

ONLINE COSTUMER BEHAVIOR IN FOOD TOURISM

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Abstract

The development of technology that is very fast and dynamic, can be utilized by businesses for their business development. Entrepreneurs and costumers can use technology through the internet to get any information needed without distance and time limit. Social media is one of the many online media that is a favorite of businesses because this media provides a way to get closer to costumers. In the food industry, business people keep up with using social media as a forum for the promotion of food products. Furthermore, the food products offered, especially traditional foods of an area, can be one of the efforts for the development of tourism, especially culinary tourism. From the findings of previous literature by (Blanca Garcia Henche, 2018) it is known that social media can be used as a communication strategy in tourism deals in this case regarding food tourism as a form of tourist experience. This study aims to examine social media marketing in tourist destinations and online costumer behavior in food and food tourism into a destination. This study uses a systematic literature review to identify costumer behavior in marketing through social media on food products to be a choice in determining tourist destinations.

Keywords: Social Media Marketing, Costumer Behavior, Food Tourism, Tourist Destinations

Introduction

Tourism is a prima donna industry for the whole world to maximize the income of a country (Sharma, Y & Nasreen, R, 2015). With the ease of access through social media online costumers find out what's trending or in a food country what is the choice of tourists visiting there then online costumers look at the reviews from various sources such as google, instagram, facebook, twitter and other all transparent and there is no cover-up (Luarn et al., 2015; Antoniadis et al., 2015). However, not all of the businesses are marketing their products online and still use conventional marketing until now.

Like the findings (Hudson et al, 2012) that social media does not have a significant influence on emotions and attachment to the brand of the festival, and that social media based relationships lead to the desired. From the findings of previous literature by (Blanca Garcia Henche, 2018) note that social media can be used as a communication strategy in tourism offerings in this case about the food tour as one of the tourist experience. This study aims to examine social media marketing in tourist destinations and online costumer behavior in food and food tourism into a tourist destination. Research question is identifying costumer behavior in marketing through social media in food products to be a choice in determining the destination of tourist destinations.

Literature Review

Social Media Marketing

Social media marketing which is an online form of advertising that uses the cultural context of the social community including social networks, virtual worlds, social news sites and social sharing sites to meet communication purposes (Tuten, 2008). In social media there is a challenge which is how to create content that is effective in marketing a product according to the wishes of costumers online (Jaakonmäki et al., 2017). Social media marketing can be maximized its use in order to increase revenue (Antoniadis et al., 2015). There are three social media services that are most widely used namely business forums or discussions such as in Finland there is the biggest website of business daily called Kauppalehti.fi, then on social networks such as LinkedIn and reading content on sharing sites such as YouTube. These three social media services are considered very useful for business purposes as webinars and podcasts, user ratings and reviews and searches (Karjaluo, H et al, 2015).

Customer Behaviour

Customer behaviour explained that consciously every costumer behavior is influenced by environmental activities (Tilikidou, I. 2013). Costumer behavior is a combination of cultural, social, family, personality, values, and lifestyle factors (Vrontis, D. & Thrassou, A. 2007). In previous research conducted by (Kautish, P & Dash, G, 2017) shows costumer behavior in India has a positive attitude towards caring for the environment they ask for products that are environmentally friendly. Self-persuasion has a strong influence on costumer behavior (Bernritter et al, 2017).

Food Tourism

Food tourism According to (Ignatov and Smith, 2006) defines culinary tourism as follows: a travel trip (i) buying or consuming local food or (ii) observing and researching the process of food production (from agricultural-bringing to cooking school), and see this as motivation important for traveling or important travel activities. The role of food contained in a destination is able to become the identity of the destination due to the existence of art in culinary which is presented from each culinary. This is conveyed in a concept related to food. It is a cultural aspect that highlights regional cultural differences, and is a cornerstone of cultural identity (Delamont , 1994). Utilization of food tourism is often seen as sustainability in economic, environmental aspects even more than social and cultural (de Jong, A., & Varley, P, 2018). Food becomes very important in Dhofar tourism in giving tourists memories and experiences about what they eat when visiting the area (Enzenbacher, D.J, 2019).

Research Method

This study uses a systematic literature review to identify customer behavior on marketing through social media in food products to be a choice in determining the destination of tourist destinations. Topics are mostly taken in officially accredited and indexed journals. According to (Ngai et al, 2009) in finding relevant articles in extant literature. The search process begins by using related keywords such as social media marketing, customer behavior and food tourism. Then selected and studied whether relevant to the topic under study then analyzed and classified.

Result and Discussion

Social Media Marketing On Food Tourism

The results of the study (Bai, 2015) say that the potential for tourism in promoting local Chinese food through the power of social media with tourists is huge. In Tainan, Taiwan social media effectively encourages tourism businesses through food that has the ability to communicate because local cuisine has cultural heritage (Tsai, 2016). Social media helps tourists in answering questions related to travel and planning their trips to food, where tourists seek information about various types of food and restaurants, especially near the Rocks area (historic tourist sites near the harbor) Sydney, Australia (Edward, et al, 2017). In the case of the food market in Madrid conducted by (Garcia Henche, B, 2018) in the use of social media the food market is not the same as other food markets starting from the use of Facebook, Twitter and Instagram. According to (Atwal, G et al, 2019) Social media growth is the high level of posts related to food dishes, especially those that are culturally unique in French restaurants.

Customer Online Behaviour on Food Tourism

Tourists will recommend local Ghanaian, West African food based on their experiences (Adongo, C. A et al, 2015). The most famous food market in the world, La Boqueria in Barcelona, Spain shows that there are four dimensions of food market behavior among tourists visiting La Boqueria: interactions with local producers and sellers, sensory appeal, attention to health, and local food experiences (Crespi, 2016). In South Africa, five main motives for visiting food festivals were found: escape and socialization, offering offerings and uniqueness, sensory experiences, culinary exposures and festival attributes and novelty based on the motives. Food festival visitors can be grouped into three namely Social, Serious and Selective epicureans (Viljoen) et al, 2017). Tourist food customer behavior in Turkey is influenced by cultural and religious, socio-demographic and individual factors regarding food, their exposure and past experience, as well as motivational and psychological factors (Caber et al, 2018). In Malaysia Tourist Gen-Y which is a novelty seekers who have active involvement with the online reviews gastronomy more likely to show a higher behavioral intentions to sample ethnic foods (Lim, X et al, 2019).

Food Becomes A Tourist Destination

Food is not an excuse to go but more as a complement to the natural experience for tourists vacationing along the Danish coast (Therkelsen, A, 2015). Food tours of heritage udon noodles Japanese domestic travelers sanuki make it into a destination remarkable destinations (Kim, S., & Ellis, A, 2015). Visitors to Cordoba, Spain show greater interest in gastronomy as an excuse for travel aspects (Sanchez-Cañizares, S., & Castillo-Canalejo, A. M, 2015). In Finland do not consider food as very important for destination choice or vacation satisfaction although these travelers enjoy authentic, local and healthy food, for them, relaxation is very important (Björk, P. & Kauppinen-Räsänen, H, 2016). Foreign tourists visiting the city of Córdoba, Spain on important gastronomic / gastronomy and also its presentation as a tourist destination (Jiménez et al, 2016). Singapore is a popular destination for international travelers offered What does have the advantage of variety, but mostly from the cuisine of other countries and groups without Singapore's own identity (Henderson, J. C, 2016). Surabaya local food, Indonesia is one of the destinations of tourists who want to visit Indonesia (Wijaya, S et al, 2017). Foreign tourists visiting the city of Quito (Ecuador) show that gastronomic / local food cooking skills are an important destination when visiting tourist destinations (Pérez Gálvez, J. C et al, 2017). Finnish people who are interested in traveling show that cooking / gastronomic skills are a tourist destination. (Björk, P., & Kauppinen-Räsänen, H, 2017). Food is just a supporting

character as a food destination supported by other tourism resources in Tainan, Taiwan (Tsai, C. T. S., & Wang, Y. C., 2017). Istanbul's local food, Turkey is not a food tourism destination (Okumus, B., & Cetin, G, 2018). The food chosen is soup because it can remind again of French rural people that this festival is also a way to express their identity to the outside and strengthen the linkages of these places and trends in accordance with the development of rural tourism and food tourism (Ducros, H. B, 2018). In Kashmir, India shows Kashmir food can be an attraction for tourists where Kashmir food is a culinary destination (Saqib, N, 2019). Some key components of rural tourism / rural tourism in Russia is a traditional food products locally that are environmentally friendly, accommodation, additional recreation and entertainment in the accommodation, the opportunity to learn the traditional culture and berpasrtisipasi with business activity and local craft (Voinova, N et al, 2019).

Conclusion

Social media has great potential for promotion and can also encourage the development of tourism business. Costumers use social media as the main source of information, especially in making travel plans or restaurant visits. Food-related posts are rife on social media, and this can trigger e-wom which can be useful for increasing the popularity and development of food tourism somewhere.

Food costumer behavior is influenced by cultural and religious, socio-demographic and individual factors regarding food, their exposure and past experience, and motivational and psychological factors. The motives of tourist visits to events related to local culinary are supporting local products, interaction with local producers and sellers, sensory appeal, attention to health, unique and authentic experiences, sensory and emotionally, leisure, escape and socialization, culinary exposure and attributes festival and novelty. By knowing the motives of costumer/visiting tourists, it will help business people food and culinary event organizers to set a target market and offer important attributes so that costumers get the maximum tourist experience. Experience in culinary tourism has an important influence such as the existence of recommendations from visitors, especially those who make reference groups as a reference The experience is also a determinant for the intention to visit again

There are several studies that mention if food is only a complement to the trip, or just one reason to visit. But most of the other studies in various countries agree that if a country's local food can be a tourist destination, even gastronomy is an important destination.

Suggestion

This research could find a different conclusion if it is added more literature. With better methods, the results of previous studies might be described more fully. For marketers, the research results can be used to identify costumers of behavior and create appropriate marketing strategy. Utilization of social media needs to be done by all food tourism marketers to reach the target market because social media is a source of information and a means of decision making for tourists today.

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