

# FOOD CONSUMPTION EXPERIENCES: A FRAMEWORK FOR UNDERSTANDING GEN-Z'S BEHAVIOURAL INTENTIONS ON INDONESIAN LOCAL CUISINE

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## Abstract

This study sought to examine the food consumption experiences of local cuisine among Gen-Z tourists in Indonesia. The SEM analysis was employed to define the consumption value, experiential value, and social media influencer to attitude towards local food and food destination image which lead to behavioural intention. A total of 340 respondents were selected to get a comprehensive insight from the young-adult generation. This study found that health value, emotional value and interaction value, and social media interaction have a positive relationship to the food destination image. Meanwhile, the attitude was affected by emotional values and social media. Both food destination image and attitude have a significant impact on behavioural intention. This study contributes to gastronomic, marketing, and hospitality literature in the context of local cuisine. Moreover, practical contributions are discussed to gain focus on resource development.

**Keywords:** Food consumption; Gen-Z; Destination; Indonesia; Local cuisine.

## INTRODUCTION

Food has always been regarded as an important tourism draw, with numerous sites aiming to give gastronomic experiences to visitors (Tsai & Wang, 2016). To this aim, local cuisine is presented as a key driving factor in tourists' selections to visit specific locations in a country (Kivela & Crotts, 2006). Local food experience is widely acknowledged as an essential component of the entire tourist experience (Mak, Lumbers, Eves, & Chang, 2016). Many destination marketing and management groups use gastronomy and culinary activities such as cooking seminars, food events, fairs, and tours to attract both local and tourism clients (Okumus, 2020). Moreover, understanding consumer food preferences is critical not only for designing a successful marketing strategy for food producers, but also for developing successful public policies aimed at affecting population health and dietary habits (Mitic & Vehapi, 2021).

Individuals born in 1995 or later are considered Generation Z or known as Gen-Z (Veronica & Kusdibyo, 2021). According to *Biro Pusat Statistik* Indonesia (2021), Indonesian Statistic Bureau; Gen-Z occupies the largest percentage (27.94%) of the country's total population. Therefore, this generation has the ability to make a significant contribution to the country's economic progress (Su, Tsai, Chen, & Lv, 2019). Further, these young consumers are significant because they have the potential to frame their food consumption patterns (Stanes, Klocker, & Gibson, 2015). Their diverse food demands and innovative culinary concepts, in particular, help to boost consumption in the tourism industries, while their psychological features, consumer perception, consumer behaviour, and consumer preferences influence food business trends (Hanifawati, Dewanti, & Saputri, 2019). Gen-Z was especially notable since it was born during the peak of technological development and was so accustomed to and relied on technology in almost every area of their lives (Kymäläinen, Seisto, & Malila, 2021).

Local cuisines businesses must understand the value and attitude of young consumers toward local food in order to thrive (Veronica & Kusdibyo, 2021). The tourism industry's future growth depends on by how well it understands the social and demographic trends that influence tourists behaviour (Moscardo, Murphy, & Bekendorf, 2011). Thus, this research provides new insight into the attitudes of Indonesian's young population, Gen-Z, toward food preferences on Indonesian local cuisine. There are few studies related on young consumers' consumption of local cuisines (Su, Tsai, Chen, & Lv, 2019); the relationships between their local cuisine consumption value and behaviour, in particular, are still unknown (Choe & Kim, 2018; Savelli, Murmura, Liberatore, Casolani, & Bravi, 2017). The aim of this study is to investigate the factors that influenced behavioural intentions (BI's) of Gen-Z tourists on Indonesian traditional cuisine. For this purpose, by giving better insight into how food Gen-Z' behavioural intentions are formed, this study intends to aid food enterprises and hospitality industry decision-makers in tourism-dominated countries.

## LITERATURE REVIEW

### Food Consumption Value Theory

According to consumption value theory found by Sheth et al. (1991), consumers' choice behaviour is influenced by multiple consumption values, which include health value, emotional, and interaction values, and each consumption value contributes differently depending on the context (Rousta & Jamshidi, 2020). This theory normally used to identify why customers prefer to buy certain things and why one sort of product may be preferred over another (Gonçalves, Lourenço, & Silva, 2016). In tourism, the concept of consumption value has been related to food consumption.

Consumption value theory understands the multifaceted nature of consumer value, so its applicable to the food tourism environment (Kim & Choe, 2019). Each component of consumption value can provide insight into the relationships between tourist choices and reactions, both individually and collectively (Phau, Quintal, & Shanka, 2014). As a result, the implementation of the consumption value idea can answer the commonly stated challenges of assessing consumer value with only one dimension in the hospitality and tourism areas (Mathwick, Malhotra, & Rigdon, 2002; Sweeney & Soutar, 2001).

In the context of visitors' food intake, several studies have recognized health benefits as a key consumption value (Kim & Eves, 2012; Torres, 2002). Further, consumers' evaluations of hospitality and tourism products are also influenced by emotional value (Ha & Jang, 2010; Hyun, Kim, & Lee, 2011); such as travelling for leisure, visiting museums, and so on (Sánchez, Callarisa, Rodríguez, & Moliner, 2006).

Moreover, within the hospitality and tourist setting, the social value acquired from experiences, interactions, and more physical types of consumption is equally significant in shaping individuals' behaviours (Williams & Soutar, 2009). Consumers who are influenced by social values choose things that mirror their peers' or acquaintances' norms, or that represent the social image they want to project (Elliot, Papadopoulos, & Kim, 2010). Further, culinary experiences that provide enjoyment, pleasure, excitement, or relaxation are likely to stimulate positive behavioural intentions in food tourists (Ha & Jang, 2010). Thus, this study proposes the following hypotheses:

*H1. Health Value positively affects Gen-Z tourists' attitudes toward local food.*

*H2. Emotional Value positively affects Gen-Z tourists' attitudes toward local food.*

*H3. Interaction Value positively affects Gen-Z tourists' attitudes toward local food.*

*H4. Health Value positively affects Gen-Z tourists' food destination image.*

*H5. Emotional Value positively affects Gen-Z tourists' food destination image.*

*H6. Interaction Value positively affects Gen-Z tourists' food destination image.*

### **Experiential Value**

The value of experience in tourism has been widely addressed, especially with the trend of investigating sensory experience (Kim J.-H. , 2014; Sørensen & Jensen, 2015). This tendency has recently prompted academics to investigate the usefulness of tourism's experiential value (Chua, Jin, Lee, & Goh, 2014; Laing, Wheeler, Reeves, & Frost, 2014; Jin, Line, & Goh, 2013). The experiential value in eating itself is derived from the consumption of tangible and intangible goods and services, which has a number of distinguishing characteristics (Mohamed, Hewedi, Lehto, & Maayouf , 2020). Previous research on culinary tourism has identified a variety of experiential value dimensions (Barnes, Mattsson, Sørensen, & Jensen, 2020), however this study using the intrinsic value of experiential value dimension presented by Mathwick *et al.* (2001), which are aesthetic and playfulness. Aesthetic value captured consumers' reactions to the experiential value obtained from the overall design, layout, and aesthetics of service venues, assuming the service encounter functions effectively. Meanwhile, in playfulness, through consumption, individuals find a means to temporarily escape from reality by engaging in activities that elicit positive emotions (Mathwick, Malhotra, & Rigdon, 2001). Therefore, this study proposes the following hypotheses:

*H7. Aesthetic positively affects Gen-Z tourists' attitudes toward local food.*

*H8. Playfulness positively affects Gen-Z tourists' attitudes toward local food.*

*H9. Aesthetic positively affects Gen-Z tourists' food destination image.*

*H10. Playfulness positively affects Gen-Z tourists' food destination image*

### **Social Learning Theory**

Social learning theory has been used in previous marketing studies to acquire a better understanding of consumption habits impacted by various social factors, such as celebrities, peers, and other (Makgosa, 2010). Therefore, in this study, we use social learning theory to comprehend consumer intention in the field of food tourism, specifically, whether social media influencers can influence the attitudes and behaviours of food tourists. Social media influencers are frequently regarded as trustworthy, dependable, and relatable, and they can develop deep bonds with their audience. (Dedeoğlu, Taheri, Okumus, & Gannon, 2020). In previous study in wildlife tourism, online reviews and discussions significantly impact to the destination image and intention to visit (Choirisa, Purnamaningsih, & Alexandra, 2020). Moreover, tourism food marketers can use social media influencers to stimulate tourist interest and promote the destination's food image (Xu & Pratt, 2018). As a result, in keeping with social learning theory' primary premise, the social media influencer involvement in destination marketing operations may have the capacity to affect food tourists' attitudes, behaviours, and intentions (Lim, Radzol, Cheah, & Wong, 2017). Thus, this study proposes this following hypotheses:

H11. Social media influencers positively affect Gen-Z tourists' attitudes toward local food.

H12. Social media influencers positively affect Gen-Z tourists' food destination image.

### Attitude toward local food and behavioural intentions

In food tourism context, post consumption behavioural intentions are essential, with tourists' intentions to suggest local food and motivations to return to the tourism destinations (Choe & Kim, 2018). According to several studies, having a good attitude toward a specific dish, can increase the likelihood of purchasing it and recommending it to others (Hsu & Chen, 2014; Lee T., 2009). Moreover, tourism studies claim that tourists' opinions influence their decision to visit or return to a particular location (Lee T., 2009). Therefore, this study proposes the following hypothesis:

H13. Attitude toward local food positively affect Gen-Z tourists' behavioural intentions

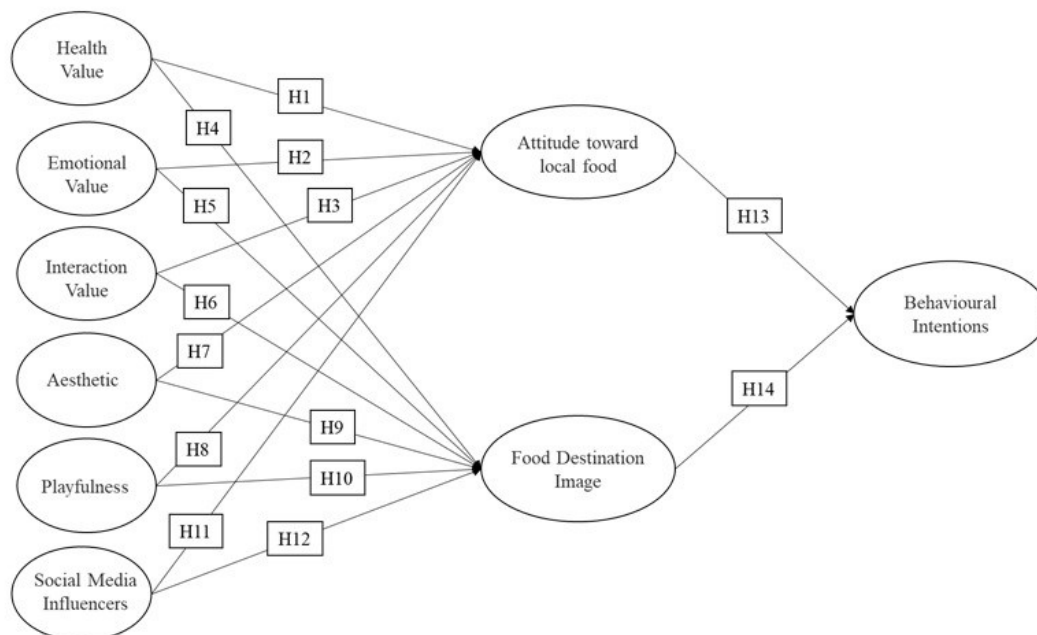
### Food destination image and behavioural intentions

Food and cuisine have been conceptualized in tourism as one of the aspects that contribute to the destination brand image. Cuisine has been conceived more specifically as a marketing image for destinations in culinary tourism research (Lai, Khoo-Lattimore, & Wang, 2017). According to Kim *et al.* (2014), the good image of a country that are well-known for its local foods, were established by travellers' eating experiences and is linked to the desire to return and suggest the place to others. Thus, this study proposes the following hypothesis:

H14. Food destination image positively affect Gen-Z tourists' behavioural intentions.

## METHOD

This research used quantitative approach utilized a survey method to collect data by distributing online questionnaires through email in 2021. Data were collected from 340 Gen-Z in Indonesia who has been travelled for leisure across Indonesia, with total 100% response rate. The questionnaire consists of total 33 questions; 6 questions about demographic profile and 27 variable questions using a Likert scale from 1 (strongly disagree) to scale 5 (strongly agree). This study analysed 340 questionnaires using Structural Equation Modelling (SEM).



**Figure 1.** Proposed Research Model

Source: Research data.

The questionnaire was developed using the nine variables of the research model. To measure food consumption value, three constructs were used: health value (three items), emotional value (three items), and interaction value (two items) from Choe and Kim (2018). Meanwhile, to measure experiential value, two constructs adapted from Mathwick *et al.* (2001) were measured: aesthetics (two items) and playfulness (two items). Four items were adapted from Cooley and Parks-Yancy (2019) to measure social media influencers. Food destination image were measured using four items adapted from Horng *et al.* (2012), meanwhile attitude toward local food measured by using four items from Hsu and Chen (2014). Further, to measure behaviour intentions, three items were used, adapted from Tian-Cole *et al.* (2002) Table 1 below shows constructs and respective items.

**Table 1**  
Measurement and Outer Loadings

Variable	Code	Indicator	Outer Loadings
Health	HV01	I believe Indonesian traditional food is hygienic.	0,816
	HV02	I believe Indonesian traditional food does not endanger my health.	0,835
	HV03	I believe Indonesian traditional food is nutritious.	0,805
Emotional	EV01	I believe eating Indonesian traditional food makes me feel happy	0,808
	EV02	I believe eating Indonesian traditional food gives me pleasure.	0,779
	EV03	I believe eating Indonesian traditional food changes my mood positively	0,799
Interaction	IV01	I believe eating Indonesian traditional food with my travel companion improved our friendship	0,894
	IV02	I believe Indonesian traditional food gives me the opportunity to interact with people I travel with	0,901
Aesthetic	AE01	The dining setting of the place where Indonesian traditional food is served are aesthetically charming	0,921
	AE02	The decoration of the place where Indonesian traditional food is served is very attractive	0,919
Playfulness	PF01	I forget my worries by eating Indonesian traditional food	0,931
	PF02	By eating Indonesian traditional food, I feel that I am in another world	0,923
Social Media Influencers	SMI1	A social media influencer in food tourism introduced Indonesian traditional food to me	0,826
	SMI2	I was encouraged to eat Indonesian traditional food by watching photos, videos and reading texts about Indonesian food & culture posted by social media influencers	0,867
	SMI3	I believe in social media influencers in the field of Indonesian food & tourism, have the experience eating Indonesian traditional food	0,831
	SMI4	Social media influencers who experienced to eat Indonesian traditional food are the most useful source of information about Indonesian food culture.	0,822
Food Destination	FDI1	My dining experience in Indonesian traditional food providers is consistent with my expectations	0,728

Image	FDI2	Visiting Indonesian traditional food restaurant provides a wonderful opportunity to sample local cuisine	0,828
	FDI3	From Indonesian traditional food, it can be understood that Indonesia has a rich food culture	0,694
	FDI4	Indonesian traditional cuisine is unique.	0,726
Attitude toward Local Food	ATLF1	I feel good about Indonesian traditional food	0,732
	ATLF2	I like Indonesian traditional food.	0,756
	ATLF3	Indonesian traditional food can satisfy my needs.	0,826
	ATLF4	In my opinion, Indonesian traditional food service is adequate	0,746
Behavioural Intention	BI01	I will say positive things about Indonesian traditional food to other people	0,819
	BI02	I will recommend Indonesian traditional food to family/friends	0,858
	BI03	I am willing to recommend Indonesian traditional food when other people ask for suggestions	0,811

Source: Research data.

## FINDINGS AND DISCUSSION

### Findings

The respondent of this study almost balance for male and female proportion with full percentage of Z Generation (born around 1996-2010). Most of the respondents are urban citizen which accounted more than two-third of samples. Their mostly students and employee that hold bachelor degree (54%) with average income approximately 350 dollars (below Rp 5.000.000) per month (74.1%). The sample comprise of 56.8% active students or college students, 33.2% employee and the rest of respondents are entrepreneurs (6.5%), unemployed (1.5%), and housewives (2.1%).

**Table 2**  
Demographic Profile

Variable	Category	Frequencies	Percentage (%)
Gender	Male	149	43.8%
	Female	185	54.4%
	Unidentified	6	1.8%
		0	0%
Year of Birth (Generation)	1930-1980 (Gen X/Baby Boomers)	0	0%
	1981-1995 (Gen Y/Millennials)	0	0%
	1996-2010 (Gen-Z)	340	100%
Domicile	Jakarta	154	45.3%
	Tangerang	113	33.2%
	Depok	5	1.5%
	Bekasi	14	4.1%
	Bogor	21	6.2%
	Bandung	3	0.9%



			%	0.6
	Samarinda	2	%	5.0
	Surabaya	17	%	1.5
	Palembang	5	%	1.8
	Bali	6	%	26.8
Education	Highschool/Vocational School	91	%	18.8
	Diploma	64	%	54.4
	Bachelor's Degree	185	%	1.5
Occupation	Unemployed	5	%	56.8
	Students/college students	193	%	33.2
	Employee	113	%	6.5
	Entrepreneur	22	%	2.1
	Stay at home Mom	7	%	74.1
Average Income per Month	< Rp 5.000.000	252	%	24.1
	Rp 5.000.000 - Rp 10.000.000	82	%	1.5
	Rp 11.000.000 - Rp 20.000.000	5	%	0.3
	>Rp 20.000.000	1	%	

Source: Research data.

A variance-based technique was used in this investigation. With a two-stage analytical technique, partial least square was used with SmartPLS 3.0 (Anderson & Gerbing, 1988). PLS-SEM can be used to investigate complicated structural equation models with several constructs, according to Urbach and Ahlemann (2010) and Hair *et al.* (2022). The statistical analysis is based on the measurement data from the indicator or manifest variables, proving the relationship between latent variables (Williams, Vandenberg, & Edwards, 2009). The analysis approach was carried out with reference to reliability and validity qualities (Roldán & Sánchez-Franco, 2012). This research has a reflective model that suits the analysis approach.

**Table 3**  
Convergent Validity and Reliability

	No of Indicators	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Health Value	3	0,755	0,859	0,670
Emotional Value	3	0,710	0,838	0,633
Interaction Value	2	0,760	0,893	0,806

Aesthetic	2	0,819	0,917	0,847
Playfulness	2	0,837	0,925	0,860
Social Media Interaction	4	0,857	0,903	0,700
Food Destination Image	4	0,735	0,833	0,556
Attitude toward local food	4	0,764	0,850	0,587
Behavioural Intention	3	0,773	0,869	0,688

Source: Research data.

The examination of convergent validity is the first step in the measurement model evaluation process. The outer loadings of each indicator and Average Variance Extracted were used to test convergent validity in this study (AVE). Table 1 shows that the value of outer loadings for each indicator exceeds the minimal threshold of 0.07. The Average Variance Extracted (AVE) value is likewise higher than the 0.50 requirement (see table 3), indicating that the measurement model has appropriate convergent validity. The Composite Reliability (CR) and Cronbach's Alpha are used in this study to assess the variables' reliability. If the score surpasses the minimum requirements of 0.7 for CR and 0.7 for Cronbach's Alpha, the questions measuring research variables will be considered reliable.

As shown in Table 3, all items are reliable because the scores are higher than the study's cut-off. Furthermore, for all variables, the variance inflation factor (VIF) values are less than 5 (Hair, Ringle, & Sarstedt, 2013). This result suggests that the independent variables utilized in this study do not have any multi-collinearity.

**Table 4**  
Discriminant Validity (Fornell-Larcker Criterion)

	AE	ATLF	BI	EV	FDI	HV	IV	PF	SMI
<b>Aesthetic</b>	0,920								
<b>Attitude toward local food</b>	0,429	0,766							
<b>Behavioural Intention</b>	0,394	0,584	0,830						
<b>Emotional Value</b>	0,493	0,555	0,441	0,796					
<b>Food Destination Image</b>	0,526	0,634	0,592	0,543	0,746				
<b>Health Value</b>	0,570	0,419	0,401	0,405	0,546	0,819			
<b>Interaction Value</b>	0,516	0,429	0,427	0,468	0,519	0,516	0,898		
<b>Playfulness</b>	0,621	0,484	0,456	0,477	0,535	0,516	0,550	0,927	
<b>Social Media Interaction</b>	0,592	0,540	0,485	0,478	0,561	0,552	0,543	0,685	0,837

Source: Research data.

Moreover, discriminant validity was examined using the Fornell-Larcker criterion, which stated that each construct's AVE should be greater than the squared correlation with another construct (Hair, Ringle, & Sarstedt, 2013). All variables fit this condition, as shown in Table 4. The loadings of each item are also compared to the total cross-loadings in this study. The loadings of each item are larger than the cross-loadings with items from other constructs, as seen in Table 5, indicating discriminant validity (Hair, Ringle, & Sarstedt, 2013).

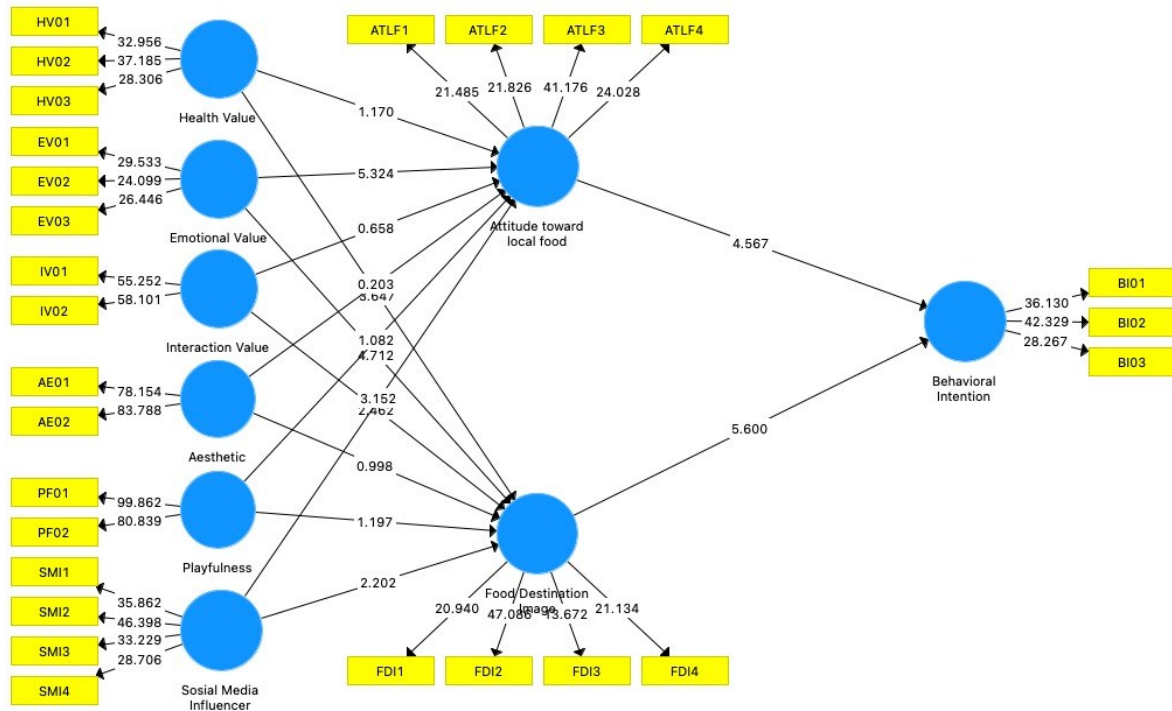


**Table 5**

Cross Loading

	Health Value	Emotional Value	Interaction Value	Aesthetic	Playfulness	Social Media Interaction	Food Destination Image	Attitude toward local food	Behavioural Intention
V01	0,816	0,361	0,382	0,514	0,420	0,475	0,427	0,313	0,339
V02	0,835	0,359	0,470	0,468	0,475	0,502	0,477	0,374	0,335
V03	0,805	0,274	0,411	0,422	0,369	0,377	0,434	0,340	0,312
V01	0,260	0,808	0,348	0,344	0,316	0,336	0,401	0,440	0,332
V02	0,416	0,779	0,417	0,530	0,473	0,475	0,442	0,426	0,360
V03	0,290	0,799	0,353	0,306	0,347	0,331	0,451	0,459	0,360
V01	0,470	0,458	0,894	0,474	0,512	0,497	0,459	0,379	0,364
V02	0,457	0,385	0,901	0,454	0,477	0,478	0,473	0,392	0,403
E01	0,512	0,429	0,455	0,921	0,578	0,552	0,476	0,411	0,372
E02	0,538	0,480	0,495	0,919	0,565	0,538	0,493	0,378	0,354
F01	0,474	0,467	0,515	0,585	0,931	0,644	0,502	0,469	0,430
F02	0,484	0,415	0,505	0,567	0,923	0,627	0,490	0,428	0,415
MI1	0,468	0,370	0,485	0,508	0,626	0,826	0,477	0,464	0,398
MI2	0,435	0,416	0,431	0,517	0,594	0,867	0,428	0,446	0,381
MI3	0,455	0,456	0,467	0,478	0,542	0,831	0,507	0,457	0,416
MI4	0,488	0,353	0,429	0,479	0,530	0,822	0,459	0,437	0,426
DI1	0,519	0,383	0,532	0,472	0,520	0,494	0,728	0,450	0,364
DI2	0,477	0,482	0,428	0,485	0,512	0,545	0,828	0,561	0,474
DI3	0,242	0,327	0,205	0,221	0,200	0,247	0,694	0,412	0,414
DI4	0,348	0,409	0,338	0,344	0,306	0,335	0,726	0,453	0,516
TLF1	0,327	0,407	0,334	0,291	0,357	0,404	0,447	0,732	0,459
TLF2	0,238	0,423	0,277	0,214	0,254	0,301	0,417	0,756	0,453
TLF3	0,329	0,459	0,320	0,404	0,428	0,442	0,529	0,826	0,445
TLF4	0,382	0,412	0,379	0,391	0,432	0,494	0,541	0,746	0,434
I4	0,317	0,346	0,353	0,347	0,384	0,381	0,493	0,501	0,819
I5	0,383	0,373	0,386	0,341	0,405	0,433	0,526	0,476	0,858
I6	0,295	0,379	0,323	0,290	0,344	0,393	0,452	0,478	0,811

Source: Research data.



**Figure 2.** Research Framework – Bootstrapping  
Source: Research data.

This examination would survey basic model to test research hypotheses. Utilized the bootstrapping method with 5000 resamples to examine each of path coefficients value (Hair, Hult, Ringle, & Sarstedt, 2022). Based on table 6 and figure 2, out of 14 proposed hypotheses, 8 were proved to be significant. The second hypothesis value (Beta = 0.345; T-value = 5.118; p-value < 0.05), fourth hypothesis value (Beta = 0.208; T-value = 3565; p-value < 0.05), fifth hypothesis value (Beta = 0.248; T-value = 4.847; p-value < 0.05), sixth hypothesis value (Beta = 0.124; T-value = 2.383; p-value < 0.05), eleventh hypothesis value (Beta = 0.254; T-value = 2.858; p-value < 0.05), twelfth hypothesis value (Beta = 0.155; T-value = 2.197; p-value < 0.05), thirteenth hypothesis value (Beta = 0.349; T-value = 4.827; p-value < 0.05) and followed by the fourteenth hypothesis value (Beta = 0.371; T-value = 5.798; p-value < 0.05). In a contrast, the first hypothesis functional value (Beta = 0.078; T-value = 1.072; p-value > 0.05), third hypothesis (Beta = 0.049; T-value = 0.669; p-value > 0.05) is not significant. seventh hypothesis value (Beta = -0.017; T-value = 0.197; p-value > 0.05), eighth hypothesis value (Beta = 0.074; T-value = 1.010; p-value > 0.05), ninth hypothesis value (Beta = 0.089; T-value = 1.200; p-value > 0.05) and tenth hypothesis value (Beta = 0.090; T-value = 1.247; p-value > 0.05) are not significant.

This result provides the answer to the research hypotheses. Based on the beta value, food destination image and attitude are slightly balance to be the significant role in explaining the behavioural intention to the local cuisine consumption in Indonesia. This study also calculates the R<sup>2</sup> of the model to answer the research question. The R<sup>2</sup> of this model is 0.424, which indicates that the variation of visit intention can be accounted for 42.4% by the proposed independent variables, namely attitude towards local cuisine and food destination image. Meanwhile, the remaining 57.6% variation is attributed to external variables that were not included in the model. The results indicate that the combination from the theory of consumptions, experiences, and social learning theory have values that can be used to explain the behavioural intention of Gen-Z tourists in Indonesia.

## Discussion

The study findings emphasize the potential role that consumption value, experiential value and social media influencers have whether significant effect in shaping behavioural intentions of Gen-Z

tourists through attitude and food destination image. Supporting *H2* and *H5*, a positive relationship was found between emotional value with attitude toward local food and food destination image. This result show that Gen-Z tourists who perceived high emotional value hold a positive attitude and food destination image. However, *H1* and *H3* shows that health value and interaction value has no impact to attitude toward local food. This results are supported with findings by Choe and Kim (2018) in Hong Kong, which found tourists who reported a high health value and interaction value did not exactly have a positive attitude toward local food.

On the other hand, the positive relationship between health value (*H4*), emotional value (*H5*), and interaction value (*H6*) toward food destination image, indicates the importance of tourist local consumption value to have impact on the destination image. Furthermore, experiential value such as aesthetic (*H7*, *H9*) and playfulness (*H8*, *H10*) show negative relationship to both attitude toward local food and food destination image. This study result was opposite with findings in Soltani et al. (2021) in Rasht, Iran; which found the positive relationship between aesthetic and playfulness to attitude and food destination image, that indicates the importance of experiential value among food tourist.

Supporting *H11* and *H12*, a positive relationship was found between social media influencers with attitude toward local food and food destination image. This finding confirmed that publicity through social influencers can be used as an effective tool of marketing for local food. Finally, supporting *H13* and *H14*, a positive relationship was found between attitude toward local food and food destination image with behavioural intentions. A positive relationship in attitude toward local food and food destination image result in a desire to return to the tourist destination for local food in the future, as well as a desire to suggest food and experiences to others. These findings are remaining consistent with those evaluated in general tourism and hospitality studies (Curran, et al., 2018; Thompson, et al., 2018).

**Table 6**  
Path Coefficients

Path	Beta	T Values	P Values	Result
Health Value -> Attitude toward local food	0,078	1,072	0,284	Rejected
Emotional Value -> Attitude toward local food	0,345	5,118	0,000	Accepted
Interaction Value -> Attitude toward local food	0,049	0,669	0,504	Rejected
Health Value -> Food Destination Image	0,208	3,565	0,000	Accepted
Emotional Value -> Food Destination Image	0,248	4,847	0,000	Accepted
Interaction Value -> Food Destination Image	0,124	2,383	0,018	Accepted
Aesthetic -> Attitude toward local food	-0,017	0,197	0,844	Rejected
Playfulness -> Attitude toward local food	0,089	1,200	0,231	Rejected
Aesthetic -> Food Destination Image	0,074	1,010	0,313	Rejected
Playfulness -> Food Destination Image	0,090	1,247	0,213	Rejected
Social Media Influencer -> Attitude toward local food	0,254	2,858	0,004	Accepted

Social Media Influencer -> Food Destination Image	0,155	2,197	0,028	Accepted
Attitude toward local food -> Behavioural Intention	0,349	4,827	0,000	Accepted
Food Destination Image-> Behavioural Intention	0,371	5,798	0,000	Accepted

Source: Research data.

## CONCLUSIONS

Understanding consumer behavior, knowing why and how they buy, is a relevant topic to be studied due to the constant changes in the way consumers see products and companies. Therefore, our study aimed to research the main influences, experiences, and involvement that impact wine consumer behavior. Therefore, our research first aimed to identify the profile of wine consumers in wine regions located in southern Brazil, while analyzing and describing the main factors considered by them at the time of purchase and consumption. This study evaluated behavioural intentions and their stimulants within the context of food tourism, suggesting that attitude toward local foods and food destination image influenced by health value, emotional value, interaction value, aesthetics, playfulness and social media influencers can explain the behavioural intentions of Gen-Z tourists. The study investigates the relationships between Gen-Z tourists' local food consumption value and the outcome variables using an original valid and reliable measurement scale for tourists' local food consumption value based on consumption value theory, experiential value theory and social learning theory. The findings show that emotional value has a positive impact to both attitude toward local food and food destination image. Further, health value and interaction value have positive direct impacts to food destination image. Social media influencers positively affect both attitude and food destination image. Moreover, attitude toward local food and food destination image has significant impact on behavioural intentions.

## Theoretical and practitioner implications

According to the findings, health value should be emphasized to build the local food destination image in Indonesia. Local food business owners may give proper information of meanings and health information of certain local dishes or ingredients by providing menu information. Additionally, by creating welcoming and exciting service environments in local food restaurant, such as playing traditional music and serving regional cuisine, the emotional value of food consumption can go beyond the satisfaction that tourists get from the food itself (Yalinay, et al., 2018). Moreover, promotional and marketing materials should appeal to enhance tourists' positive emotions, since it contributes significantly to attitude toward local food in general (Lee, Lee, & Choi, 2011). Local food business owners must emphasize that the culinary offering available throughout tourist destination in Indonesia can generate satisfaction for the tourists. On the other hand, tourists may interact with other parties, such as waitresses in tourism destinations, and so on when travelling to tourism destinations in Indonesia. These interactions have the ability to boost the destination image derived from local food.

Experiential value such as aesthetic and playfulness does not have significant impact for Gen-Z tourist. However, since Gen-Z is technology native, social media influencers can influence Gen-Z tourist' decision to visit a tourism destination and consume local food in the area. Based on previous study, a traveller with personal knowledge and experiences will be acknowledged and trusted when distributing information to other or future tourists (Choirisa, Purnamaningsih, & Alexandra, 2021). Since social media influencers such as food vlogger already experienced local foods in tourism destination, Gen-Z tourists are more likely trust their recommendation. Finally, making pleasant attitude is essential for local food business owners, since satisfied tourists who share their positive experiences with others and are more likely returning to the tourist destination again in the future.

## **Limitations and future research**

Future research should test model in various circumstances to more thoroughly evaluate the connection between the food values of tourists and other perceptions or behaviours. The study is further limited because it uses data from Gen-Z tourists who have travelled in Indonesia. Because different ethnicities, generation gap and cultural backgrounds are likely to produce different outcomes, caution should be applied when extending the findings here to culinary tourism in other nations and other generations. Finally, to examine how experiential values affect two distinct groups, high-income visitors and low-income tourists can be also considered for future studies.

## **Research ethic statement**

The authors declare that this study no submitted for evaluation in another journal simultaneously with the CBR or previously published in another journal.

## **Author contribution statement**

The authors contributed equally to the paper.

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## **Disclosure statement**

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