

# Facebook metrics in traditional food spaces: Case of the Picantera Society of Arequipa<sup>1</sup>

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## Summary

Social networks are essential to promote products and manage gastronomic businesses. This study analyzes the impact of social networks in typical restaurants in Arequipa through a quantitative approach and an analytical method, using tools such as fanpagekarma. The results indicate that typical spicy restaurants manage their social networks with low levels of interaction, particularly Facebook, and have minimal development and management in digital marketing that affects the promotion of their products and services and gastronomic tourism in Arequipa.

**keyword** : Typical gastronomy, social networks, spicy society

## 1. Introduction

In recent decades, technological advances have optimized business and work operations, making it easier to find and access information. To ensure their success, companies must continuously adapt to these changes through new tools and strategies.

Rapid technological progress over the past two decades has significantly benefited businesses, improving their working methods and access to information. To be successful, companies must stay up to date and implement tools and strategies that accompany this progress (Gil 2015).

Globalization and the internet have transformed the marketing of products and services, making the presence of brands on social networks essential to generate a positive perception. This change also impacts the tourism sector, which, although it has improved, must adapt to the new demands of the market. Content marketing is crucial, allowing people to receive digital information and connect with brands through visually appealing content Santana, López & Martínez (2024).

Social networks facilitate the creation of virtual communities where users can get information and actively participate with publications. In the tourism sector, these platforms are essential for sharing and obtaining information about travel experiences, significantly influencing tourists' purchasing decisions. It is essential to understand how tourist destinations use social networks to develop effective marketing strategies Gutiérrez, Sánchez & Galiano (2018).

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## **2. Theoretical framework of typical gastronomy and social network facebook**

In the general perception, local or "natural" foods are seen as sustainable, healthy and tastier. They are considered authentic because of their connection to personal and community stories Demonte (2017)

Anthropology and social sciences are essential to understand food patrimonialization as a dynamic and significant phenomenon at the personal, family and community levels. Health sciences need to consider this perspective, especially in the context of excess malnutrition. Although there are healthy eating policies, it is essential to delve into the dietary-social aspect of traditional foods Troncoso (2019).

Traditional food, mainly consumed at home, evokes childhood memories and positive experiences. However, preparation can be complicated due to the lack of suitable ingredients and limited time to cook Lima & Flores (2017).

(Ponce 2016:1) mentions the fundamental operations to prepare and serve products to customers; legality to manage financing in compliance with current laws; marketing to position the business in the public's perception.

The reputation of a gastronomic destination is based on how tourists perceive and value the local cuisine, focusing on the quality, authenticity, diversity and attractiveness of the dishes available Yasami et al (2020).

### **The Picantera Society of Arequipa**

The Picantera Society of Arequipa was established on August 20, 2012 at the La Lucila picantería in Sachaca, brought together by experts in picantería, diners, friends and scholars of the subject. At their first meeting, they drafted the Bylaws and elected the first steering committee.

Its main objective is to safeguard, promote and encourage the Arequipa picantería, recognized as an outstanding symbol of the local and rural food tradition, this includes from the production of local ingredients to the traditional preparation of dishes and drinks such as chicha de güiñapo, along with its cultural and social manifestations of consumption.

The Society promotes various initiatives to strengthen these fundamental aspects <https://sociedadpicanteradearequipa.pe/>

This Society aspires to contribute to the protection, promotion and development of the Arequipa picantería, which it considers "the most significant expression of the traditional food practice that characterizes the city of Arequipa and its rural environment".

## **3. Methodology**

### **3.1. Research design**

To carry out the analysis, it is based on 2 variables and they are: Metrics, Facebook and traditional food. The Fanpage Karma software is used to analyze activities on the social network Facebook, highlighting its usefulness to know marketing campaigns in networks of the Study Unit.

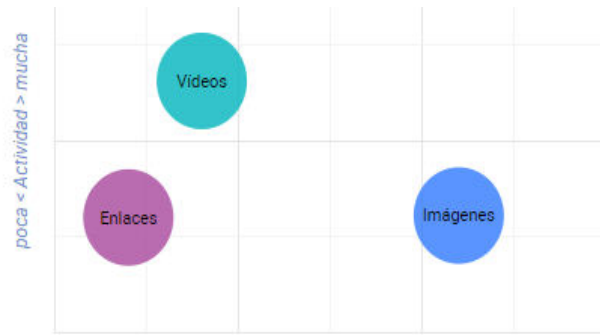
This study stands out for its quantitative methodological approach, using analytical tools to learn about the online marketing of the Facebook network of the Picantera Society.

### **3.2. Data collection**

Data were obtained by analyzing the interaction of the Facebook page of the Picantera Society information collected from the Fanpage Karma platform. This tool has been used in several research studies for the analysis of social networks, including advertising value, costs, among others.

## **Results**

The Activity Matrix shows the types of posts used on the social network.



*casi nunca < Uso > más a menudo*

**Figure 1.** Network Activity

Source: Fanpagekarma (2024).In original language Spanish

The link corresponds to Post 2, with 60 reactions per publication; images post 11, with 61 reactions per publication; and videos corresponds to Post 4, with 131 reactions per publication.

In relation to the weekly advertising value of the publications this page has reached a certain number of people.



**Figure 2.** Advertising value

Source: Fanpagekarma (2024).In original language Spanish

Its value is 456:36 dollars as of June 16, 2024

Promedio semanal:	276 dólar
Dólar Total:	1.105 dólar

Board: 1 Network Cost

Source: Fanpagekarma (2024)

In relation to publications within the selected period of 28 days, the following table is presented

Fanpage	Message	Type	Date	Reactions	Likes	Comments	Shares
Sociedad	Nuestra	reel	12 Jun 2024	436	354	4	78
Sociedad	El día 10 de	photo	17 Jun 2024	109	92	4	13
Sociedad	El DÍA DEL	photo	24 Jun 2024	95	30	1	64
Sociedad	Hoy es el gran	photo	10 Jun 2024	83	67	12	4
Sociedad	¡Felices por	photo	22 Jun 2024	71	57	3	11
Sociedad	Hoy es el gran	photo	25 Jun 2024	69	55	7	7
Sociedad	Nos damos una	link	20 Jun 2024	66	40	4	22
Sociedad	Hoy es el gran	photo	04 Jul 2024	55	42	12	1
Sociedad	Ha iniciado el	link	01 Jul 2024	55	40	2	13
Sociedad	Hoy es el gran	photo	28 Jun 2024	45	39	5	1
Sociedad	#picanteríaareq	reel	19 Jun 2024	43	33	2	8
Sociedad	Las	photo	14 Jun 2024	41	25	1	15
Sociedad	Hoy, con la	photo	16 Jun 2024	40	28	1	11
Sociedad	Hoy es el gran	photo	06 Jul 2024	34	30	4	0
Sociedad	#PICANTERÍA	reel	03 Jul 2024	33	28	0	5
Sociedad	El camarón es	photo	22 Jun 2024	32	25	3	4
Sociedad	#picanteríaareq	reel	26 Jun 2024	15	13	1	1

Figure 3. Network interaction

Source: Fanpagekarma (2024).In original language Spanish

A total of 17 publications are shown as of July 8, 2024, highlighting culinary traditions in stone known as batan and family festivities such as the day of the, the comments are minimal being the maximum 12 on two occasions on June 10 and July 4, 2024.

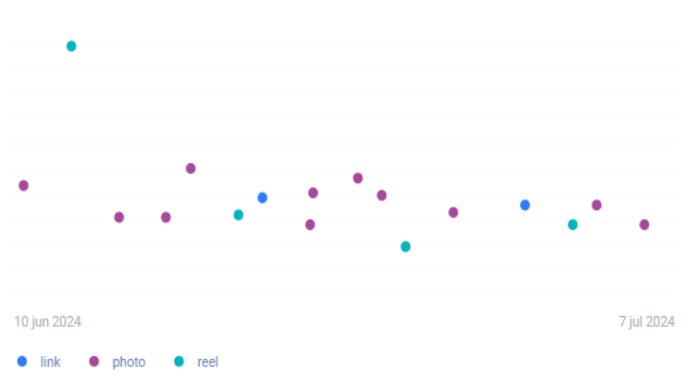


Figure 4. Reactions

Source: Fanpagekarma (2024)

The figure shows:

- Photo corresponds to 11 reactions for celebrations Sra. Zolia, Father's Day, picantero fathers, founders of picanterías, representatives, supplies, peasant's day, tribute to poets, Doña Maruja, Ruth and Lilita.
- Link 02 reactions for national holidays and visits to Characato
- Reel 03 reactions highlighting the bunting, cheese rubber or ribs

## **Conclusions**

The study shows that the levels of interaction on the social network Facebook of the Sociedad Picantera de Arequipa is below the levels of demand for followers. This is based on the 8 codes related to: messages, types, dates, reactions, likes, comments and shares.

## **Recommendations.**

All the picanterías in the study unit must implement digital marketing campaigns through Facebook and other networks that make visible the gastronomic promotion and the preservation of traditional stews and culinary techniques

## **Limitations**

The study is based on restaurants of the Picantera Society of Arequipa, but in the region there are many enterprises that offer traditional food which can be addressed by other professionals.

## **Declaration of Competing Interests**

No

## **Thanks**

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