Foodservice tendencies and tourists' lifestyle: new trends in tourism

Tendências de Foodservice e o estilo de vida dos turistas: novas tendências em turismo

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Abstract | Food and catering are an ever-changing industry that influences, and it is influenced by the lives of millions of people in the world. The products and services provided by this business are constantly adapting to the influencing variables that are on-growing. Actually, consumers create the tendencies and are incredibly demanding on what they want and do not want. Tourists as consumers seek products that can adapt to your lifestyle. Therefore, in the foodservice field, restaurants are required to adapt to different variables, such as specific diets and trendy new tastes, while keeping their own characteristics. In addition, the numerous social media platforms have changed this industry completely. Restaurants have to focus on the new technology-savvy generations. This study seeks to understand the impact that the lifestyle changes from the last years and the Web 2.0 had in the field. Who creates the tendencies? Why and how are restaurants and food distributors adapting to the new needs of the market? In order to answer these questions, the 2015 and 2016 tendencies for the foodservice fields are analyzed. Findings help destination and restaurants managers to adapt and change their products and service.

Keywords | Foodservice tendencies, lifestyle, social media, consumer motivation.

Resumo | A alimentação e a restauração são uma indústria em constante mudança que influencia e é influenciada pelas vidas de milhões de pessoas por todo o mundo. Os produtos e serviços oferecidos estão em constante adaptação com as variáveis de influências, que permanecem em crescimento. Efetivamente, os consumidores criam as tendências e são incrivelmente exigentes sobre o que eles querem e não querem. Os turistas, enquanto consumidores, procuram produtos que se possam adaptar ao seu estilo de vida. Consequentemente, na área do foodservice, os restaurantes são obrigados a adaptarem-se a diferentes variáveis, como dietas específicas e gostos em voga, enquanto procuram manter as suas próprias características. Além disso, as numerosas plataformas de Social Media mudaram completamente a

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indústria. Os restaurantes têm de se focar em gerações de peritas em tecnologias. Este estudo procura compreender o impacte que as alterações no estilo de vida dos últimos anos e da Web 2.0 tiveram nesta área. Quem cria as tendências? Como e porque é que os restaurantes e os distribuidores de comida estão a adaptar-se às diferentes necessidades do mercado? De forma a responder a estas questões, as tendências dos anos 2015 e 2016 na área da alimentação vão ser analisados, seguidas das razões por trás delas. Os resultados contribuem para ajudar os gestores de destinos turísticos e restaurantes a se adaptarem e mudarem os seus produtos e serviços.

Palavras-chave | Tendências na alimentação, estilo de vida, social media, motivações de consumidores

1. Introduction

All over the world, societies are being faced with a progressive change of virtual landscape of tourism as well as a consolidation of tourism flows. This situation is accompanied by a fast growing participation of huge online community members with different strong social and cultural opinions that use these platforms to express their feelings as well as sharing their experiences.

Since tourists value gastronomy experience, this situation provides an opportunity for this study.

Thus, the major aim of this paper is to analyze the foodservice tendencies for 2015 and 2016. Secondly, we performed an analysis of the impact of the lifestyle changes of the society and the social media on such tendencies. Finally, we conducted an examination of consumers' motivations in the foodservice market. All these aspects were supported by a netnographic analysis of online forums dedicated to this issue.

2. Literature review

Consumers have becoming involved in their consumption experiences, materialism, meanings of possessions, semiotics, and patterns of consumption. Goods and brands help to demonstrate feelings, like love and hate, and the consumer self-image is reliant on the messages and symbolic meanings connected to products and the relationships established through them. It is important to stress that the increasing growth of consumer organisations and the easy access to internet turned a great number of consumers more aware of the ethical concerns, and this allowed the creation of new consumption communities that are more innovative, creative and collaborative through the spread of technologies that foment networking (Loureiro, Pires & Cayola, 2014).

The progressive changing of virtual landscape of tourism and the fast growing participation of online community members with different and strong social and cultural opinions provide an opportunity to this study. On the one hand, conventional customer feedback is not sufficient, since it provides little insight into customers' experience and even misrepresents their evaluations of the experience if in proximity with the service provider (Mkono, 2012). On the other hand, there has been an expansion in terms of User Generated Content sites where consumers can voluntarily share their experiences about their restaurant experiences or even look for information (Mkono & Markwell, 2014).

Most researchers of the foodservice area adopt an observational approach because their participation is rarely required since individuals tend to post reviews regarding foodservice to enlighten others, which may or may not contribute to their own re-

views. Additionally, the lurker format may also be adopted since publicly accessible sites do not require individual consent and because participants react in a characteristic online uninhibited manner, when unaware of the research (Mkono & Markwell, 2014). When analyzing sensitive topics, this is particularly important. Nonetheless, a more participative approach may also have certain benefits, since it allows the researcher to probe and direct the flow and content of the online communications (Mkono & Markwell, 2014).

It is thus important to analyze restaurant behaviors in 2015 and even in 2016 stressing that their results are a direct consequence of previous years (Sonnenshein, 2015). Under this context, it is important to emphasize that the Generations Y and Z are putting their foot down and shaping this sector (Taylor, 2014a). The following tendencies have been anticipated as the most important in 2015:

(i) Importance of food design for social media. Restaurants have realized the importance and power that customers have on social media. Instagram and Twitter are revolutionizing word-of-mouth and proving to be a make-or-break platform. Consequently, chefs are taking extra care in the presentation of their dishes, in order to satisfy the Instagram-hungry generation (Shaw, 2015);

(ii) Smaller everything. The increasing concerns about health and obesity have been the main incentive behind the smaller portions and plate sizes. Additionally, dining rooms are getting smaller and more efficient in order to reduce energy usage, cut maintenance and overhead costs, encourage intimacy and reduce staff. In fact, in some cases personnel is actually being replaced with new technology (Sonnenshein, 2015);

(iii) Rise of the bitter flavors;

(iv) Remodeling of the traditional foodservice market. Not only is the sit-down market shrinking, but also is losing its market share to alternative forms of foodservice. Fast casual restaurants are captivating more and more clients who prefer to spend their money at slightly higher quality chain like Chipotle, instead of fast-food classics like McDonald's (Sonnenshein, 2015);

(v) Importance of beverages as a key way to generate revenue, attract loyal customers and differentiate operations from those of their competitors;

(vi) Asia ascendant. Peasant dishes, ethnic street foods and foods from the former Soviet Union's Asian satellite countries are becoming more and more popular (Taylor, 2014b);

(vii) Custom dining options for health. Confronted with healthier menus, nutritional labeling and food-transparency, restaurants are faced with an escalating number of requests for customized meals for diabetics, vegetarians and people on gluten-free, dairy-free and other special diets;

(viii) Local sourcing and in-house processing are still on growing and gaining ground in the battle for diner's hearts and minds (Sonnenshein, 2015). The love for local food is increasing, and that is hurting most chain restaurants, who struggle to convince their clients that the products used are sustainable and environmentally friendly (Taylor, 2014c);

(ix) Restaurants are becoming more socially responsible and are caring more about the human factor. Diners now care about the origin of their food, how it is grown, how employees are treated by suppliers and animal rights (Taylor, 2014d) and increased minimum wage, the spotlight is hot and bright on the people behind the food. This raging

battle is a major trend in 2015 and the outcome is expected to affect the menus truly;

(x) Engagement of generation Z and technology changes in the hospitality industry. Restaurants have been focusing in grabbing the attention of Millenials (Taylor, 2014e) through social media. However, they have to start appealing to Generation Z (those born between 1995 and 2012) (Taylor, 2014a);

(xi) Grazing golden-agers. Although snacking is rising among all ages and genders, snacking among consumers over the age of 65 contributes to additional years with a higher quality of life (Zizza, 2014);

(xii) Online grocery shopping and delivery is becoming more and more used by consumers (conagrafoods, 2015). Google, for example, expanded its Express delivery service (Rosenheim, 2014), which offers same-day delivery from stores like Costco, Whole Foods and Target, to Boston, Chicago and Washington, DC. The new subscription model allows users to pay $10 a month or $95 a year for the service (Meijers, 2014a). Amazon expanded Amazon Fresh (Kastrenakes, 2014) to New York. Additionally, it launched a partnership with the USPS (Rosenheim, 2014) to deliver groceries in San Francisco and AgLocal (Jones, 2014) to offer on-demand sustainable meat in the city. The startup Instacar is booming, as it can be seen by its 15-20% weekly growth during 2014 (Meijers, 2014b);

(xiii) The demand for smoked food has risen as chefs keep applying smoking and grilling to add some sizzle and impart new flavor to other proteins and alternatives like vegetables, butter, and even beverages (conagrafoods, 2015). The popularity growth of smokers lead to at-home cooks experimenting with smoking non-traditional foods;

(xiv) Popularity rise of fermented foods since this kind of food contains live cultures, or is preserved in liquid in order for their sugars and starches to become bacteria-boosting agents (conagrafoods, 2015);

(xv) Generation Z's attitude towards food. As it was discussed before, Millenials have a great passion for food. However, 2015 is proving to be the year where foodservice is focusing on Generation Z. This generation brings an entirely new set of food values to the kitchen table (conagrafoods, 2015);

(xvi) In-house usage of craft foods. Craft foods are associated with foods made in small batches with specialized, local ingredients. Nevertheless, major companies are finding ways of producing them in larger quantities (conagrafoods, 2015). The craft beer phenomenon is the main reason behind the new excitement, flavors, and sales to the beer industry that was struggling;

(xvii) Nutritional analysis with apps. Consumers are more and more preoccupied with their health. Thus, they want more information about their foods. The appearance of innovative devices like Prep Pad is helping consumers in learning the aforementioned data instantaneously. This device pairs with an iPad app to calculate the exact nutritional content of meals, including the carbs, fats, protein and calories by just scanning the bar code of food packages used as ingredients or the items on a plate (conagrafoods, 2015). Technology has been facilitating the transparency for shoppers for a long time now, and the startups in this space are getting more and more sophisticated (Meijers, 2014a). Numerous apps, such as Fooducate, ScanAvert and ShopWell (Meijers, 2013) help demystify food labels and enable people to make better and healthier food

choices;

(xviii) Supermarkets as socializing spaces.

Supermarkets are positioning themselves as direct competitors with chain and local restaurants. Retailers in 2015 build full-service high-quality restaurants as part of their brick and mortar operations. Experienced chefs offer unique dishes, local foods, and drinks. Consumers are stepping inside supermarkets not only to acquire food but also to attend cooking classes and special events. Even sampling evolved into having chefs like George Duran cooking special recipes for shoppers (conagrafoods, 2015).

As it was aforementioned, online grocery delivery services are booming. This implies that supermarkets have to find new and innovative ways to get their customers back. Whole Foods, for example, launched a new "Store of the Future"(Meijers, 2014a). This store is full of immersive digital experiences that allow users to see the origin of their food. It also has enormous screens that display an Instagram feed of locally grown produce and farmers and a special digital mirror where shoppers can look at themselves and get health products recommendations.

In 2016, some of the main tendencies were:

(i) Delivery in the restaurant industry as a result of the big disruption of food retailing and food service in 2015 and 2016 due to the tech-driven delivery. The main driver of this revolution was the smartphone (Whiteman, 2016). However, this innovation can be seen as a danger to the restaurant business because they may lose the marketing control of their own businesses (Whiteman, 2016);

(ii) "Healthification" of Fast and Fast-Casual Food. Restaurants are being obliged to label GMO's on their menus (Tristano, 2015). Customers no longer believe in the pictures of cows and leaves of grass on the cardboards

as a sign of health and wholesomeness since they try to find more holistic initiatives from restaurants, such as: waste control, water conservation, human treatment of both animals and employee, and other eco-social issues;

(iii) Pasta as an Endangered Species. In the last five years, pasta sales have decreased 8% in Australia, 13% in Europe (with Italy having a 25% drop) and 6% in America (Whiteman, 2016) since this ingredient has been substituted by quinoa, chickpeas, and lentils, among others. Additionally, spiralizers are allowing people to experiment with vegetable ribbons, like zucchini, asparagus, and sweet potatoes, replacing pasta completely;

(iv) Vegetables as the main ingredient;

(v) The movement against tipping since it is believed that the growth of the restaurant industry for the past five decades has been sustained by the artificially low prices, possible through underpaid labour (Whiteman, 2016);

(vi) The poke trend. Poke is a Hawaiian mainstay (bowl of chopped or cubed raw fish, mainly ahi tuna, over seaweed-seasoned rice) that has been becoming more and more famous. Restaurants specialised in this dish are growing strong and adapting the recipe to other kinds of fish, like scallops, salmon, and octopus (Whiteman, 2016);

(vii) Modernization of traditional cuisine;

(viii) The rise of acai bowls (smoothie made with frozen pulp from this Brazilian fruit, milk, various other fruits, ice, and toppings, like chocolate, chia seeds, granola, or peanut butter);

(ix) Fried chicken's sandwiches are coming back;

(x) Aromatic heat. Food consumers realize that spicy is not enough. There has been an interesting shift in favor of flavors to create an aromatic spice blend as a result of the refugees from Syria. The Arabic, Christian, and Jewish influences can be easily spotted, creating a warm, rather than hot, mixture;

(xi) Retailers have been luring shoppers into their stores with snacks and meals. The idea is that the longer a customer is on the premises, the more he will buy per hour of stay;

(xii) The impact of snacks. The fast-pacing world of today is taking a toll in the alimentary habits of consumers. People used to have three meals per day, but they are now switching them for snacks, completely obliterating meals. This trend that could seem only for millennials is actually affecting everyone. In the US, snacking increased 47% from 2010 to 2014 (Whiteman, 2016). The main reason behind this is the change in snack flavor profiles, from sweet to savory and from high-carb to nutrient dense high-protein snacks;

(xiii) Although the on-growing popularity of the Thai hot sauce is strong, Technomic predicts that chefs and chain restaurant executives will keep looking for the next big hot ethnic flavor.

3. Methodology

This study employs a "Netnography"methodology, which is a specialized form of ethnographic research developed in 1995 which adopts the participant-observational approach and takes online interactions as it fieldwork (Kozinets, 2010). Kozinets' method emphasizes online communities and cultures thus clearly separating both offline and online realms (Kozinets, 2012).

In order to create a netnographic analysis, it is necessary to follow certain steps: (i) Research Planning: it was planned to analyze public forums that delve into the subjects studied. Therefore, restaurant opinion websites, public blogs and app websites were taken into consideration to understand the consumers' needs and wants. It was decided to take an observational approach; (ii) websites specialized in restaurant opinions (i.e. Zomato and Yelp), public blogs and app websites (i.e. Google Play and iTunes) were screened, in order to find consumers' opinions on the found foodservice trends. No participation with the online members was taken, in order to not disrupt them. It was believed that a direct participation could change the natural flow of conversation; (iii) Data Collection and Interpretation: a netnographic table was created in order to hold the most relevant opinions found and then, analysing the consumers' perspective, those opinions were interpreted and related to the foodservice trends of the years 2015 and 2016 and to the consumption motivations that members had when partaking in their activities; (iv) Ensuring ethical standards: there was a serious concern in not disrespecting the privacy of online members. All information used is public and referenced; (v) Research representation: netnography results were compared to the foodservice trends in the data analysis section.

4. Data analysis

4.1. Foodservice Trends and Netnographic Analysis

We find that most of the consumers have a big concern with health in various ways, confirming the tendencies related to this.

Dietary concerns have made restaurants

change their policy of a full plate, incentivising smaller quantities of food. As this combats obesity, it also allows the tasting of different foods during an entire meal. Consumers have been jumping on this trend, finding it incredibly positive. The Dishelin Guide gushes about Amanda Cohen's ability to do this in her restaurant Dirt Candy.

> "[...] The menu itself is divided into snacks / sides and "vegetables." Think of the "vegetables" as big tapas that you'll probably want two of per person, along with a snack. [...]"(The Dishelin Guide, 2016)

It is also noteworthy that this trend also affects restaurant space. The cantina disposition that was used before is now being substituted by smaller spaces, in order to decrease costs.

> "[...] It's a little small and seating is limited. No worries, though, the location is close to Bryant Park so you could always eat outdoors. It does get crowded and busy during peak hours so watch out for that. I've even heard that the line goes out the door sometimes. [...]"(Yelp, 2016b)

Consumers strongly appreciate restaurant and food markets with custom dining options for health. As it was aforementioned, entrepreneurs claim that the best way to make restaurants work for customers is to display pick-and-choose options, in order to stay current as nutrition buzzwords come and go (Taylor, 2014a).

> "Great Whole Foids locale and the choices for eating in the store are rather enormous....a good thing. [...]Salad bar is also a good choice with tray after tray of healthy adds for a great for you meal. Went twice in two days and will stop in again soon for a quick, delish meal.- Pierre Le Beach (Zomato, 2016b)

Not only the reasons may be to weight concerns, but also specific diets, due to health issues, like intolerance towards certain ailments or allergies. One anonymous online member refers this in its Zomato review on a yoghurt cafe.

> "[...] The cafe is a serious healthy hipster's dream with loads of yoghurt based sweet and savory dishes on the menu. I opted for the least yoghurt- based item - the smoked salmon sandwich which was seriously delicious. [...]"

This preoccupation with health is affecting not only the older generations but also the Generation Z. This generation has been confronted with more flavors at a younger age than any other before them (conagrafoods, 2015). Their mantra is simplicity and health.

> "I bought this for my daughter. She follows someone on youtube that has a raw food channel and she has tried encouraging me to use it too. [...]-Zen_Sunrise on Spiralizers (Amazon.co.uk, 2016a)

As one can analyze from this is that there is an obvious *"healthification"* of the consumer needs that is affecting restaurants. They have been adapting to the requests and buyers are happy about it. Restaurants are consequently trying to reduce the usage of ingredients that are heavily loaded with carbs or hurt the environment and substituting them with vegetables. Consequently, pasta is becoming less and less consumed, for example, and vegetables are stepping up as the main component, putting meat completely aside.

> "The vegetables are exquisitely prepared into dishes that are popping with taste. Very cool restaurant with attentive service. We sat at the bar and had various dishes, including the ja-

lapeño hush puppies, cauliflower, radish pasta, and the broccoli hot dogs. All tasty you wouldn't know it was all vegetarian. [...]- TheDude1974 (Zomato, 2016a)

This new health-concerned lifestyle has brought a great number of new trends, like Acai Bowls or the rise of Poke, which can be seen to be incredibly appreciated by consumers in the Netnographic Table. However, it is not only affecting restaurant but also foodservice distributors. The snack industry is rising and adapting to constantly moving society that requests healthy food.

"This is phenomenal stuff. The price is high, but I will keep buying this anyway, because: - The meat is minimally processed and doesn't have nitrites - It is delicious and filling - It's a protein snack that keeps you satiated longer than other snacks I will say that I can't taste any cherry flavor. It's a slightly sweet taste with the mildest spice. Yummmmm!!"(Amazon.com, 2016c)

This quest for health also affected social media and technology. In fact, there has been a rise of nutritional analysis with apps. People have been downloading mobile applications, in order to understand what they are eating, both at home and in restaurants.

"One of the best apps if you are gluten free. I have a daughter that requires a gluten free diet. Works great ! Has common items in database . [...] You pick your preferences. Easy to use. I would give app a try and if you don't like there is always uninstall.- Alissa Saucedo (Play.google.com, 2016a)

Although consumers are looking for better eating habits, this does not mean that they are not

looking for flavourful food. In fact, both requests mix constantly. Firstly, the impact that Sriracha had on the foodservice, the rise of bitter flavors and the quest for aromatic heat are wildly noticeable. Consumers have been trying numerous spices, such as turmeric, due to their health benefits and to the intriguing flavors.

"This is an unexpected surprise! I got this for the heath benefits, but I didn't really expect it to taste good! I learned that: Turmeric is a spice that comes from the turmeric plant. It is commonly used in Asian food. You probably know turmeric as the main spice in curry. It has a warm, bitter taste and is frequently used to flavor or color curry powders, mustards, butter, and cheeses. [...]- MVO, (Amazon.com, 2016b)

Relatively to flavors, the biggest trend is the Asian influence. Consumers are wildly looking different traditional cuisines that were modernized to include Asian ingredients or spices from common dishes. One specific review, referred to a French cuisine restaurant, with Japanese influences.

"Don't be alarmed by the French-Japanese fusion (I'm usually a Japanese food purist) [...] The foodies in the world are clearly mad slow on the uptake. This place is a gem. Tranquil, quiet, and bright ambiance. Lovely Japanese service. Elegantly plated and spot-on executed food. [...] Recommendations: uni consomme gelee, lobster linguine, foie gras croquettes, kamo-duck, anago rice. [...]"(Yelp, 2016a)

The pursuit of flavors does not rely only on restaurant food. Consumers are willing to try new

things, like smoked foods and craft foods, at their own home as well.

> "When I bought these, I really didn't expect I would be able to tell any difference from regular Hunt's diced tomatoes. [...] As far as the flavor difference, well I am happy to report that I was wrong! [...] I cannot wait to make my next batch of homemade spaghetti sauce as soon as I get some more of these!!- PennyPincher on Hunt's Fire Roasted Tomatoes (Amazon.com, 2016d)

Regarding the social media platforms, the various platforms have strongly affected the food-service market. Actually, restaurants and retailers had to adapt to Web 2.0 in various ways. Firstly, they had to be quick in responding to the customers. In fact, there has been a growth of online grocery shopping with same-day delivery. Blue Apron is an app that shares recipes and delivers the right amount of ingredients to accomplish said recipes, in accordance to customers' needs.

> "I love the food, the meal options and the fact that I can swap recipes. Everything was fresh and perfectly portioned. Growing up there were 5 in my family, and it's SO HARD to scale it back and just cook for 2 people now. [...] there's no way I could pick up 3 full meals from the grocery store for only $60. [...]- Sparkle_lite on Blue Apron (App Store, 2016)

Secondly, restaurants have been improving their food design to satisfy the needs of social media platforms, like Instagram, since it represents free, but difficult to control, marketing. Consumers publish their meal photos, and restaurants took responsibility in fighting lightning problems or bad filtering.

> "Amazing food. Loved the detail they have on each plate. It's all art, and the flavors are like no other. [...] I've had dirt candy on my bookmark for a while, and it was such a treat trying their food. I highly recommend it to people who really enjoy the experience dining and good food.- Xtine (Zomato, 2016a)

Additionally, restaurants have been providing new technologic marketing strategies to engage the new generations. Some of the strategies being used are louder music in restaurants, moving visuals, heightened experiences, and high-tech service. However, as the following review suggests, simpler measures may also be taken into account.

> "With vegetarian and vegan spots like By Chloe and Superiority Burger all the rage these days, vegetables seem to be having their moment [...] Despite a Dishelin Star and very positive reviews from Eater and the New York Times it took me almost a year to find someone willing to shell out that kind of cash for a "bunch of plants" at Semilla. Finally, I was able to get vegetarian blogger LetsNomNom to agree. [...] The menu changes daily so you won't be getting what we got. You actually won't know exactly what you got until after the meal when they email you the meal. [...]"(The Dishelin Guide, 2015)

However, the foodservice market had to change other components. In order, to accommodate this socially responsible society, restaurants had to take social responsibility and accountability for their procedures. One measure that is being taken by some restaurants is the no-tipping policy. Restaurants are increasing their prices, in order to increase staff wages.

"[...] Very cool restaurant with attentive service. [...] This restaurant had a no-tipping policy, but they do add 20% for an administrative fee. [...]- TheDude1974 (Zomato, 2016a)

Finally, the traditional foodservice market has been suffering a remodeling. Inclusively, retailers are stepping into the foodservice. This represents a way of satisfying the needs of a generation that is constantly moving and of bringing customers into other areas of consumption while satisfying their need to eat.

"Great Whole Foids locale and the choices for eating in the store are rather enourmous....a good thing. [...] Staff is friendly and efficient. Food is good and reasonable.[...] Went twice in two days and will stop in again soon for a quick, delish meal.- Pierre Le Beach (Zomato, 2016b)

4.2. Consumption, Consumerism and Anti-Consumption and Netnographic Analysis

If the previous section can be taken as a reference, health, and environmental sustainability were major motivations for the consumers. Thus, out of the 32 opinions collected, 8 fell into the category of green consumers and ethical motivations. As it was afore-explained, they refuse to acquire products that are environmentally undesirable.

In spite of this motivation, 8 out of 32 consumers still choose their consumptions habits in accordance to their personal motivations. They decide on what they buy based on the instant personal benefit they may achieve through alternative consumption experiences.

However, alternative consumption was also an interesting motivation to analyze. Easily related

in this day and age, due to the rise of the Hipster movement, were the identificatory motivations and the hip consumerism. The latter refers to the consumers who choose to go against typical trends and consumption motivation, in order to rebel against them and seek the new and best tendency.

Identificatory motivations, however, happen when consumers adapt their behaviors to identify with their beliefs and of their peers. The search for vegan food and the necessity to identify oneself as a vegan is an example of such motivations.

Finally, consumerism was also a relevant motivation.

5. Research conclusions

This study tries to understand what are the main tendencies in the foodservice market and additionally, what is the impact that variables, like lifestyle changes and the rise of social media, had in those tendencies. Thus, four main categories are organized, based on literature review and the netnographic analysis:

Health

The concern about health was palpable in these years. The fight against obesity, the new diet plans, based on allergies and intolerance to certain foods, the combat against food with unnatural components, and the will to have healthier lifestyles were the main concerns of consumers.

This gave strength to the vegan movement, with restaurants using vegetables as their main ingredient. Restaurants also began reducing their food portions, in order to combat obesity, providing custom dining options for health, and taking the origin of their ingredients more into account, to respect customers' concerns. Finally, this concern is so big that companies even began developing mobile apps that provided nutritional analysis of

food and meals.

Social Media and Generation Z

Social Media has stepped into this market and is now a force to be reckoned with. Restaurants and food retailers had to jump on board of this trend and adapt to the obstacles and opportunities it provided.

Firstly, there was the need to adapt food design to combat the backlash that restaurants may get from bad photos that are posted on social media platforms, like Instagram and Facebook. As it was aforementioned, even Martha Stewart was criticized on Twitter, due to bad pictures of her recipes.

Secondly, restaurants began adapting their marketing strategies in order to target younger generations. Louder music, the bigger presence of social media and digital strategies have been seen throughout the industry. One specific example provided by one customer was the providing of the menu after the meal, by e-mail.

Thirdly, retailers had to respond to customers' demands quickly. In fact, consumers have now access to online grocery shopping with same-day delivery.

Finally, Generation Z's attitude towards food is and will continue shaping the industry. They demand health and simplicity for their meals, putting aside the microwave-prepared food. The usage of Spiralizers, craft foods and the informational mobile apps with recipe-sharing and nutritional analysis are examples of what the market may analyze.

Asian Influence and Strong Flavours

The foodservice market has been suffering a strong impact of Asian food. There has been a modernization of traditional cuisine, like the French cuisine, adapting the typical meals and adding Asian ingredients or flavors. There is an on-growing growth of this type of cuisine.

Additionally, tourists' consumers have changed their preferences of spices, preferring heat with flavor. Instead of just spicy, they are requesting the usage of aromas and flavors to provide a better experience for the palate. This evidences the impact that Sriracha had in these years.

Finally, bitter and smoked flavors are also in vogue. Restaurants and retailers are providing meals and ingredients with the traditional smoked flavor, where it was least expected.

Social Responsibility and Sustainability

Finally, this last major trend is due to the social responsibility and environmental sustainability that both consumers and retailers are diving into. Mostly because of health concerns, a great number of food consumers are decreasing their consumption of meat due to the negative effects it has on the environment and on the animals. Additionally, they are more attentive to organic and to brands and companies who are eco-responsible.

As a reply to this, restaurants have been using local and fresh foods that are rid of GMO's and artificial flavors and colors, increasing their vegan menus, and using smaller spaces of business, in order to use less energy and to pollute less.

However, restaurants also take into account their responsibility with society. Thus measures have been taken to support their peers. One great example is the adoption of no-tipping policies in restaurants and the increase in the minimum wage.

Finally, in what concerns the main consumption motivations for consumers in 2015 and 2016 were: green and ethical, personal, alternative, hip consumerism, identificatory, and consumerism.

Consumers have increased their concern with their own health and with the environment. Thus a lot of their decisions were based on eco-friendly consumption. There was a rise of vegetable usage, the support of environmentally friendly brands, and the adoption of consumption habits that increased their health.

However, a great number of tourists still had personal motivations. Their consumption habits were based on personal preferences and instant

satisfaction. Along with this were the alternative motivations. Consumers would also adapt their habits in preference of certain products against others, like cooking at home instead of going out for dinner.

Another kind of motivation was the Hip Consumerism; that shows that consumers would go against typical trends almost as defiance against standards. This led to the rise of vegan restaurants, for example. Identificatory motivations of consumers who wanted to go in accordance with their own beliefs and of their peers were strong.

Finally, tourists who would just look for happiness through consumption were not out of place. There are still a number of people who just want to buy food and go to restaurants just because it makes them feel satisfied and pleased.

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