
March 2024

Effect of Influencers on the Intention to Taste Local Food and Beverages

Yeliz Demir

Isparta University, yelizdemir@isparta.edu.tr

Serkan Bertan

Pamukkale University, serkanbertan@yahoo.com

Follow this and additional works at: <https://digitalcommons.usf.edu/jometr>



Part of the [Hospitality Administration and Management Commons](#), and the [Marketing Commons](#)

Recommended Citation

Demir, Y., & Bertan, S. (2023). Effect of Influencers on the Intention to Taste Local Food and Beverages. *Journal of Mediterranean Tourism Research*, 3(1), 9-17. <https://www.doi.org/www.doi.org/10.5038/2770-7555.3.1.1022>

Corresponding Author

Yeliz Demir, Isparta University of Applied Sciences, Tourism Faculty, Turkey

Revisions

Submission date: August, 10, 2023; 1st Revision: November, 12, 2023; Acceptance: December 28, 2023

Effect of Influencers on the Intention to Taste Local Food and Beverages

Yeliz Demir¹ and Serkan Bertan²

Faculty of Tourism
Isparta University of Applied Sciences, Turkiye
¹yelizdemir@isparta.edu.tr

Faculty of Tourism
Pamukkale University, Turkiye
²serkanbertan@yahoo.com

Abstract

The study aims to determine the impact of influencers promoting local food and beverages on individuals' intention to taste local food. In this study, Instagram accounts were selected as the social media platform. The research data were obtained from Turkish Instagram users over the age of 18 by using an online survey and purposive sampling method, and usable data were obtained from 81 people. Of the participants, 56.8% stated that they follow Instagram accounts related to gastronomy, and 43.2% stated that they do not follow these social media accounts but look at the photos and videos of gastronomy accounts when they come across them. Because of the reliability analysis, the scale was found to have internal consistency reliability, and convergent validity. The analysis of the data revealed that the dimensions of experiencing appeal, and generating empathy have a positive impact on participations' behavioral intentions to taste local food. As a result of the research, it should be considered that social media can be a tool in promoting local culinary culture.

Keywords: EWOM, influencer, Instagram, local cuisines

Introduction

Social media involves interactive participation (Manning, 2014; Arica et al. 2023). According to Davis (2016), social media are interactive internet apps that enable users to create and share content. Power (2014) explains that social media uses mobile and web-based technologies to enable users to communicate, collaborate, share, and exchange content they have created. Social media platforms include various applications (Facebook, Instagram, etc.) (Davis, 2016; Arica et al. 2022).

Today, the concept of social media has also led to the emergence of the concept of influencer. Gül Ünlü and Zeybek (2020) argue that social media influencers are accepted as important opinion leaders in digital environments because they are followed by a large user base. Consumers perceive influencers' brand posts as more trustworthy, have more positive attitudes, feel a stronger social presence, and are more envious of the source than traditional celebrities' brand posts, revealing that influencer marketing is an effective method and influencers are more effective in reaching social media users (Jin et al., 2019; Şener & Çobanoğlu, 2022). Tourists generally use Instagram

and Facebook as social media platforms for travel planning, and the first influencer categories they follow are lifestyle, travel, and fashion (Radulović, 2022). Influencers are a promotional tool that should be developed to increase destination image, and influencer marketing has a positive effect on social media users' travel intentions (Upananda & Bandara, 2022). Marketers who use influencer marketing for a longer period have higher success rates and an effective method for advertising services in the travel and tourism sector can increase brand awareness by directing consumers (Deegan, 2021).

Various studies have been conducted on Instagram applications, local food, and local cuisine and beverage establishments (Budak, 2021; Cahyono, 2023; Gon, 2021; Hamdani & Maulani, 2018; Kamaruddin et al., 2019; Yu & Sun, 2019). In addition, the impact of the Instagram platform on users' perception, preference, or consumption intention of local food should be examined from various angles to contribute to the literature on this subject. This study aims to determine the effect of influencer's posts on the Instagram platform promoting local food and beverages on users' intention to taste local food.

Literature Review

Wang (2011) states that the concept of electronic word of mouth (eWOM) dates to Westbrook (1987). Westbrook (1987) argues that consumer word of mouth consists of informal post-purchase communications to other consumers about the use or feature of services and goods. Bronner and Hoog (2011) state that vacationers' publishing information on the internet is also defined as eWOM. In the related literature, it is seen that the concept of eWOM affects perceived service quality (Roy et al., 2020), attitudes, and intentions (Amalia et al., 2019; Fakharyan et al., 2012; Zarrad & Debabi, 2015) in various ways. Luthfiyatillah et al. (2020) stated that Instagram and eWOM impact consumer purchase intention in restaurants. Agustine and Prasetyawati (2020) examined the effect of e-WOM created on Instagram on the corporate image of a catering company and found that a significant part of the company's corporate image was affected by information quality and eWOM.

There are studies examining Instagram's effects on consumers' preference for local food and local beverages. Hamdani and Maulani (2018), in their study on small and medium-sized local cuisine businesses in Indonesia, found that eWOM affects purchase intention. Kamaruddin et al. (2019) investigated the relationship between the communication skills of Instagram influencers and Instagram users purchase intention for local food in Malaysia and found a positive relationship between communication skills, attractiveness, and purchase intention. Yu and Sun (2019) conducted a content analysis of Instagram posts about Macau city and found that Taiwanese cuisine, local café food, and local snacks were the most popular culinary products. Analyzing local experiences shared by Instagram users, Gon (2021) states that local experiences shared on Instagram are travel-related and associated with outdoor activities and local people. Budak (2021), in their research on the role of Instagram in the marketing of gastronomy culture specific to Gaziantep, determined that social media plays an active role in providing information about Gaziantep cuisine.

Research Hypotheses

Studies in the related literature show that emotional appeal on social media affects liking behaviors (Cagliyan et al., 2021; Zhao & Zhan, 2019) and message appeal affects brand communication effectiveness (Kusumasondjaja, 2018) in various ways. In addition to these, since Wang (2011) found that the experiencing appeal has a significant effect on the tasting intention of gastronomy blog readers, the following H1 hypothesis is written in this study to understand the effect of the experiencing appeal on Instagram followers' intention to taste local food.

- H1: Experiencing appeal provided by influencers' posts on Instagram positively affects the intention to taste.

According to Wang's (2011) study, generating empathy dimension has a significant effect on the tasting intention of gastronomy blog readers. In addition, since it is said that there is a relationship between social media advertisements and empathy (Cağlıyan et al., 2021), the H2 hypothesis of the research is shown below.

- H2: Generating empathy provided by influencers' posts on Instagram positively affects the intention to taste.

It is stated that social media can be used in the creation of destination images (Stepaniuk, 2015). From a similar perspective, Nowacki and Niezgodą (2020) state that the content created by travelers about a destination is an important tool in creating an image of the destination. Dina and Sabou (2012) found that the online environment was seen as a reliable source of information by respondents and that social media channels were used extensively to obtain information before planning a trip. Wang (2011) found that providing images affects the tasting intention of gastronomy blog readers. Considering that the dimension of image provision will affect Instagram followers' intention to taste local cuisine, the H3 hypothesis of this research is written.

- H3: Providing images by influencers' posts on Instagram positively affects the intention to taste.

Caliskan and Mencik (2015) state that the biggest difference between social media and newspapers, television, and other printed media is the simultaneous sharing of information. Kamiloglu and Yurttas (2014) state that social media's information production capacity is important for young people. In addition, Wang (2011) found that the presenting guides dimension has a significant effect on the tasting intention of gastronomy blog readers. In this study, the H4, and H5 hypotheses of the research are as follows.

- H4: Delivering knowledge through influencers' posts on Instagram positively affects the intention to taste.
- H5: Presenting a guide by influencers' posts on Instagram positively affects the intention to taste.

It is seen that the e-WOM concept affects service quality (Roy et al., 2020), attitudes, and intentions (Amalia et al., 2019; Fakharyan et al., 2012; Luthfiyatillah et al., 2020; Zarrad & Debabi, 2015), and corporate image (Agustine & Prasetyawati, 2020). In addition, since Wang (2011) concluded that social influence and cyber community influence have an impact on the tasting intention of gastronomy blog readers, hypotheses H6 and H7 are written as follows.

- H6: The social influence provided by influencers' posts on Instagram positively affects the intention to taste.

- H7: The cybercommunity effect provided by influencers' posts on Instagram positively affects the intention to taste.

Methodology

Data were collected from the participants through a survey. In the introduction part of the survey, there is information such as the purpose of the study and how many minutes the questionnaire will take on average. In the first part of the questionnaire, 32 statements were included to understand the effect of Instagram accounts related to gastronomy (promoting food and beverages specific to cities and promoting local food and beverages) on users' intention to taste local foods. The statements in this section of the questionnaire were taken from Wang's (2011) study. The expression *gastronomy blogs* in the statements was replaced with the expression *gastronomy-related Instagram accounts*. As a result of the pilot study, revisions were made to some statements.

Findings

In the study, Turkish Instagram users over the age of 18 were included in the sample using the purposive sampling method, and the number of respondents was 85. Since four participants were excluded because they selected the option that they did not follow accounts related to gastronomy (promoting food and beverages specific to cities, promoting local food and beverages), the total number of participants was 81. The demographic characteristics of the participants are in Table 1. It was determined that 56.8% ($n = 44$) of the participants followed Instagram accounts related to gastronomy and 43.2% ($n = 35$) of the participants did not follow accounts related to gastronomy but still looked at the photos and videos of these accounts when they came across them. Most of the participants are women and the age range of most of the participants is 26-39 years range.

Table 1. Demographic Results

Variable		<i>f</i>	%
The following gastronomy-related accounts	Yes	46	56,8
	I don't follow, but when I come across photos and videos of gastronomy accounts, I look at them	35	43,2
Gender	Female	59	72,8
	Male	22	27,2
Age	18-25 years range	24	29,6
	26-39 years range	48	59,3
	40 years and older	6	7,4

Since the skewness value of the statements in the scale was less than two and the kurtosis value was less than seven, it was accepted that the model met the assumption of multivariate normality (Table 2) (Tekin, 2017; Türk, 2009). To ensure convergent validity in the model, it is stated that the standardized factor loadings of the observed variables should be greater than .50 and statistically significant (Dogan & Yılmaz, 2017). Since the other observed variables in the model except P1 (.475) and CI4 (.397) are greater than .5. Since the combined reliability (CR) value of each construct in the model was greater than .7 (Dogan & Yılmaz, 2017), and the average variance explained (AVE) value for each construct was lower than the CR value, it was determined that the scale provided convergent validity (Sengül, 2020; Demir, 2022).

Table 2. Confirmatory Factor Analysis

Latent Variable (Factor)	Observed Variable	Standardized Factor Loading	<i>p</i>	Skewness	Kurtosis	AVE	CR	<i>a</i>
Experiencing Appeal (EA)	EA1	.680	.000	-1.282	1.844	.542	.824	.807
	EA2	.849	.000	-.938	6.401			
	EA3	.741	.000	-1.215	3.676			
	EA4	.662	.000	-.767	.300			
Generating Empathy (GE)	GE1	.840	.000	-1.410	2.788	.619	.863	.826
	GE2	.820	.000	-1.435	2.932			
	GE3	.894	.000	-1.861	5.308			
	GE4	.550	.000	-.287	-.785			
Providing Image (PI)	PI1	.475	.000	-.918	1.204	.465	.807	.791
	PI2	.657	.000	-.988	.775			
	PI3	.821	.000	-1.138	1.665			
	PI4	.767	.000	-.935	1.079			
	PI5	.634	.000	-.620	-.381			
Delivering Knowledge (DK)	DK1	.677	.000	-1.836	4.787	.407	.728	.708
	DK2	.771	.000	-.851	.281			
	DK3	.555	.000	-.316	-.675			
	DK4	.517	.000	-.548	-.446			
Presenting Guide (PG)	PG1	.524	.000	-.641	-.111	.405	.727	.729
	PG2	.592	.000	-.545	-.620			
	PG3	.614	.000	-1.130	1.040			
	PG4	.788	.000	-1.282	1.844			
Social Influence (SI)	S1	.798	.000	-.515	-.759	.616	.865	.864
	S2	.711	.000	-.629	-.463			
	S3	.818	.000	-.866	.249			
	S4	.810	.000	-.692	-.356			
Cybercommunity Influence (CI)	CI1	.784	.000	-.765	-.199	.445	.752	.828
	CI2	.745	.001	-.724	-.081			
	CI3	.673	.001	-1.197	2.897			
	CI4	.397	.001	-1.308	2.354			
Behavioral Intention to Taste (BI)	BI1	.788	.000	-1.165	2.984	.599	.816	.792
	BI2	.865	.000	-.463	.686			
	BI3	.656	.000	-.958	1.681			

Fit indices: $\chi^2 = 782.319$; $p = .000$; degree of freedom = 436; $\chi^2/\text{degree of freedom (CMIN)} = 1.794$; RMSEA = .100; NFI = .594; GFI = .645; CFI = .758; SRMR = .1072. When the model fit values are examined, CMIN ($2 \leq \chi^2/\text{sd} \leq 3$) is at an acceptable level. However, RMSEA ($.05 \leq \text{RMSEA} \leq .08$) and SRMR ($.05 \leq \text{SRMR} \leq .10$), GFI ($0.90 \leq \text{GFI} \leq 0.95$) CFI ($.95 \leq \text{CFI} \leq .97$) and NFI ($.90 \leq \text{NFI} \leq .95$) (Capık, 2014; Demir, 2022; Dursun & Karagöz, 2010; Erkorkmaz et al., 2013) values were found to be below the acceptable level.

Table 3. Effect on Behavioral Intention to Taste Local Food and Beverages

Hypothesis	Relationship	Hypothesis	CR	Sig	Conclusion
H1	EA–BI	Positive	2.686	.007	Approved
H2	GE–BI	Positive	3.484	.000	Approved
H3	PI–BI	Positive	0.362	.718	Not approved
H4	DK–BI	Positive	1.013	.311	Not approved
H5	PG–BI	Positive	-0.109	.913	Not approved
H6	SI–BI	Positive	-2.659	.008	Not approved
H7	CI–BI	Positive	1.854	.064	Not approved

Fit indices: $\chi^2 = 1039.981$; $p = .000$; degree of freedom = 457; $\chi^2/\text{degree of freedom (CMIN)} = 2.276$; RMSEA = .126; NFI = .461; GFI = .540; CFI = .593; SRMR = .2843. Experiencing appeal and generating empathy dimensions have an impact on participants' behavioral intention to taste local food. Hypotheses H1, and H2 are accepted (Table 3). As a result of the hypothesis testing,

model fit indices were found to be below acceptable values (Capık, 2014; Demir, 2022; Dursun & Karagöz, 2010; Erkorkmaz et al., 2013).

Discussion and Conclusion

This study aims to state the influence of social media influencers who promote local food and beverages on individuals' intention to taste local food and beverages. In this study, more than half of the participants stated that they follow social media accounts related to gastronomy, whereas a significant portion of the participants stated that they do not follow these accounts but look at the photos and videos of gastronomy accounts when they come across them.

The scale was found to have internal consistency, reliability, and convergent validity. However, the model fit indices of the scale were found to be low. Because of the path coefficient analysis, it was determined that the experiencing appeal represented by influencer posts affects individuals' intention to taste local food. Mainolfi et al. (2022) found that perceived enjoyment has a significant effect on blog engagement, which positively affects both tasting and visiting intentions. Yeşilyurt and Arica (2018) and Komalasari and Liliani (2021) conducted a study on purchase intentions toward a local food brand in Indonesia and found that celebrity attractiveness impresses attitudes toward the brand. Wang (2011) found that the dimension of experiencing appeal affects the intention of gastronomy blog readers to taste local food and beverages. Similarly, according to the results obtained in this study, it was found that a significant majority of the participants were influenced by the appeal shared by influencers about local food on Instagram.

In this study, it was found that empathy with influencer posts is another important dimension of the intention to taste local food. This result is in line with the result of Wang's (2011) study. Bozkurt (2021) argues that increasing empathy towards social media influencers will positively affect brand perception. Köprülü and Turhan (2023) state that empathy from the influencer characteristics affects consumers purchase behavior, loyalty behavior, and positive WOM behavior. When the statements in the generating empathy dimension of this study are examined, it can be said that the posts made by social media influencers about local food and beverages arouse the participants' desire to taste local food, inspire them, and cause them to dream about it, and the participants think that they will experience the same feelings as the influencer after this experience.

Limitations and Future Research

One of the important limitations of this research is that the data was collected through a survey and, a small number of participants prevented in-depth interpretation of the results. In addition, confirmatory factor analysis and hypothesis testing revealed low model fit indices. To obtain in-depth data on this issue, semi-structured and unstructured interviews with influencers and their followers who post about local cuisines can be conducted to obtain broader and more interpretable findings. However, according to the results obtained, it was understood that although individuals do not follow gastronomy accounts regularly, they look at the photos and videos of these accounts when they come across them. In this respect, these accounts should be considered as an important tool for the promotion of Türkiye's local cuisine culture and the creation of an online gastronomy image.

References

- Agustine, M., & Prasetyawati, Y. R. (2020). Pengaruh kualitas informasi Instagram dan electronic word of mouth terhadap citra dapurfit [Instagram and electronic word-of-mouth information quality's effect to dapurfit's image]. *PROfesi Humas*, 5(1), 82–97.
- Amalia, R., Yahya, A., Nurhalis, N., Idris, S., Mahdi, S., Putra, T. R. I., & Sartiyah, S. (2019). Impact of electronic word of mouth on tourist attitude and intention to visit Islamic destinations. In W. Strielkowski, J. M. Black, S. A. Butterfield, C. C. Chang, J. Cheng, F. P. Dumanig, R. Al-Mabuk, R. Al-Mabuk, M. Urban, & S. Webb (Eds.), *Advances in social science, education and humanities research* (pp. 700–705). Atlantis. <https://doi.org/10.2991/agc-18.2019.105>
- Arica, R., Cobanoglu, C., Cakir, O., Corbaci, A., Hsu, M.-J. & Della Corte, V. (2022). Travel experience sharing on social media: effects of the importance attached to content sharing and what factors inhibit and facilitate it, *International Journal of Contemporary Hospitality Management*, 34(4), 1566-1586.
- Arica, R., Kodas, B., Cobanoglu, C., Parvez, M.O., Ongsakul, V. & Della Corte, V. (2023). The role of trust in tourists' motivation to participate in co-creation, *Tourism Review*, 78 (4), 1182-1202.
- Bozkurt, G. Ş. (2021). Pazarlamanın yeni silahı sosyal medya fenomenleri: Fenomen pazarlamanın marka algısına etkisinin değerlendirilmesi [The new weapon of marketing, social media influencers: Evaluation of influencer marketing's effect on brand perception]. In *Twentyfifth Marketing Congress Proceedings Book* (pp. 567-579). Akademik Baskı Merkezi.
- Bronner, F., & De Hoog, R. (2011). Vacationers and eWOM: Who posts, and why, where, and what? *Journal of Travel Research*, 50(1), 15–26. <https://doi.org/10.1177/0047287509355324>
- Budak, E. (2021). Gaziantep iline özgü gastronomi kültürünün pazarlanmasında Instagram'ın rolü [The role of Instagram in marketing the gastronomy culture unique to gaziantep province] (Master's thesis, Istanbul Gelisim University). Council of Higher Education Thesis Center. https://tez.yok.gov.tr/UlusalTezMerkezi/TezGoster?key=tqUiYt63sTQLTpozMJ92QoS6iXmbgdD2_sKBrvghOpl9TTdfz58ehOHk6KeLrXhr
- Cahyono, E. D. (2023). Instagram adoption for local food transactions: A research framework. *Technological Forecasting and Social Change*, 187, Article 122215. <https://doi.org/10.1016/j.techfore.2022.122215>
- Çalışkan, M., & Mencik, Y. (2015). Değişen dünyanın yeni yüzü: Sosyal media [The new face of a changing world: Social media]. *Akademik Bakış Dergisi*, 50, 254–277. <https://dergipark.org.tr/tr/pub/abuhbd/issue/32944/366052>
- Çağlıyan, V., Gelmez, E., & Gürakan, G. (2021). Sosyal medya reklamlarının etkinliği, empati duygusu ve satın alma niyeti üzerine ampirik bir araştırma [An empirical investigation on the effectiveness of social media advertising, empathy expression and intention of purchasing]. *Kahramanmaraş Sütçü İmam Üniversitesi Sosyal Bilimler Dergisi*, 18(2), 1116-1139. <https://doi.org/10.33437/ksusbd.739292>
- Çapık, C. (2014). Geçerlik ve güvenilirlik çalışmalarında doğrulayıcı faktör analizinin kullanımı [Confirmation factor in validity and reliability studies use of analysis]. *Anadolu Hemşirelik ve Sağlık Bilimleri Dergisi*, 17(3), 196-205.
- Davis, J. L. (2016). Social media. In G. Mazzoleni (Ed.), *The international encyclopedia of political communication* (pp.1-8). John Wiley & Sons. <https://doi.org/10.1002/9781118541555.wbiepc004>
- Deegan, O. (2021). #Influenced: The impact of influencer marketing on the travel and tourism industry of ireland. A qualitative study [Master's thesis, Dublin Business School]. Digital Marketing at Dublin Business School. <https://esource.dbs.ie/items/006dc9c5-dfac-4782-8339-192d83ff8d92>
- Demir, Y. (2022). Eğitim mutfaklarında gıda israfını belirlemeye yönelik bir araştırma [A research to determine food waste in educational kitchens] [Doctoral dissertation, Istanbul University]. Council of Higher Education Thesis Center. <https://tez.yok.gov.tr/UlusalTezMerkezi/tezSorguSonucYeni.jsp>
- Dina, R., & Sabou, G. (2012). Influence of social media in choice of touristic destination. *Cactus Tourism Journal*, 3(2), 24-30.
- Doğan, R. Ş., & Yılmaz, V. (2017). Üniversite öğrencilerinin girişimcilik niyetlerinin betimlenmesine yönelik bir yapısal eşitlik modeli önerisi [A Proposal for a Structural Equation Model for the Representation of Entrepreneurial Intentions of University Students]. *Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 19(2), 742-764.
- Dursun, Y., & Kocagöz, E. (2010). Yapısal eşitlik modellemesi ve regresyon: karşılaştırmalı bir analiz [Structural equation modeling and regression: a comparative analysis]. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 35, 1-17.

- Erkorkmaz, Ü., Etikan, İ., Demir, O., Özdamar, K., & Sanisoğlu, S. Y. (2013). Doğrulayıcı faktör analizi ve uyum indeksleri [Confirmatory Factor Analysis and Fit Indices Review]. *Turkiye Klinikleri Journal of Medical Sciences*, 33(1), 210-223.
- Fakharyan, M., Jalilvand, M. R., Elyasi, M., & Mohammadi, M. (2012). The influence of online word of mouth communications on tourists' attitudes toward Islamic destinations and travel intention: Evidence from Iran. *African Journal of Business Management*, 6(38), 10381-10388. <https://doi.org/10.5897/AJBM12.628>.
- Gon, M. (2021). Local experiences on Instagram: Social media data as source of evidence for experience design. *Journal of Destination Marketing & Management*, 19, 1-11. <https://doi.org/10.1016/j.jdmm.2020.100435>
- Gül Ünlü, D., & Zeybek, B. (2020). Sosyal medya fenomeni ve marka işbirliği: işbirliği paylaşımlarına ilişkin instagram kullanıcı yorumları üzerinden bir değerlendirme [Social media phenomenon and brand collaboration: an evaluation of collaborative posts based on instagram user comments]. *AJIT-e: Academic Journal of Information Technology*, 11(41), 72-95. <https://doi.org/10.5824/ajite.2020.02.004.x>
- Hamdani, N. A., & Maulani, G. A. F. (2018). The influence of E-WOM on purchase intentions in local culinary business sector. *International Journal of Engineering & Technology*, 7(2.29), 246-250.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567-579. <https://doi.org/10.1108/MIP-09-2018-0375>
- Kamaruddin, C. N. E., Manmaran, J., Ling, L. P., Razali, N. S., Ridzuan, N. A., & Ibrahim, M. (2019). impact of instagram influencers towards purchase intention in local food business [Conference presentation]. In Third Hospitality, Tourism & Wellness Colloquium Congress. Kelantan/ Malaysia.
- Kamiloğlu, F., & Yurttaş, U. Ö. (2014). Sosyal medyanın bilgi edinme ve kişisel gelişim sürecine katkısı ve lise öğrencileri üzerine bir alan çalışması [The contribution of social media on obtaining information and self-improvement, and a fieldwork on high-school students]. *Galatasaray Üniversitesi İletişim Dergisi*, 21, 129-150. <https://doi.org/10.16878/gsuilet.96678>
- Komalasari, F., & Liliani, K. (2021). The effectiveness of celebrity endorsement in instagram for local food brand on indonesia's customers attitude towards brand and purchase intention. In *First Paris Van Java International Seminar on Health, Economics, Social Science and Humanities (PVJ-ISHESSH 2020)* (pp. 525-532). Atlantis Press. <https://doi.org/10.2991/assehr.k.210304.119>
- Köprülü, O., & Turhan, M. (2023). Influencer pazarlamanın tüketicilerin satınalma davranışları üzerindeki etkileri: Bursa ili örneği [The Effects of Influencer Marketing on Consumers' Purchasing Behaviors: The Case of Bursa Province] *Fiscaoeconomia*, 7(2), 1158-1177. <https://doi.org/10.25295/fsecon.1255086>
- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1135-1158. <https://doi.org/10.1108/APJML-10-2017-0267>
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas media instagram dan e-wom (electronic word of mouth) terhadap minat beli serta keputusan pembelian [The Effectiveness of Instagram and E-Wom (Electronic Word of Mouth) Media on Purchase Intention and Purchase Decisions]. *Jurnal Penelitian IPTEKS*, 5(1), 101-115.
- Manning, J. (2014). Social media, definition and classes of. In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics* (pp. 1158-1162). Sage Publications.
- Mainolfi, G., Marino, V., & Resciniti, R. (2022). Not just food: Exploring the influence of food blog engagement on intention to taste and to visit. *British Food Journal*, 124(2), 430-461. <https://doi.org/10.1108/BFJ-04-2021-0400>
- Nowacki, M., & Niezgodna, A. (2020). Identifying unique features of the image of selected cities based on reviews by TripAdvisor portal users. *Scandinavian Journal of Hospitality and Tourism*, 20(5), 503-519. <https://doi.org/10.1080/15022250.2020.1833362>.
- Power, A. (2014). What is social media? *British Journal of Midwifery*, 22(12), 896-897. <http://dx.doi.org/10.12968/bjom.2014.22.12.896>
- Radulović, L. (2022). The global impact of the world of technology and influencers on private accommodations [Master dissertation, Rochester Institute of Technology]. <https://repository.acmt.hr/islandora/object/acmt:217/datastream/PDF/view>
- Roy, G., Datta, B., Mukherjee, S., & Basu, R. (2020). Effect of EWOM stimuli and EWOM response on perceived service quality and online recommendation. *Tourism Recreation Research*, 46(4), 457-472. <https://doi.org/10.1080/02508281.2020.1809822>.
- Stepaniuk, K. (2015). The relation between destination image and social media user engagement—theoretical approach. *Procedia-Social and Behavioral Sciences*, 213, 616-621. <https://doi.org/10.1016/j.sbspro.2015.11.459>

- Şener, G., & Cobanoğlu, C. (2022). Analysis of International Hotels' Social Media Strategies. *Journal of Mediterranean Tourism Research*, 1(2), 123-139.
- Şengül, H. (2020). Üniversite öğrencileri yeme davranışları ölçeği: geçerlilik ve güvenilirlik çalışması [University students eating behavior scale: validity and reliability study]. *EJONS International Journal on Mathematic, Engineering and Natural Sciences*, 4(15), 708-721.
- Tekin, Z. (2017). Pazarlama Etiğinde Makyavelizm [Machiavelism in marketing ethics]. *Journal of International Social Research*, 10(50), 814-821.
- Türk, Z. (2009). Denetim firmalarının sunduğu hizmet kalitesi müşteri tatmini ve sadakati: Servperf ölçeği [Service quality, customer satisfaction and loyalty offered by audit companies: Servperf scale]. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 18(1), 399-416.
- Upananda, D. R. P., & Bandara, D. M. D. (2022). Impact of influencer marketing on social media users' travel intention. *Sri Lanka Journal of Marketing*, 8(1), 154-174.
- Yeşilyurt, H. & Arıca, R. (2018). Mutfak müzesi ziyaretçilerinin deneyimlerinin incelenmesi: Emine Gögüş Mutfak Müzesi örneği, [Reviewing the experiences of culinary museum visitors: Emine Gögüş Culinary Museum example]. *Journal of Turkish Tourism Research*, 2(1), 60-70.
- Yu, C. E., & Sun, R. (2019). The role of Instagram in the UNESCO's creative city of gastronomy: A case study of Macau. *Tourism Management*, 75, 257-268. <https://doi.org/10.1016/j.tourman.2019.05.011>
- Wang, H. Y. (2011). Exploring the factors of gastronomy blogs influencing readers' intention to taste. *International Journal of Hospitality Management*, 30(3), 503-514. <https://doi.org/10.1016/j.ijhm.2010.07.009>
- Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of marketing research*, 24(3), 258-270. <https://doi.org/10.1177/002224378702400302>
- Zarrad, H., & Debabi, M. (2015). Analyzing the effect of electronic word of mouth on tourists' attitude toward destination and travel intention. *International research journal of social sciences*, 4(4), 53-60.
- Zhao, X., & Zhan, M. M. (2019). Appealing to the heart: how social media communication characteristics affect users' liking behavior during the Manchester terrorist attack. *International Journal of Communication*, 13, 3826-3847.