarily conducted to determine the significance between Mukbang and its impact on the food interests of hospitality management students at De La Salle University-Dasmariñas. The demographic data gathered from the respondents showed that the majority of them are aged 18 to 25. Additionally, the data shows a proportionate ratio in the gender of the respondents: 51% male and 49% female. Most of the respondents declare that their weekly allowance ranges from 2000 PHP to 4999 PHP; this is followed by 1000 PHP to 1999 PHP. As per the year level of the respondents, the data suggests that the largest percentage of the respondents are third-year students.

Since the frequency of watching is a major factor when considering the impact that mukbang has on the food interests of the respondents, the researchers included questions that would measure this factor. The data suggests that 27.3% of the respondents watch mukbang videos at a frequency of once per week, this is followed by 25.2% of the respondents who watch mukbang videos more than once per week.

Surprisingly, the data indicates a consistent effect of mukbang on the interest of the respondents in their food choices in relation to knowledge, personal taste, mood, hunger level, and personal income. Based on the data, mukbang can likely affect the food choices of the respondents in all the variables.

As for the demographic profile and its significance to the responses, the data shows that only the age of the respondents has an implication on the answers. The other demographic data, namely, allowance, frequency of watching mukbang, gender, and year level, shows no significance.

VI. RECOMMENDATION

Researchers have created the following recommendations for restaurateurs to market their products based on the study's results:

1. Consider making a financial investment in a well-known influencer or mukbanger who can draw in chosen target market.

2. The popularity of mukbang has grown on social media. The audience will be informed about food if restaurateurs invest in a social media influencer who is knowledgeable about cuisine as this will draw attention to potential customers.

3. If a restaurant wants to become well-known, it must find a mukbanger who supports its products as every word a mukbanger may say influences his potential customers.

4. Due to the importance of digital marketing nowadays, it is also crucial for every restaurant owner to make an investment in a talented videographer and editor. The likelihood of attracting customers increases with the quality and creativeness of the product advertisements.

5. Hire a skilled chef to make the food more mouthwatering and alluring, as the presentation of the meal will be more appealing to the eye and draw in more vloggers or mukbangers.

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