

Title: Investigating the Impact of Food Tourism Vlogger Entrepreneurs' Language Characteristics on Audiences' Attitude and Behaviours

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Introduction

Entrepreneurial communication skills have been recognised as a crucial factor that significantly impacts entrepreneurial success (Makhbul and Hasun, 2011, Odewale et al., 2019). As an essential component of entrepreneurial leadership, the significance of entrepreneurial communication has been widely discussed in the context of pitching or storytelling to facilitate investment opportunities (Martens et al., 2007), such as crowd fundraising (Koh et al., 2020) and angel investment (Huang and Pearce, 2015). With the rapid growth of the internet and social media networks, an increase of online video content witnessed a significant growth from 2021, when consumers watched 19 hours of online video content weekly (Wyzowl, 2023). With the internet and social media networks continue to expand rapidly, there are significantly impacting entrepreneurial activities, paving the way for new and diverse entrepreneurial opportunities (Centobelli et al., 2022, Guinez-Cabrera and Aqueveque, 2022). The research gaps on how digital technology affects the entrepreneurs in the future are still vast (Troise et al., 2022). Vlogger entrepreneurs have been able to earn substantial incomes through various revenue streams. For example, in 2021, Mr. Beast (Jimmy Donaldson) ranked as the top-earning YouTuber worldwide with earnings of approximately 54 million U.S. dollars, demonstrating the potential profitability of vlogging (Forbes, 2022). Vlogger entrepreneurs utilise their entrepreneurial leadership, creativity, and communication styles to generate income by providing various video contents to their audiences, such as “how-to” videos, gaming, advice, and travel vlogs. Vlogger entrepreneurs who create video content have access to a valuable combination of revenue streams that stem from platform-specific monetisation services, external partnerships and collaborations, potential merchandise sales, and cross-platform content syndication and interaction (Törhönen et al., 2021). However, the success of their revenue largely depends on their ability to engage their audiences, which is measured through key performance indicators (KPIs) (Fleming, 2020, Micova and Jacques, 2019). Vlogger communication skills play a crucial role in engaging audiences (He et al., 2022). Different from a conventional cognitive persuasive pitch, vlog communication incorporates

elements of entertaining (Goedhart et al., 2022), storytelling (Li et al., 2022), and the ability to evoke the audiences to “dream” with them (Wang et al., 2022).

Tourism vlogging has been notably successful. With more than 2.5 billion users, and the average global user spends over 23.1 hours per month on the platform, YouTube has emerged as the second popular social network worldwide in 2023 (We Are Social, 2023). Google Trends is a search query index based on user queries in a specific geographical area. The index represents query share, with the highest volume day normalised to 100 (Önder, 2017). A search query was conducted by the authors with the queries (1) key term search “travel vlog”; (2) in YouTube Search, “Travel” Category; (3) location, “Worldwide” and (4) search time, June 2018 to May 2023. The data reflects that travel vlog viewing is a general upward trend, peaking during the ease of travel restriction and post-pandemic recovery period. Although at the early stages of pandemic (from March to May 2020) there is a significant drop in views, reflecting the widespread global impact of lockdown travel restrictions. However, as shown in Figure I query index result of worldwide travel vlog, which is attached in appendix I, as time progresses, there is a gradual recovery in view counts, suggesting an evolving interest in virtual travel experiences or an anticipation of future travel. The blooming of tourism vlog enterprises are due to the influence of pandemic as the online experience of mental escapism enables the audience to escape reality and immerse themselves in a virtual world that brings them pleasure and future travel ideas (Le et al., 2019). The travel vlog content involves vlogger’s travel story sharing (Peralta, 2019, Xu et al., 2021) and provides potential tourists with convenient information (Li et al., 2020).

Food travel vlogs have become popular due to the increasing demand for experiencing gastronomy tourism (Li et al., 2020) and the sensory pleasure of food (Batat et al., 2019). According to Chang et al. (2020), food is a major driving force behind travel decisions and a way to learn about the culinary identity, cultural legacy, shared gastronomic values, and lifestyle (Boniface, 2017, Brulotte and Di Giovine, 2016). Food travel vlogs capture the entire sensory experience of a trip while the vloggers reflect on it, interact with viewers, and share their own food travel stories (Batat et al., 2019). Audiences become emotionally involved and vicariously experience the multimodal culinary experience by watching food travel vlogs. Food travel vloggers language style is vital to the storytelling as it is seen as a type of electronic Word-of-Mouth (eWoM) that reflects the vlogger’s evaluation of food which cognitively affects the audiences’ perceived usefulness of the

content and purchase decisions (Briliana et al., 2020). In addition, due to the sensory rich nature of food travel vlogs, vlog contents contain rich sensory descriptions that attract audience attention (Coker et al., 2021), evoke audience mental imagery (Simmonds et al., 2020), affect audience emotions (Mehraliyev et al., 2020) and behavioural intention (Kim et al., 2021).

Extant literature on linguistic style of entrepreneurial communication has primarily focused on the significance of cognitive verbal features of social and commercial entrepreneurs and the cognitive persuasion on stakeholders and potential investors for entrepreneurial success (Markowitz et al., 2023, Moradi and Badrinarayanan, 2021, Parhankangas and Renko, 2017). However, another group of scholars advocates for the use of imagery information processing approach in entrepreneurial communication (Chang, 2013, Ellen and Bone, 1991, Ha et al., 2019). They argue that figurative communication with embodied imagery experience can also influence investment judgement (Clarke et al., 2019). Recent research has shown that sensory-rich videos evoke a mental imagery process and allows audiences to have an embodied experience (Le et al., 2019, Simmonds et al., 2020). Previous research has applied mental imagery process in advertising (Chang, 2013, Kim et al., 2016, Phillips and McQuarrie, 2010), physical retail stores (Kim et al., 2020), website (Lee and Gretzel, 2012), virtual reality (Bogicevic et al., Tussyadiah et al., 2018, Xi and Hamari, 2021) and social media network (Ha et al., 2019) by investing the quantity and modality of the mental imagery and its consequential outcome on attitude and behaviour. However, the significance of comprehending how language that evokes mental imagery is used in digital entrepreneurial communication has been neglected. The linguistic style of vlogger entrepreneurs is an area of research that has received little attention leaving research gaps, despite some studies, like Munaro et al. (2021), that attempt to explore the connection between the linguistic style of general YouTube vlogs and their social media engagement rates, such as views, likes, and comments. In order to fill the gaps, there is a clear need for research on the impact of rich sensory language of vlogger entrepreneurs on audiences' attitude, and behavioural intentions, with an awareness of the unique sensory and experiential aspects of food travel vlogs.

The purpose of this study is to explore the mechanism underlying the effects of sensory-rich language on audience attitudes, behavioural intentions, intention to taste, and visit intentions, using a language-mental imagery-attitude-behaviour model. More specifically, research objectives are to explore how sensory-rich narratives induce mental imagery and examine the consequences of

mental imagery on attitude and behavioural change on food involvement. The model proposes that bodily mental imagery positively influences audience attitude and behavioural outcomes. The study will utilise a stimulus-based approach by selecting a sensory-rich script from a highly influential vlogger entrepreneur with a significant number of following on social media. In terms of theoretical contribution, this study enriches the existing theories of embodied cognition and sensory marketing by examining the role of mental imagery processing in the context of food travel vlogger entrepreneurial communication. The findings of this study have managerial implications for food travel vlogger entrepreneurs and destination marketing enterprises, as they can gain insights into the effective linguistic styles that enhance audience engagement. Destination marketers can use this study's findings to develop successful communication strategies when collaborating with food travel vlogger entrepreneurs.

The paper is structured as follows. Next section starts with the literature review discussing food travel vlogger entrepreneurship, language cues and theoretical underpinning of this study. Then, the research methodology is introduced, followed by analysis and the results sections. Final section discusses the results, and the paper is concluded with the details on contributions, limitations, and further research suggestions.

Literature Review

The literature review will start with the introduction to food tourism highlighting the recent growing importance of food travel vlogger entrepreneurs. It will continue with the focus on the role of language cues in inducing imagery processes in entrepreneurial communication. Later sections will provide detail on theoretical framework and hypotheses development.

Food tourism and food travel vlogger entrepreneur

The term “food tourism” specifically emphasises the physical and sensory experiences associated with eating and is driven by a strong motivation to engage with local food culture (Everett and Slocum, 2013, Kim et al., 2019, Lin and Mao, 2015, Rahman et al., 2017). More recently, food tourism received increasing interest, and has been seen as experiential savouring journey (Batat et al., 2019), related to the destination imagery (Cardoso et al., 2020). With the development of easy access to internet and smart devices, the physical sensory food experience is widely mediated by

social media. Food travel related reviews, blogs, plogs (photologs) and vlogs are one of the major sources for potential tourists to gain their idea for travel (Briliana et al., 2020, Lim et al., 2019, Sokolova and Kefi, 2020, Yu and Sun, 2019). This available online information provided audiences with credible and convenient travel information and inspire them with new travel ideas (Le et al., 2019).

According to Cheng et al. (2020), travel vlogger entrepreneurs recognise the marketing potential of their travel experiences and how they can be shared through vlogs. As the popularity of professionally and amateurly produced travel vlogs continues to rise, these entrepreneurs use their vlogs as a means of self-expression, an effective marketing tool to leverage their commercial value (Schouten et al., 2020) and an effective information cue to affect audience's decision-making process (Mainolfi et al., 2021). Food vlogger entrepreneurs positively affect consumers' behavioural intention (Briliana et al., 2020). Peralta (2019) points out that the use of narratives and images in vlogs plays a crucial role in creating an attractive destination image for potential visitors. The need for cognitive information and the credibility of the information source are heavily emphasised in this approach. This cognitive attribute-based approach fits in to the elaboration likelihood model (Shahab et al., 2021) in persuasion where technology mediated information is adopted as a cognitive type of electronic word-of-mouth (eWoM), which builds logical argument to change consumers' attitude and behavioural consequences (Leong et al., 2019). Another approach highlights the persuasive effect of imagery information on audiences (Bone and Ellen, 1992, Ellen and Bone, 1991, MacInnis and Price, 1987). Food vlogs offer content from an experiential perspective, which is a technology-mediated embodied and storytelling experience (Le et al., 2019). For instance, Brochado et al. (2021) view online wine videos as a digital embodied experience that can enhance purchase intention and willingness to pay. Food experience is a multisensory experience (Brochado et al., 2021, Petit et al., 2019, Spence et al., 2019, Xiong et al., 2015). Language especially sensory descriptors can work as cues to activate audiences' imagination (Cornil and Chandon, 2016, Crisinel and Spence, 2012, Petit et al., 2019, Spence, 2011, Spence and Deroy, 2013, Spence et al., 2019). The mechanism of how sensory-rich food travel vlogs benefit audience's decision-making process is unclear. To bridge the research gap, this study sets out to explore how sensory rich language evokes audiences to mental imagery as well as its attitude and behavioural outcomes.

Language cues and embodied cognition

The present research focuses on the role of language cues in inducing taste mental imagery processes. Grounded in the embodiment cognition approach, the perceptual symbol systems theory (PSS) (Barsalou, 2008, Barsalou, 1999) offers a synthetic perspective that integrates the standard symbolic functionality of traditional theories with embodied cognition. According to PSS theory, language functions as a simulator for recognising and imagining a perceived event. Linguistic symbols are developed in association with perceptual symbols, where a linguistic symbol is a schematic memory of a perceived event, which may be represented by a spoken or a written word. For instance, a food travel vlog content constitutes a perceptual and linguistic symbol representing the actual sensory event that the food travel vlogger experienced. By focusing on linguistic simulators, a simulation process is in place for individuals to recognise and imagine the event. A food travel vlog script is a verbalised experience that evokes audiences to integrate and link to the subsets of a frame. The simulator words are associated with different aspects of simulations, particularly sensory-motor simulation and affective simulation (Barsalou, 2008).

Empirical evidence has shown that language can activate the simulation of motor and affective simulation in the context of food (Muñoz-Vilches et al., 2020, Papies and Barsalou, 2015). For example, Papies et al. (2020) demonstrate that food and drink words trigger spontaneous eating and drinking simulations, which further affect their desire and eating experience, such as cravings, salivation, and taste ratings. The rich sensory information extracted from previous eating experiences enables individuals to re-experience the pleasurable sensory content, which reactivates reward signals in the brain and triggers a desire for the associated food (Papies and Barsalou, 2015). Winter (2016) shows that the embodied sensory simulators, especially taste and smell words, are deeply related to human reward systems and emotional processing in the brain. In addition, odour memories especially taste and smell words have a close connection with emotions.

Theoretical framework and hypotheses development

Mental imagery has been widely studied in relation to sensory experience and sensory marketing (Krishna, 2012). It refers to the mental process by which sensory information is presented in working memory, without the presence of actual stimuli (Kosslyn et al., 2006, MacInnis and Price, 1987). Mental imagery is commonly understood as a visual simulation response to various stimuli, with elaboration and quality as its two traditional dimensions (Babin and Burns, 1997, Bogicevic et al., 2019, Petrova and Cialdini, 2008). Elaboration refers to the number of mental pictures created and the individual's level of engagement with the imagery, while quality describes the brightness, intensity, clarity, and sharpness of the mental pictures (Yoo and Kim, 2014). However, Miller et al. (2000) proposed that mental imagery should encompass four dimensions, namely, quantity, modality, vividness, and affective tone (Nanay, 2018, Pearson, 2019, Tiggemann and Kemps, 2005, Young, 2020). The modality dimension acknowledges the emotional factor and non-visual imagery in the mental imagery process. The quality of mental imagery may differ across sensory modalities, with vision and audition being the highest in vividness, while smell is the lowest (Schifferstein, 2009).

Mental imagery is multisensory (Elder and Krishna, 2022). Gustatory imagery is widely used in sensory advertisement imagery of the taste of the food item, leading to more positive taste thoughts and more positive taste evaluations than advertisements that focus on one sense (Elder and Krishna, 2010). Sensory rich traditional video and VR wine video enable consumers to have a better sensory experience. Compared with traditional video, the more immersive VR video evokes better imagery on wine taste and finish via presence (Wen and Leung, 2021). Sensory imagery cues including visual, olfactory, gustatory and auditory play an important role in evoking food imagery (Shahriari et al., 2019).

Mental imagery has been found to have a significant impact on consumers' attitude and behavioural intentions. Research has shown that mental imagery of advertisements can influence purchasing decisions (Walters et al., 2007). Le et al. (2019) conducted a systematic review that identified direct consequences of mental imagery, such as cognitive and affective changes, as well as indirect consequences, including changes in behavioural intentions, regardless of the stimuli used. Zheng et al. (2021) argue that mental imagery affects tourists' visit intentions by facilitating

cognitive learning and reducing negative emotions in virtual tourism. Lee and Gretzel (2012) suggest that mental imagery elicited by websites can influence consumer attitude strength, confidence, and attitude resistance. In the context of tourism, imagery processing has been found to influence experiential decision-making by eliciting positive emotions and avoiding negative emotions (Goossens, 2000, Kwortnik Jr and Ross Jr, 2007).

For the purposes of this study, mental imagery processing is defined as having two dimensions: quantity and modality, which will be used to examine the impact of rich sensory language style. Specifically, individuals who engage in mental imagery processing characterised by a greater quantity and variety of sensory modalities are expected to have more favourable attitudes toward destinations, leading to the following hypothesis:

H1: Mental imagery evoked by a rich sensory script (a: quantity, b: modality) enhances attitude.

The current study adopts Andrews et al.'s (1990) conceptualisation of behavioural involvement and explores its relationship with behavioural intention towards ethnic food. Prior research suggests that tourists who are highly involved in tourism activities tend to have higher satisfaction with their overall trip (Lu et al., 2015) and a positive on-site tourism experience (Kim, 2012). Other studies have examined audience involvement in travel vlogs as a format of bullet comments and found it to be closely related to visit intention (Xu et al., 2021). Kim et al. (2018) investigated the influence of food value video clips on behavioural involvement with Hong Kong food and found that global food, attractive food, and realistic restaurants significantly affected the behavioural involvement and visit intention of generation Y towards Hong Kong food. Based on Kim et al.'s (2018) definition, behavioural involvement with food refers to “consumers’ interest in food, information search effort, and communication with people about the destination food.” Previous research has established a positive relationship between involvement and actual visits to the destination, leading to the following hypothesis:

H2: Destination attitude enhances behavioural involvement with food.

The intention to taste refers to consumers' willingness or intention to try new or unfamiliar food. Wang (2011) conducted a study on gastronomy blogs to identify the factors influencing tourists' behavioural intention to taste. Gastronomy blogs can inspire audiences to desire a particular taste by providing sensory appeal and generating empathy feelings. Similarly, Mainolfi et al. (2021)

found that blog engagement has a significant positive effect on both the intention to taste and visit. As such, it is hypothesised that there exists a positive relationship between behavioural involvement and the intention to taste.

H3: Behavioural involvement with food enhances intention to taste.

Mental imagery processing has been found to shape consumers' behavioural consequences, as evidenced by previous research. For example, Jeong (2008) suggested that visual and verbal messages with strong imagery have a greater influence on behavioural intention. In addition, high-imagery radio advertisements have been shown to increase the likelihood of purchasing behaviour (Bolls and Muehling, 2007). Greater sensory information has been found to positively influence the attitudes and behaviours of customers, as demonstrated by studies on various stimuli (Krishna and Schwarz, 2014, Lee et al., 2010, Meert et al., 2014). Recent studies have explored the impact of technologically embodied sensory-rich stimuli, such as virtual reality (VR) headsets or virtual tours, on visit intention. These immersive experiences have been found to increase visit intention (Tussyadiah et al., 2018, Yung et al., 2021). Therefore, it is hypothesised that there is a positive relationship between attitude and visit intention.

H4: Destination attitude enhances visit intention.

The concept of involvement has been found to be a direct predictor of behavioural intention (Andrews et al., 1990). For example, a higher level of involvement is associated with increased behavioural intention to purchase travel products (Huang et al., 2010), try organic food (Teng and Lu, 2016), and engage with online retailers (Kim et al., 2007). Based on these findings, it is hypothesised that there are mediating effects among attitude, behavioural involvement with food, and intention to taste.

H5: The effect of mental imagery on visit intention is mediated by (a) attitude, (b) behavioural involvement with food; (c) via serially attitude and behavioural involvement with food.

H6: The effect of mental imagery on visit intention is mediated by (a) intention to taste; (b) via serially attitude and intention to taste.

The summary of proposed hypotheses is illustrated in the Figure II below.

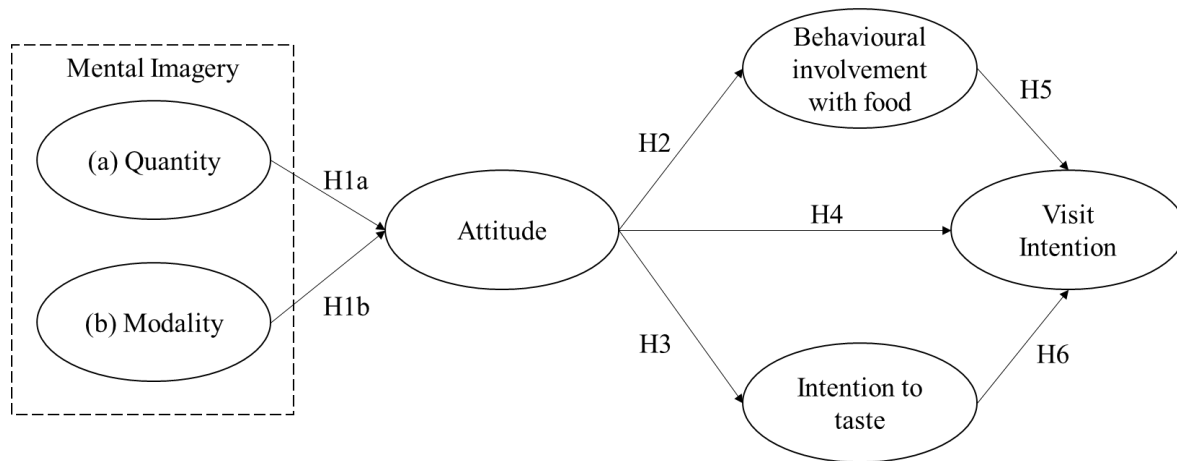


Figure II Summary of hypotheses (Authors' own creation)

Research Methodology

A stimulus-based mental imagery approach

Several studies on the impact of language-induced mental imagery in travel vlogs have adopted either a stimulus-based (Lee and Gretzel, 2012) or a memory-based approach (Cardoso et al., 2020). While the former involves providing respondents with stimuli in various modalities, the latter involves eliciting verbal responses through stimulating questions. However, the memory-based approach has been criticized for being prone to the limitations of visual appeal and low imagery ability among respondents (Chang, 2012, Le et al., 2019, Petrova and Cialdini, 2005, Walters et al., 2007). This research adopts a stimulus-based mental imagery approach to minimize uncontrolled variables, including vlog content, destination choice, narrative content, vlog quality, vlog entrepreneur credibility, and favourability. The focus is on the rich sensory language in the script, using a plain narration format without the interference of verbal features.

With the rise of pan-Asian cuisine in western society, a survey in the UK by Wing Yip Group found that among the respondents, 94% of the respondents has tried Chinese food and over 50% of the respondents have tried Thai food, and 35% has tried Japanese food (WingYip, 2016). Japan was selected as the food destination due to its popularity and quantity of food travel vlogs. The food selection, Japanese ramen, is a common dish and easy to associate with working and long-term memory.

Choice of the language style

Aimed to choose a suitable food vlog script, preliminary research on 49 food travel vlogger entrepreneurs and 192 food travel vlogs on YouTube was conducted. The sample was selected based on keyword search and manual examination of audience engagement and involvement, with most vlogs chosen having an average rating of at least 4.5 out of 5 which is perceived as being very positive. The language style of the vlogs was analysed by using Linguistic Inquiry and Word Count (LIWC) -22 software. LIWC is a text analysis software which uses a dictionary-based approach to analysing each word against its pre-defined psychological, emotional content and linguistic dimensions (Boyd et al., 2022). Quantitative generalised regression analysis was conducted based on the method and procedure proposed by Munaro et al. (2021) to evaluate the relationship between language style and audience engagement. The study found that narrativity, adjectives, and tone sentiment were key factors in audience engagement. Based on these findings, the chosen stimulus script was selected from a real YouTube food travel vlog that featured rich sensory adjectives and metaphors, positive language with positive sentiment, a food travel experience story on Japanese ramen dish, and preferably, spatial image descriptions.

A pilot survey was conducted to assess the efficacy of the selected stimulus in inducing attitude and behavioural intention change and verify the readability of the questionnaire for the primary survey. Initially five native English speakers were invited as a panel to review the questionnaire to ensure the explicitness and clarity of the questions. One question has been revised based on their feedback resulting in better readability. Subsequently, a pilot study with 50 participants was conducted which obtained Cronbach's Alpha demonstrated satisfactory reliability of the questionnaire.

Data and sample

In this study, the target population was individuals aged 18-65 years old with experience watching travel vlogs or food travel vlogs, based on the prevalence of using social media for travel decision-making and virtual tourism among younger generations (Chakravarty et al., 2021, Du et al., 2022, Wang and Park, 2022, Xu et al., 2021). A non-probability sampling approach was chosen for its cost-effectiveness, timesaving and convenience, as compared to probability sampling (Saunders et

al., 2019). A sample size of 355 valid respondents was obtained from Amazon Turk crowdsourcing platform, which has been demonstrated as a viable method for data collection (e.g., ha et al., 2019). Participants were incentivised with £0.50 for completing the survey and a unique random code was provided as an authentication token. The self-administered questionnaire on Qualtrics was designed with non-skip question mode and no missing data. A manual screening process was carried out to filter out low-quality responses. The sample size was considered sufficient to account for non-probability sampling bias, taking into consideration cost, time, feasibility, and the data analysis method.

Measurement scales

Previous studies have validated the use of self-administered surveys to measure perceptions of human-technology interaction in areas such as website, e-commerce, and social networking sites (Bogicevic et al., 2019, Lee and Gretzel, 2012). The proposed model includes two exogenous variables related to mental imagery (quantity and modality), three mediators (attitude, behavioural involvement with food and intention to taste), one outcome variable (visit intention).

The two-dimension mental imagery scale by Lee and Gretzel (2012) was utilised in this study, with slight modifications to the modality dimension to include questions about mental imagery of food presentation, flavour, texture, and smell. Quantity and modality were measured using seven-point rating scales. Attitude is measured on the three items, seven-pointed Likert agree-disagree (Lee et al., 2010). A four-item, seven point Likert agree-disagree scale from Kim et al. (2018) is adopted to measure behavioural involvement with food. The intention to taste adapts Wang (2011) three items, seven-point Likert agree-disagree scale. Visit intention is measured by Alvarez and Campo (2014) three items, seven-point Likert agree-disagree scale. The language is adjusted to food travel vlog context. A summary of all the constructs and measurement scales applied in this study can be referred as Table VI in Appendix II. All the items utilised a seven-point Likert scale based on the adoption of the original scales. By aligning with the extant literature, the study ensures compatibility and comparability with the previous research findings. The full questionnaire is attached as Appendix IV Table I shows the demographic characteristics of the participants.

Table I Sample characteristics (Authors' own creation)

Demographics	Label	Frequency	Valid Percentage
Age	18-24	26	7.3
	25-34	154	43.4
	35-44	103	29.0
	45-54	42	11.8
	55-65	30	8.5
Gender	Male	188	53.0
	Female	167	47.0
Food origin	African Cuisine	13	3.7
	North American Cuisine	153	43.1
	South American Cuisine	88	24.8
	Asian Cuisine	50	14.1
	European Cuisine	44	12.4
	Other	7	2.0
Education level	Highschool or below	25	7.0
	College or Associate degree	36	10.1
	Bachelor's degree	226	63.7
	Master's or Doctorate	68	19.2

Control variables

The study controls for four demographic variables (age, gender, food origin, and education level), two travel-related variables (familiarity and pre-attitude) to mitigate alternative explanations. Familiarity was measured using a three-item, seven-point Likert scale adapted from Pieniak et al. (2009). Pre-attitude was measured using a three-item, seven-point bipolar scale (Coker et al., 2021, Ha et al., 2019), with language adjusted for the research context.

Data analyses

Structural Equation Modelling technique was adopted because of its robust analytical strength in examining the relationships among multiple latent constructs, correct for measurement error and

evaluate the goodness fit of the proposed hypotheses (Hair, 2019). To evaluate the proposed hypotheses, a two-stage structural equation modelling (SEM) approach was employed in accordance with Anderson and Gerbing (1988). The initial step involved conducting a confirmatory factor analysis (CFA) to assess the validity of the measurement model. Subsequently, SEM was performed to test the hypotheses. The estimation of the covariance matrix was performed using maximum likelihood estimation with the Amos 28.0 software. To examine the hypotheses related to the mediating effect of attitude, behavioural involvement with food, intention to taste and visit intention, the SPSS PROCESS macro Model 81 was employed as described by Hayes (2017).

Empirical analyses and results

Scales' reliability and validity

The reliability for each scale was evaluated using Cronbach's α and Construct reliability (CR), while average variance extracted (AVE) was used to evaluate the convergent validity (Anderson and Gerbing, 1988, Hair, 2019). As shown in table II, the results indicated that the Cronbach's α and CR values for all constructs were within the acceptable threshold of 0.7, indicating good internal consistency of the items, as suggested by Bagozzi and Yi (1988). Additionally, all constructs demonstrated convergent validity, with AVE values exceeding the recommended level of 0.50, as suggested by Bagozzi and Yi (1988) and Fornell and Larcker (1981). In addition, the standardised factor loading of each item is over 0.60 as recommended by Field (2013). Based on these key indicators, all the constructs have exceeded the recommended threshold of reality and validity check, and can be used to investigate the conceptual model (Hu and Bentler, 1999).

Table II Factor analysis, Cronbach's α , composite reliability (CR), and convergent validity (AVE) (Authors' own creation)

Construct	Items in scale	Factor loading	Mean
Quantity (0.82 ^a ;0.82 ^b ;0.60 ^c)	a) While I read the script, many images came to my mind.	0.74	5.52

	b) While I read the script, I experienced various images in my mind	0.79	5.56
	c) While I read the script, a lot of images came to my mind	0.79	5.52
Modality (0.82 ^a ;0.82 ^b ;0.54 ^c)	a) It was easy for me to imagine the food presentation	0.70	5.62
	b) It was easy for me to imagine the food texture	0.72	5.51
	c) It was easy for me to imagine the food smell	0.73	5.47
	d) It was easy for me to imagine the food flavour	0.77	5.44
Attitude (0.78 ^a ;0.78 ^b ;0.54 ^c)	a) Based on the script I read, the food destination is very attractive.	0.67	5.59
	b) Based on the script I read, I would love to visit this destination if given the opportunity.	0.75	5.66
	c) Based on the script I read, I am very confident that the destination will deliver the promised experience.	0.74	5.55
Behavioural Involvement with food (0.78 ^a ;0.78 ^b ;0.55 ^c)	a) I'd like to watch more food travel vlog concerning this destination after reading this script.	0.73	5.47
	b) I'd like to search more information on this destination after reading this script	0.75	5.51
	c) I became interested in the kinds of this destination foods after reading this script.	0.73	5.39
Intention to taste (0.81 ^a ;0.81 ^b ;0.58 ^c)	a) After reading the script, I would like to taste Ramen/Japanese food within 6 months.	0.79	5.66

	b) After reading the script, I will taste Ramen/Japanese food suggested by the script in the future	0.74	5.51
	c) After reading the script, I think I will taste Ramen/Japanese food within the next year.	0.77	5.61
Visit intention (0.83 ^a ;0.83 ^b ;0.62 ^c)	a) In the future I intend to visit Japan.	0.79	5.49
	b) I would choose Japan for my next holidays	0.76	5.32
	c) I would prefer to visit Japan as the food destinations as opposed to other similar destinations	0.81	5.22

Notes: ^a Cronbach's Alpha; ^b CR; ^c AVE

Confirmatory factor analysis

Confirmatory factor analysis has been conducted to test the relationships between six constructs (mental imagery quantity, mental imagery modality, attitude, behavioural involvement with food, intention to taste and visit intention). There are 19 observed variables presented in the model. The model is overidentified with 137 degrees of freedom. All the recommended thresholds for model fit indices (Hair, 2019) were adequately satisfied with an χ^2 value of 243.56 (df = 137 and p 0.000), CMIN/DF (χ^2 /df) = 1.78, CFI = 0.97, TLI=0.97, IFI=0.97, RMSEA = 0.05)

Results

SEM technique with the maximum likelihood estimation was conducted to test the proposed hypotheses. Table III shows the values achieved for SEM fit indices; the model is a good fit considering the values achieved in all fit indices with χ^2 value of 260.30 (df = 144 and p 0.000), CMIN/DF (χ^2 /df) = 1.81, NFI=0.95, RFI=0.93, IFI=0.97, TLI=0.96, CFI = 0.97, GFI = 0.93,

RMSEA = 0.05, SRMR=0.04, PClose=0.64), which exceed the acceptable baseline value (Hu and Bentler, 1999).

Table III Model fit indicis (Authors' own creation)

SEM Model fit indices		Baseline values	Remarks
χ^2	260.30		
df	144		
χ^2/df	1.81	Between 1 and 3	Good fit
NFI	0.95	>0.90	Good fit
RFI	0.93	>0.90	Good fit
IFI	0.97	>0.90	Good fit
TLI	0.96	>0.95	Good fit
CFI	0.97	>0.95	Good fit
GFI	0.93	>0.90	Good fit
RMSEA	0.05	<0.06	Good fit
SRMR	0.04	<0.08	Good fit
PClose	0.64	>0.05	Good fit

Table IV illustrates the hypotheses testing. H1a and H1b tested the direct positive effect on attitude from mental imagery quantity ($\beta=0.577$, $p<0.001$) and modality ($\beta=0.368$, $p<0.010$) on attitude. H1 is supported, suggesting that as the mental imagery quantity and modality increase, audiences tend to have a more positive attitude. Meanwhile, mental imagery quantity has higher co-efficient with stronger significance over modality which means that the influence of mental imagery quantity is more significant than mental imagery modality on influencing attitude. H2 is very strongly supported ($\beta=0.968$, $p<0.001$), suggesting that people who have a more positive attitude towards food destination are more likely to be actively involved with food related activities. H3 is also very strongly supported ($\beta=0.981$, $p<0.001$), which suggests that audiences with a more positive attitude towards food destination are more likely to intend to taste. H4 is not supported, and the path does not have a significant effect. This suggests that attitude does not significantly predict audiences' visit intention.

Table IV Results of hypotheses testing (Authors' own creation)

Path in the model	Std. Beta	SE	CR
H1a: quantity → attitude	0.577 ***	0.11	4.16
H1b: modality →attitude	0.368 **	0.11	2.74
H2: attitude →behavioural involvement with food	0.968 ***	0.10	11.97
H3: attitude →intention to taste	0.981 ***	0.10	12.76
H4: attitude →visit intention	-1.514 ^{n.s.}	1.90	-1.13

*** p < 0.001, ** p < 0.010, ^{n.s.} =not significant

To test the mediation effects stated in H5 and H6, bootstrapping analysis was examined by using Model 81, 5000 bootstrap samples from SPSS Process macro (Hayes, 2017). Model 81 is designed to test combined parallel and serial mediations which in this case, the parallel mediators (behavioural involvement with food and intention to taste) and the serial mediation (attitude). The controlled variables were entered as co-variates. Based on Zhao et al. (2010), the mediating effects are supported if the 95% bias corrected bootstrap confidence interval does not include 0. As shown in table V, the indirect effects as proposed in H5 and H6 are significant. The total indirect effect between mental imagery and visit intention is 0.54, which means that mental imagery can positively affect audiences visit intention through five different pathways. An overview of standardised regression estimates of the proposed model can be referred as Figure III in Appendix III.

Table V Mediating effects (Authors' own creation)

	Effect	Bootstrap SE	95% bias-corrected bootstrap confidence intervals
Total	0.54	0.08	0.38-0.70
H5a: Mental imagery- attitude-visit intention	0.14	0.08	-0.03-0.29
H5b: Mental imagery- behavioural involvement with food- visit intention	0.16	0.05	0.07-0.26

H5c: Mental Imagery-attitude-behavioural involvement with food-visit intention	0.06	0.03	0.02-0.11
H6a: Mental imagery- intention to taste- visit intention	0.12	0.03	0.03-0.22
H6b: Mental imagery-attitude-intention to taste-visit intention	0.06	0.03	0.01-0.13

Discussion

The present study establishes a robust connection between mental imagery and attitude towards a destination, which is consistent with prior research. Two dimensions of mental imagery, quantity and modality, are positively influencing attitude. Mental imagery processing literature underscores the significance of mental imagery in shaping destination attitude, as it directly affects the affective response. This finding aligns with embodied cognition theories, which suggest that offline sensory experiences lead to attitude change (Niedenthal et al., 2005). The finding that mental imagery quantity drives attitude change is in line with the finding from Lee et al. (2010). Although previous research, such as Walters et al. (2007) has tended to measure mental imagery using elaboration (quantity) and quality, the results of this study suggest that modality of mental imagery also directly influences attitude change.

Furthermore, the results demonstrate that mental imagery quantity and modality significantly contribute to behavioural involvement with food and intention to taste. While some studies have confirmed a positive relationship between attitude and visit intention in the context of mental imagery processing in tourism settings, such as Skard et al. (2021) and Alyahya and McLean (2022), who confirmed the positive relationship in the context of Virtual Reality evoked mental imagery, no direct relationship was found between attitude and visit intention in our research. This could be due to the limitations of the textual script and the limited content, which only focused on a single dish. As a result, the positive relationship between attitude and visit intention was not significant. However, attitude exhibited a strong positive relationship with behavioural involvement with food and intention-to-taste. This result is consistent with Wang's (2011) work,

which highlights the importance of increasing the desire to taste in enhancing audience intention to taste in a blog context. Furthermore, there was a strong indirect effect of post-attitude towards visit intention through both behavioural involvement with food and intention to taste. This finding is consistent with research on food blogs (Mainolfi et al., 2021).

Practical and Theoretical Implications

The present study expands the existing research on language style in travel vlogger entrepreneurs and its influence on audiences' visit intention by examining the role of sensory-rich language in evoking mental imagery. Specifically, a structural equation model is employed to investigate the relationship between vloggers' linguistic style, audiences' mental imagery, and their attitude and behaviour towards food travel vlogging. The results highlight the importance of sensory cues embedded in language style in enhancing the persuasive effects of vlogger communication. The study contributes to the literature on mental imagery and language style by showing how vlogger entrepreneurs can use sensory-rich language to evoke mental imagery and drive audiences' attitude and behaviour towards food travel vlogging. Moreover, it sheds light on the under-researched area of linguistic style in digital entrepreneurial communication in the tourism industry.

The practical implications of the findings are also noteworthy. For food travel vlogger entrepreneurs, the results provide valuable insights into the effective organisation of a sensory-rich narrative story and the use of sensory words to enhance bodily feelings. This knowledge can also be applied to other contexts, such as VR storytelling and experiential destination marketing enterprises. Destination marketing managers can use the study results to further collaborate with food travel vlogger entrepreneurs in developing effective marketing communication strategies where they pay particular attention on narrative story and the use of words to evoke positive feelings towards the destinations. Successful online communication style can increase vloggers' social media followership and engagement and thus enhance the followers' positive attitudes towards the destination and travel vlogger entrepreneur's content.

Overall, our study adds to the understanding of the role of language style in vlogger entrepreneurial communication and provides actionable insights for vlogger entrepreneurs looking to improve their social media engagement and revenue. The implications of this study are valid to a wider spectrum of areas where digital entrepreneurs are identified as an effective marketing

communication tool, for example, fashion and beauty, lifestyle/health and fitness, and other entertainment industries.

Limitations and Future Directions

The potential bias in the sample recruitment process via the Amazon Turk Mechanism is one of the study's limitations. While this strategy allows us to easily reach out to a varied range of individuals, it also had drawbacks in terms of representativeness and the possibility for response bias. To address this restriction in future studies, we advocate adopting multiple recruiting strategies and alternative recruitment methods and sample sources.

Another limitation of this study is that it focuses primarily on the impact of vlogger language features on audiences' perceptions and habits towards Japanese ramen. Food tourism encompasses a wide range of food varieties, cultures, and settings. Therefore, broadening the scope of our analysis to include diverse types of food and cultures would provide a more complete knowledge of audience attitudes and behaviours in the context of food tourism. Accordingly, additional research into varied cuisines from different areas, as well as the influence of cultural elements on audience perceptions and behaviours, is recommended in a future work.

Furthermore, while our study used written narrative scripts to investigate the impact of language characteristics on mental imagery, attitude, and behavioural intention, it is important to note that this method may only capture a portion of the effect of spoken narratives or other nonverbal communication elements. To remedy this limitation, additional measures can be considered in future study to capture the entire impact of vloggers' verbal characteristics (e.g., voice pitch, tone,), and non-verbal characteristics (e.g., facial expressions) on audience attitudes and behaviours.

Conclusion

In summary, this study adds to the existing literature by investigating the mediating effects of attitude, behavioural involvement with food, and intention to taste in the relationship between mental imagery and visit intention, using a sensory-rich food travel vlog script. The findings suggest that the quantity and modality of mental imagery positively influence destination attitude,

behavioural involvement with food, and intention to taste. Although mental imagery quantity and modality does not have a direct impact on visit intention, the three mediators play a crucial role in all five indirect paths, indicating that visit intention is not solely a consequence of mental imagery processing. However, if audiences develop a stronger behavioural involvement with food, such as searching for more information or watching more food travel vlogs, it can increase their intention to taste the food and further enhance their visit intention.

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Appendix I

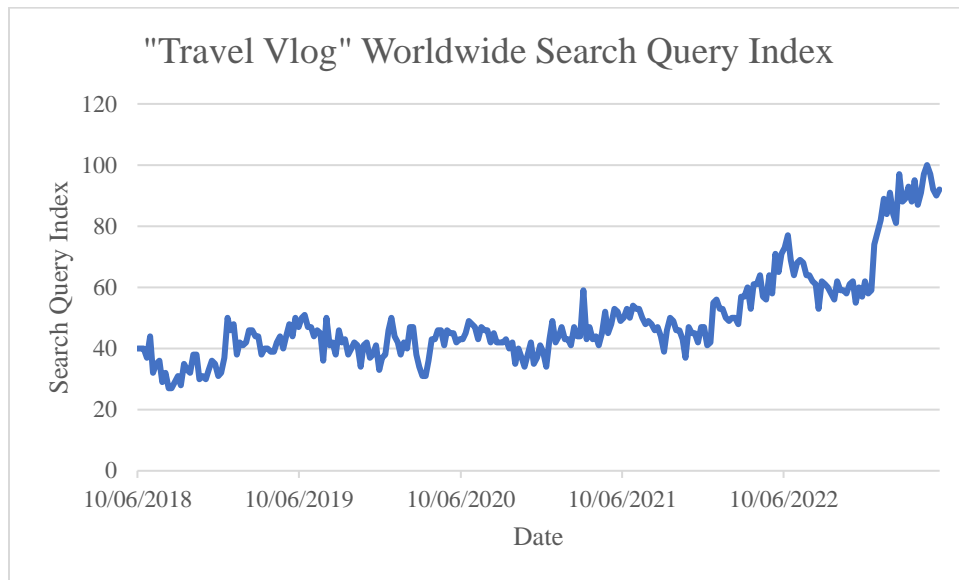


Figure I: Keyword- “Travel vlog” Worldwide Search Query Index (Data extracted from Google Trends with specific queries)

Appendix II

Table VI Constructs and measurement scales (summarised from the extant literature)

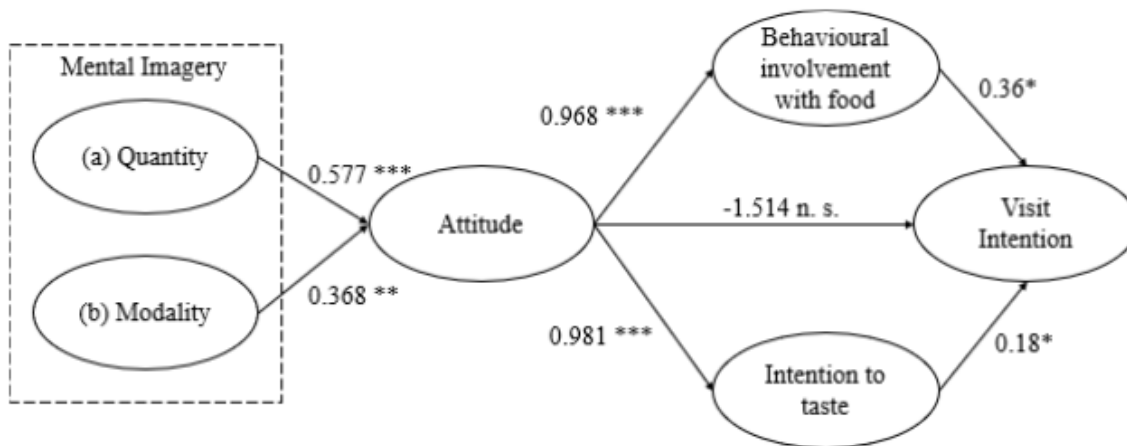
Construct	Measurement	Measurement Scale	Reported Reliability	Sources
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Mental imagery	<p>quantity: Many images came to my mind; A lot of images came to my mind; I experienced various images in my mind.</p> <p>modality I imagined a food presentation; I imagined food texture; I imagined smell; I imagined flavour.</p>	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92 0.83	(Lee and Gretzel, 2012)
Attitude	<p>1. Based on the script I read, the food destination is very attractive</p> <p>2. Based on the script I read, I would love to visit this destination if given the opportunity.</p> <p>3. Based on the script I read, I am very confident that the destination will deliver the promised experience.</p>	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Lee et al., 2010)
Behavioural involvement with food	<p>1. I'd like to watch more food travel vlogs concerning this destination after reading this script.</p> <p>3. I'd like to search for more information on this destination after reading this script.</p> <p>4. I became interested in the kinds of this destination foods after reading this script</p>	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Kim et al., 2018)
Intention to taste	<p>1. After reading the script, I would like to taste Ramen/Japanese food within 6 months.</p> <p>2. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future</p> <p>3. After reading the script, I think I will taste Ramen/Japanese food within the next year.</p>	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92	(Wang, 2011)

Visit intention	1. In the future I intend to visit Japan. 2. I would choose Japan for my next holidays 3. I would prefer to visit Japan as the food destination as opposed to other similar destinations.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.91	(Alvarez and Campo, 2014)
Age	Age: 18-24; 25-34;35-44;45-54;55-65		--	
Gender	Male/ Female			
Education and	Education: high school or below; college; undergraduate; postgraduate or higher			
Food origin	African cuisine; North American Cuisine; South American Cuisine; Asian Cuisine; European Cuisine; Others			
Familiarity	1. The food is familiar 2. The food Is what I usually eat 3. Is like the food I ate when I was a child	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.74	(Pieniak et al., 2009)
Pre-attitude	Bad–Good Unfavourable–Favourable Dislike–Like	7 -point bipolar scale	0.91	(Coker et al., 2021)

Appendix III

Figure III: Standardised regression estimates of the proposed model (Authors' own creation)



Note: *** $p < 0.001$, ** $p < 0.010$, $n. s.$ =not significant

Appendix IV Questionnaire (Authors' own creation)

Participant information:

Thank you for showing interest in this research. You are invited to participate in this research as you are 18 to 65 and have social media experience, especially travel vlogs for travel ideas and planning.

This research examines the emotional and behavioural influences of food travel vlog narration language. It will take 10 minutes to complete the survey. Before deciding whether to participate in this study, you need to understand why the research is being conducted and what will be involved. Please take a minute to read the following information carefully.

We need participants from different backgrounds to evaluate the extracted food travel vlog script without bias and tell us your emotional responses and behavioural intentions based on the script. Your answers are valuable to us, and meanwhile, we hope you find this survey interesting.

You are free to decide whether to leave the study before completion. You will be invited to read one food travel vlog script from a real vlogger. Please imagine as much as possible based on the words. The result of this study could be published in a research paper, dissertation, or online blog. All the information collected will be kept confidential and only for research purposes. The data collected and processed will be anonymised and will not contain any personally identifiable information.

Yes

1. What is your age?

18- 24

25-34

35-44

45-54

55-65

2. Which gender identity do you most identify with?

Female

Male

3. What is your education level? What is your education level (please circle on the most appropriate number)

High school or below College Undergraduate Postgraduate or higher

4. What is(are) the main cuisine type(s) that you are brought up with?

African Cuisine

North American Cuisine

South American Cuisine

Asian Cuisine

European Cuisine

Other_____

5. How familiar are you with Japanese food?

5a: I am very familiar with this food destination.

Strongly Disagree

Moderately Disagree

Slightly Disagree

- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

5b. Japanese food is what I usually eat.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

5c. Japanese food is like the food I ate when I was a child.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree

Strongly Agree

6. The previous experience of Japanese cuisine to me is

Bad	1	2	3	4	5	6	7	Good
Unfavourable	1	2	3	4	5	6	7	Favourable
Dislike	1	2	3	4	5	6	7	Like

The following script is transcribed from a multimedia food vlog. Based on the script, please try to imagine the food travel experience as much as possible.

We are heading to a famous ramen restaurant in Japan.

Oh look, they have these private ramen booths. Tick your preference, and hand it over. You can order extra noodles here and extra toppings and extra side dishes. I'm going to go ahead and check that right now before I eat because that is happening. Extra pork, egg, yes, please. Premium sliced pork, yes, please! I feel like I'm in a secret society where some random mysterious person just handed me ramen from a window. I mean because I don't see their face. All I can see from the window is a 90-degree bow.

I am so excited. Let's try this soup. That is delicious, believe it or not. I can taste how incredibly rich and porky this broth is. it is loaded with flavour. let's try my firm noodles. Oh, that's incredible. Nothing I've ever had in the US can even come close to this as I asked for. The noodles are very firm. They're able to grab the soup so well that you can taste how fresh these noodles are. Look at it. You can see all the red chilli flakes. You see that I mean each strand of

noodles I mean, it's holding on to the broth for dear life. The pork bone has been boiled on high heat for a few days allowing the marrow to seep out the bones and break down to an almost milky state giving the broth a cloudy quality like a dream. Here we go, this slurp off [Slurping Sound] Mmm...

It is delicious. The broth is stunning, but these noodles are al dente. This will be the perfect thing to have especially if it's cold outside where there's like a huge winter storm because really this doesn't just warm your body up. It warms your soul up. This is by far the best ramen broth. I've ever had. The broth is rich. It's porky. It's slightly gelatinous. That is some good rich broth. I wish they sold this as a canned soup. I'm so happy should I get a second bowl. Now, this is perfect. You guys are ready to see something beautiful. it's quite garlicky, but we can add another clove in there, look at that, wow! And you can just mix all that garlic in, and we're going to taste Cha-shiu. I do feel like ramen without an egg is just incomplete. It is a glorious milky egg sunset. Look how orange and glorious that runny yolk is. This thing is so smooth. If you ever want your taste buds to witness a glorious sunset, put this in your mouth. I'm just so overwhelmed with emotions right now. Oh, this is a life-changing bowl right here. Add some sesame to that pork bone marrow and get some nuttiness. Life-changing! That's the joy of Japan.

7a. This script really intrigued me

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

7b. If I had seen this script at home, I'd have watched the whole thing.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

7c. The script reminded me of experiences or feelings I've had in my own life

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

7d. I felt as though I was right there in the situation experiencing the same thing

- Strongly Disagree
- Moderately Disagree

- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

7e. I would like to have an experience like the one shown in the script.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

8a. While I read the script, many images came to my mind.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree

Strongly Agree

8b. While I read the script, I experienced various images in my mind

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

8c. While I read the script, a lot of images came to my mind

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

9a. It was easy for me to imagine the food presentation

Strongly Disagree

- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

9b. It was easy for me to imagine the food texture

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

9c. It was easy for me to imagine the food smell

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral

- Slightly Agree
- Moderately Agree
- Strongly Agree

9d. It was easy for me to imagine the food flavour

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

10a. Based on the script I read, the food destination is very attractive.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree

Moderately Agree

Strongly Agree

10b. Based on the script I read, I would love to visit this destination if given the opportunity.

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

10c. Based on the script I read, I am very confident that the destination will deliver the promised experience.

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

11a. I'd like to watch more food travel vlog concerning this destination after reading this script.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

11b. I'd like to search more information on this destination after reading this script

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

11c. I became interested in the kinds of this destination foods after reading this script.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

12a. After reading the script, I would like to taste Ramen/Japanese food within 6 months.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

12b. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future

- Strongly Disagree

- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

12c. After reading the script, I think I will taste Ramen/Japanese food within the next year.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree
- Strongly Agree

13a. In the future I intend to visit Japan.

- Strongly Disagree
- Moderately Disagree
- Slightly Disagree
- Neutral
- Slightly Agree
- Moderately Agree

Strongly Agree

13b. I would choose Japan for my next holidays

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

13c. I would prefer to visit Japan as the food destinations as opposed to other similar destinations

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

14. Please write down any comments you might have regarding this survey (if you had difficulty understanding the questions, any issues related to the content or the format of the study, etc.).

Thank you for completing the questionnaire.