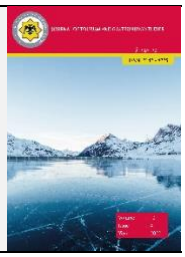
JOURNAL OF TOURISM AND GASTRONOMY STUDIES

ISSN: 2147 – 8775

Journal homepage: www.jotags.org



The Effect of Local Food Consumption Motivation Factors to Travel İntention of Gastronomic Purpose from the Perspective of Construal Level Theory

*** Nermin EROL** [a], **İrfan YAZICIOĞLU** [b]

[a] Independent Researcher, Eskişehir/Turkey

[b] Ankara Hacı Bayram Veli University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Ankara/Turkey

Article History

Received: 01.06.2022

Accepted: 16.12.2022

Keywords

Construal level theory

Local food consumption motivation factors

Travel intention for gastronomy

Article Type

Research Article

Abstract

This study aims to identify the effect of local food consumption motivation factors (cultural experience, excitement, interpersonal relationship, emotional appeal and health concerns) on travel intention for gastronomy tourism according to the construal levels of individuals. In this context, the universe of the research is limited to the Russian tourists who perform the most tourism activities in Turkey as well as the American tourists who perform the most tourism activities in the world. Convenience sampling method is used in the selection of the sample group. A survey form is used to collect data from the sample group. The survey form consists of 4 parts. The hypotheses in the research model are analyzed with descriptive statistical methods. The result of the study displays that local food consumption motivation factors have an effect on travel intention for gastronomy according to the construal levels of individuals. This effect is higher at low construal level than at high construal level.

***** *Corresponding Author*
E-mail: phd.nerminerol@gmail.com (N. Erol)

DOI: 10.21325/jotags.2022.1123

INTRODUCTION

Many countries are now seeking to develop new marketing strategies to attract different groups of consumers in the field of tourism (Şahbaz & Gülsel, 2011: p.227). In terms of tourism activities, local food and beverage for tourists have increasingly become a focus particularly to improve the local tourism (Boyne, Hall & Williams, 2003: p.131). Food and beverage unlike major attractions and travel activities can appeal for the five senses of the visitors (Kivela & Crotts, 2006: p.360). Today gastronomy tourism or food tourism has become a trend in many countries in the world (Ab Karim & Chi, 2010: p.532). In addition, various studies confirm that local foods represent a significant motivation for travel intentions (Kim & Eves, 2012; Quan & Wang, 2004: p. 29; Yazıcıoğlu & Akbulut, 2016). Iso-Ahola (1980) describes motivation as "An internal factor that arouses, directs and integrates a person's behavior." (p.256). Tourism motivation is conceptualized in the literature as a dynamic process of internal psychological factors needs and wants that generate a state of tension or disequilibrium within individuals. These internal needs and imbalances give rise to activities aiming to restore equilibrium by meeting the needs (Crompton, 1979).

For many years, many studies have been conducted in the field of social psychology on how people perceive a situation in their evaluation and decision-making processes and how they construe it in their minds. Imagining what other person perceives or feels, or getting a perspective on events and situations involves moving away from one's immediate experience (Epley & Caruso, 2008: p.299). As Darwent stated (2012) predicting future human behavior is a very powerful skill linked to the ability to imagine alternative events and situations different from the present (p.1). The Construal Level Theory (CLT; Trope and Liberman, 2003; 2010) clarifies this issue by stating that people may view similar events and situations differently in relation to their low-level or high-level construals. It relates how people construe events to their psychological distance from events and situations (Todorov, Goren, & Trope, 2007: p.473). Within this scope it proposes to use psychological distances as a means of connecting people for both informational and functional reasons when abstracting events and situations. In other words, when trying to imagine an event with temporal, spatial, social or hypothetical distance, the person construes the event with a high abstraction. A person often does not have many concrete details about what a distant event would be like. Instead, he has to rely on more general information about that event category (Trope & Liberman, 2003). People need to make construals to plan and realize the future tourism activities. Tourism activities for gastronomic purposes often require prior planning. When making a travel plan, a potential tourist has to decide between many options such as where, with whom and when to go (Başoğlu & Yoo, 2015). In this respect, identifying these factors that influence behavioral intentions in terms of gastronomy tourism, in other words, predicting potential tourist behaviors will directly contribute to the promotion and marketing activities to be conducted for the relevant markets.

This study aims to determine the relationship and the effect-level between local food consumption motivation factors and gastronomy tourism intentions in accordance with construal levels of the individuals (low-level) (high-level). In this study, unlike other studies, relationship and effect between local food consumption motivation factors and gastronomic travel intention in individuals with low or high construal level. This study also aims to contribute to other studies on applications of the Construal Level Theory in the field of tourism.

Conceptual Framework

Construal Level Theory

In their daily lives, people evaluate and make decisions about events that will occur in the relatively near or distant future. A few months or a few days in advance, they may need to decide whether to take a vacation or attend a conference (Liberman & Trope, 1998, p.5). The Construal Level Theory (CLT; Trope & Liberman, 2003; 2010) notes that people may look at similar events and situations differently in connection with their low-level or high-level construals. It also clarifies the subject with psychological distance dimensions.

Looking at the literature, we see that it supports the idea that people construe events differently as a function of distance, even if similar information is available (Liberman, Sagristano, & Trope, 2002; Smith & Trope, 2006; Wakslak, Trope, Liberman & Alony, 2006). When defining psychological distance Trope and Liberman (2010) attributes individuals' psychological distance from a stimulus to the fact that they are not directly part of their current experience.

Construal levels are broadly applicable not only to behavior but also to any object, situation or event (Liberman, et al., 2002; Nussbaum, Trope & Liberman, 2003). Many studies show that people's responses to future events change in a systematic way over time (Henderson, Trope & Carnevale, 2006; Liberman et al., 2002; Liberman & Trope, 1998; Liberman, Trope & Stephan, 2007; Liberman, Trope, McCrea & Sherman, 2007). While activities in the distant future are defined as higher targets, activities in the near future are defined as lower targets. Events in the distant future are classified in several classes in broad categories, while events in the near future are classified in relatively many narrow categories. Therefore, people's responses to events in the distant future are simpler and more consistent than events in the near future (Liberman et al., 2007 p.143). Spatial distance (geographical distance) also affects the decisions of individuals (Fujita, Eyal, Chaiken, Trope & Liberman, 2008). Spatial distance refers to the geographical distance between the individual and the target (Bar-Anan, Liberman & Trope, 2006). From the perspective of construal level theory, increasing distance triggers more abstract concepts which increases the importance people attach to the information that exist between situations (Henderson, Trope & Carnevale, 2006). Social distance, on the other hand, reveals that other people's behaviors or opinions (suggestions of others about the product) are more abstract and construed at a higher level than one's own behaviors and views (Trope, Liberman & Waslak, 2007). Existing researches have consistently proved that distant social goals (others) are construed at a higher and more abstract level than a self-dependent social goal (Trope et al. 2007; Kim, Zhang & Li, 2008). When these findings are correlated, it was concluded that in product evaluations by peers, other people's recommendations were represented at a higher and more abstract level than their own preferences (Zhao & Xie, 2011: p.7). It is argued that the probability of an event is a dimension of psychological distance and that in other such dimensions (such as temporal and spatial distance) it can affect the construal level of the event. This prediction suggests that the effects of time (latency) and probability (risk) on preferences are equivalent (Rachlin, Raineri & Cross, 1991; Weber & Chapman, 2005). According to the construal level theory, these effects are equivalent because they are based on psychological distance. The same object can be construed at different levels of abstraction. For example, our personal ambitions can be expressed abstractly as “being someone” or more concretely as “being a successful playwright” (Bar-Anan et al., 2006: p.609). An event is psychologically remote when it is not part of the person's direct experience. It tries to explain this psychological state with temporal, spatial, social and hypothetical distances. For example, you are

currently going on a vacation. You have a lot of concrete information about this holiday: destination, transportation, who to go with, etc. When you think about going on a vacation a year later (temporarily remote destination), and planning to go on that vacation to a different country (locationally distant destination) and with an unfamiliar group (socially distant destination), or go on a vacation by winning a travel award (a fairly hypothetical destination), you will know much less about the event. As seen in the example, while closer events are construed more concretely, you will need to refer to higher-level/soft information to construe more distant events or objects (Bar-Anan, Liberman, Trope & Algom, 2007: p.610).

Travel Intention and Local Food Consumption Motivation Factors

Food and beverage consumption contributes to the competitive marketing and promotion of tourist destinations (Kivela & Crotts, 2006). A review of the tourism literature shows that motivation theories contribute to answering the fundamental question of why people travel. As such, other tourism and leisure studies have addressed the same question by focusing on the psychological aspects of tourism (Gnoth, 1997: p.286; Goossens, 2000: p.311; Iso-Ahola, 1982: 257; Tinsley, Teaff, Colbs & Kaufman, 1985: p.173), and the behaviors of travelers were tried to be estimated by their travel motivations (Jang, Bai, Hu & Wu, 2009: p.52).

In the tourism literature, motivation is addressed as a fundamental concept in understanding tourist behavior. In tourism, gastronomy is considered as a source of motivation for travel (Nummedal and Hall, 2006, p.2). Local food and local cuisines, which express national and regional identity, have the feature of making a destination a center of attraction in this context (Chang, Kivela & Mak, 2010: p.12; Henderson, 2009: p.317). In many studies, gastronomy is accepted as an important factor affecting the overall tourism experience (Cohen & Avieli, 2004; Correia, Moital, Da Costa & Peres, 2008; Okumuş, Okumuş & McKercher, 2007). Local food and local cuisines motivate people to travel for gastronomic purposes as an element of attraction. Identifying how tourist experiences are shaped in local food consumption is important for predicting the perceptions and future behaviors of tourists about their travels in this concept (Hall & Sharples, 2004; Mak, Lumbers, Eves & Chang, 2012).

In their study, Kim and Eves (2012) analyzed the tourism and food-related literature on tourist demand and consumption of local foods in touristic places, and their analysis contributed to categorization of tourists' gastronomic travel motivations (Chang et al., 2010; Hall & Mitchell, 2001; Hjalager & Richards, 2002; Kivela & Crotts, 2006; Kim et al., 2009). In this context, local food consumption motivation factors are defined and classified in the dimensions of cultural experience, excitement, interpersonal relationship, emotional appeal and health concern. Within the scope of gastronomic tourism, local food consumption motivation factors are also expressed as behavioral intentions that motivate people.

Method

The information obtained through the literature review has been effective in creating the model and hypotheses of the research. Taking into account the low or high construal levels of individuals, it is aimed to examine the relationship and effect between the local food consumption motivation factors, which are considered as the independent variable of the research, and the gastronomic travel intention, which is considered as the dependent variable of the research. Within this framework, the model that shows the theoretical basic elements of the study is formed below.

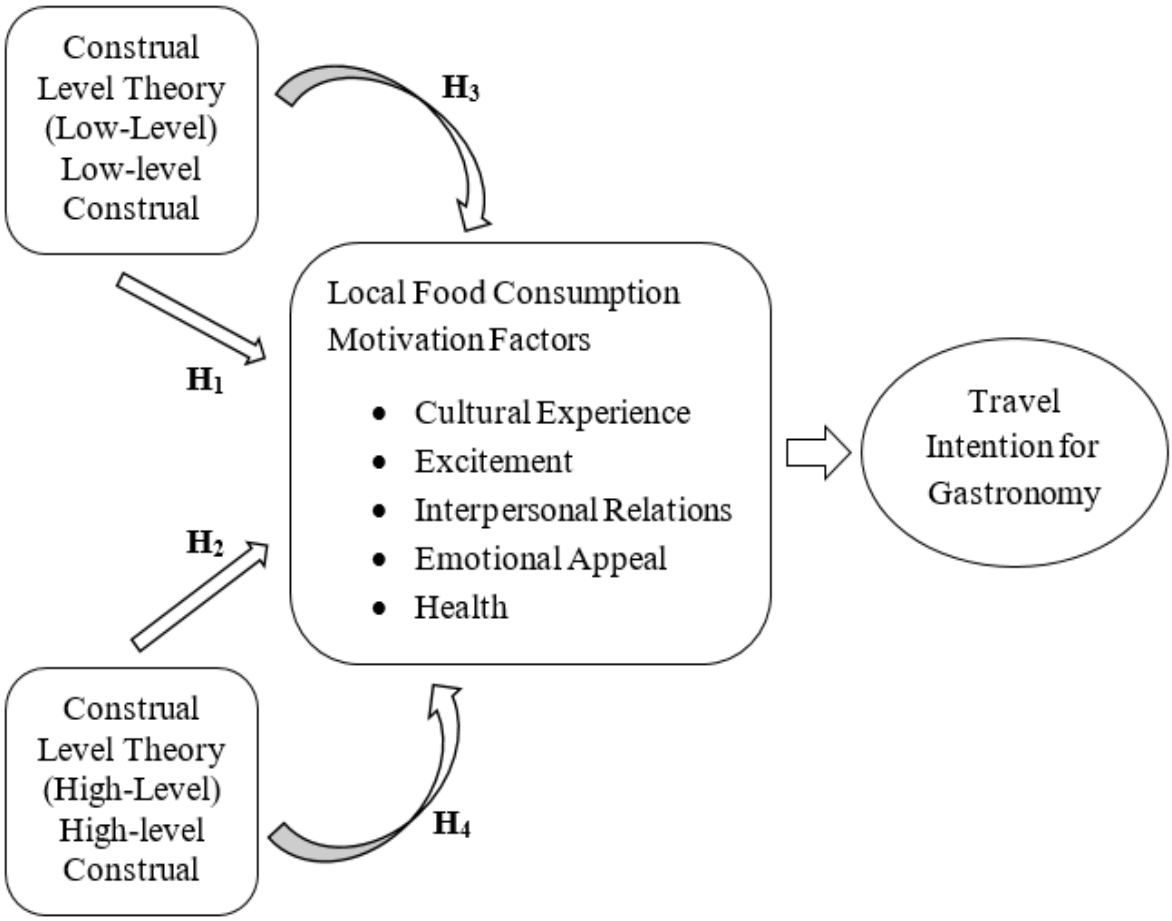


Figure 1. Reseach Model

H_1: There is a significant relationship between local food consumption motivation and gastronomic travel intention in individuals with low construal level.

H_2: There is a significant relationship between local food consumption motivation and gastronomic travel intention in individuals with high construal level.

H_3: Local food consumption motivation factors have a significant effect on gastronomic travel intention in individuals with low construal level.

H_4: Local food consumption motivation factors have a significant effect on gastronomic travel intention in individuals with high construal level.

Universe and Sample

The population of this research consists of Russian and American tourists. The reason for choosing these markets is that according to the data of the Turkish Statistical Institute (TUIK), the country that sends the most tourists to Turkey is Russia with 5.179.133 people, and the country that sends the most tourists in the world according to the data of ITA National Travel & Tourism Office (2019) in order to develop a new target market is the United States with the 92.420.498 people.

As the universe is wide, the sample to represent the universe was obtained by using the formula (Salant & Dillman, 1994) ($n = N\ t^2\ pq\ /\ d^2(N-1) + t^2\ pq$) 384 was taken as the required sample value (Yazıcıoğlu & Erdoğan, 2004: 48). In the research, 603 questionnaires were completed with convenience sampling method.

Data Collection Tool

The data collection tool consists of four parts. While in the first part, the demographic characteristics of the participants participating in the research are included, the Behavioral Identification Form (BIF) in the second part, the local food consumption motivation factors in the third part and the scales for the travel intention in the fourth part are included. The questionnaires were administered online via the MTurk data collection platform to 335 participants residing in the United States through Wayne State University in 2019. In order to increase the reliability of the questionnaire, the results of 15 respondents giving incorrect answers to the distracting question were excluded from the data set. The data of 300 participants residing in Russia were obtained through the Google Docs data collection platform. In order to increase the reliability of the questionnaire, the results of 17 respondents giving incorrect answers to the distracting question were excluded from the data set.

Behavioral Identification Form

For the identification of constural level, the "Behavioral Identification Form" developed by Vallahcher and Wegner (1989) which is used to determine the level of mental description of actions by individuals was used. This scale has been used in many studies in the literature (Freitas, Salavey, & Liberman 2001; Förster, Freidman & Liberman, 2004). In the form consisting of a list of actions (25), there are two-choice definitions corresponding to both “how” and “why” questions for each action.

In the BIF, survey respondents read 25 behavioral sequences and choose which of the two descriptions best fits their behavior. A low-level explanation for each behavior focuses more on the means, while a high-level explanation focuses more on the purpose. For instance: The act of making a list is presented to the respondents in two definitions: a) Writing something (low-level construal) b) Being organized (high-level construal).

For the 25 questions in the BIF, the answers chosen by the respondents at low construal level got zero (0) point, and the answers with high construal level got one (1) point. Accordingly, the tendency construal levels of the respondents ranged from zero (0) to twenty-five (25) ($M = 13$ $SD = 7.20$). In accordance with this score evaluation, it is assumed that the higher the participant's score is, the higher the construal level is.

Local Food Consumption Motivation Factors

The multidimensional scale study of Kim, Eves (2012) was used to measure local food consumption motivation factors. In the sub-dimensions of participants' motivation for local food consumption: 8 expressions were used to measure cultural experiences, 5 expressions for excitement dimension, 4 expressions for interpersonal relationships, 4 expressions for emotional appeal, and 3 expressions for health concern. The extent to which the participants agreed with the local food consumption motivations was measured by using a 7-point Likert Scale.

Travel Intention

In order to measure travel intentions, 3 questions about travel intention were adapted to gastronomic travel intentions and scored by using 7-point Likert Scale (Chaulagain, Wiitala, & Fu, 2019).

Table 1. Reliability Analysis

Scale	Cronbach alfa coefficient	Number of expressions
Behavioral Identification Form	,923	25
Local Food Consumption Motivation Factors	,952	24
Travel Intention	,936	3

In Table 1, the Croanbach Alpha coefficient was noted as 0.923 for the behavioral identification form made up of 25 expressions; 0.952 for the local food consumption motivation factors scale made up of 24 expressions; and 0.936 for the travel intention scale made up of 3 expressions. The result shows that the reliability of the scales is high.

In order to apply the factor analysis, first of all, Kaiser Meyer Olkin (KMO) and Bartlett tests were performed. The test of KMO tests the sample adequacy from which the data set is taken, and the Bartlett test confirms that the correlation matrix is different from the identity matrix.

Table 2. KMO and Bartlett's Test

		Construal Level	Local Food Consumption Motivation Factors	Travel Intention for Gastronomy
K-M-O Measure of Sampling Adequacy		,952	,957	,764
Bartlett's Test of Sphericity	Chi-Square Approach	5301,596	10179,878	1563,270
	Degrees of Freedom	300	276	3
	Level of Significance	0,000	0,000	0,000

Among the KMO values of the scales given in Table 2, the construal level scale is found to be 0.952 and it is at a strong level. Local food consumption motivation factors scale KMO value is 0.957 and it is at a strong level. The KMO value of the travel intention scale is considered at a good level with a value of 0.764. The KMO value of the data set is above 0.50 and the Barttlett test is significant at p=0.00 significance level. The fact that the Barttlet test is significant indicates that the correlation matrix is different from the identity matrix. Therefore, it is found suitable for data set analysis.

Data Analysis

Data analysis of the study is carried out with descriptive statistics methods. In the evaluation of the data, statistical mean, percentage and frequency distribution are made. In addition, one way Anova, independent sample t test, correlation and regression analyses are used.

Findings and Comments

In this part of the study the data and findings related to the survey applied to reveal the relationship and effect between the individuals' construal levels (low-level and high-level) and their local food consumption motivations and gastronomic travel intentions are interpreted.

Dispersion of Persons Participating in The Research in Scope of Demographic Variables

Table 3. Dispersion of Persons Participating in The Research in Terms of Demographic Variables

Variables	Categories	n	%
Gender	Female	282	46,8
	Male	321	53,2
Age	25 and below	93	15,4
	26-35	273	45,3
	36-45	107	17,7
	46 and above	103	17,1
	Unspecified	27	4,5
Educational Status	High School and below	75	12,4
	Undergraduate	224	37,1
	Graduate	304	50,4
Marital Status	Single	255	42,3
	Married	348	57,7
Income	10.000 $ and below	122	20,2
	10.001-20.000 $	87	14,4
	20.001-30000 $	67	11,1
	30.001 $ and above	29	38
	Not specified	98	16,3
	Total	603	100

Considering the distribution of the research group according to the gender variable in Table 3, it is seen that 46.8% of them are women and 53.2% of them are male. In the distribution of the respondents according to the age variable, it is determined that 15.4% of them are at the age of 25 and under; 45.3% of them are between 26-35; 17.7% of them are between 36-45; and 17.1% of them are 46 and above. In addition, 4.5% of the respondents do not specify their ages. In the data on the educational background of the respondents, it is seen that 12.4% of them had High School education and below; 37.1% of them are undergraduates; 50.4% are graduates.

Considering the dispersion of the persons participating in the survey according to the marital status variable, it is seen that 42.3% of them are single; and 57.7% are married. Besides, as of their income, it is found out that, 20.2% of survey respondents have an income of $10,000 or less; 14.4% of them have between $10,001-20,000; 11.1% have between $20.001-30.000; and 38% have $30,001 and above. In addition, 16.3% of the respondents did not share their income.

Table 4. Distribution of The Survey Respondents in Accordance with The Variables of "Country" and "Visit to Turkey"

Variables	Categories	n	%
Country	Russia	283	46,9
	the USA	320	53,1
Visit to Turkey	Visitors	252	41,8
	Non-visitors	351	58,2
	Total	603	100

Looking at the country distribution of the survey group, in Table 4, it is seen that 46.9% of the respondents are from Russia; and 53.1% of them are from the USA. Considering their visit to Turkey, it is found out that 41.8% of them visited Turkey before; and 58.2% of them have not visited Turkey yet.

Data on Local Food Consumption Motivation Factors of Respondent's Construal Levels and Travel Intentions for Gastronomic Purposes

Under this title, the findings of the relationship and effect of the individuals' construal levels on local food

consumption motivation factors and gastronomy travel intention are observed.

Table 5. The Relationship Between Local Food Consumption Motivation and Travel Intention for Gastronomy Purposes in Individuals with Low Construal Level

Low Construal Level		**Local Food Consumption Motivation Factors**	**Travel Intention for Gastronomy**
Local Food Consumption Motivation Factors	Pearson Correlation	1	,380**
	Sig. (2-tailed)		,000
	n	175	175
Travel Intention for Gastronomy	Pearson Correlation	,380**	1
	Sig. (2-tailed)	,000	
	n	175	175

** The correlation is significant at 0.01 level (2-tailed).

The relationship among the local food consumption motivations and the travel intention for gastronomic purposes in the sample group with low construal level participating in the research was examined, and a significant correlation ($p<0.01$) at $\alpha= 0.01$ reliability level was found out, and the level of the relationship was noted as r=,380. It is determined that the correlation coefficient found in the analysis was quite high (p=0.000), and the hypothesis *"H1: There is a significant relationship between local food consumption motivation and gastronomic travel intention in individuals with low construal level"* was accepted.

Tablo 6. The Relationship Between Local Food Consumption Motivation and Travel Intention for Gastronomy Purposes in Individuals with High Construal Level

High Construal Level		**Local Food Consumption Motivation Factors**	**Travel Intention for Gastronomy**
Local Food Consumption Motivation Factors	Pearson Correlation	1	,340**
	Sig. (2-tailed)		,000
	n	428	428
Travel Intention for Gastronomy	Pearson Correlation	,340**	1
	Sig. (2-tailed)	,000	
	n	428	428

** The correlation is significant at 0.01 level (2-tailed).

The relationship among the local food consumption motivations and the travel intention for gastronomic purposes in the sample group with high construal level participating in the research was examined, and a significant correlation ($p<0.01$) at $\alpha= 0.01$ reliability level was found out, and the level of the relationship was noted as r=,340. It is determined that the correlation coefficient found in the analysis was quite high (p=0.000), and the hypothesis "H2: There is a significant relationship between local food consumption motivation and gastronomic travel intention in individuals with high construal level" was accepted. However, it is seen that this relationship is stronger in the research group with low construal level compared to individuals with high construal level.

Table 7. Effect of Local Food Consumption Motivation Factors on Travel Intention for Gastronomy in Individuals with Low Construal Level

Variable	B	Standard Error	β	t	P
Stable	,415	0,633		,657	0,512
Local Food Consumption Motivation Factors	,674	0,125	0,380	5,403	0,000
R =0,380 R^2= 0,144 F= 29,195 p=0,000 Durbin – Watson= 1,747					
Travel Intention= 0,415- 0,674 Local Food Consumption Motivation Factors					

In the regression analysis in Table 7, the analysis of the individuals with low construal level indicates that local food consumption motivation factors are associated with gastronomic travel intention (R=0.380) and that this relationship has a positive formative effect at the rate of 14.4% (R2= 0.144 F). = 29, 195 p<0.000). Due to the effect of this relationship, the hypothesis "H3: Local food consumption motivation factors have a significant effect on gastronomic travel intention in individuals with low construal level." is accepted.

Table 8. Effect of Local Food Consumption Motivation Factors on Travel Intention for Gastronomy in Individuals with High Construal Level

Variable	B	Standard Error	β	t	P
Stable	1,110	0,448		2,478	0,000
Local Food Consumption Motivation Factors	0,619	0,083	0,340	7,463	0,000
R =0,340 R^2= 0,114 F= 55,699 p=0,001 Durbin – Watson= 1,711					
Travel Intention= 1,110- 0,619 Local Food Consumption Motivation Factors					

In the regression analysis in Table 8, the analysis of the individuals with high construal level indicates that local food consumption motivation factors are associated with gastronomic travel intention (R=0.340), and that this relationship has a positive formative effect at the rate of 11.4% (R2= 0.114 F = 29, 195 p<0.000). Therefore, the hypothesis "H4: Local food consumption motivation factors have a significant effect on gastronomic travel intention in individuals with high construal level." is accepted. In other words, it can be stated that local food motivation factors have a 3% more positive effect on travel intention for gastronomy in persons with low construal level than persons with high construal level.

Conclusion and Discussion

Today, the growing demand for local food consumption has created awareness in this field. Tourists acting with local food consumption motivation have caused an increase in the popularity of gastronomy day by day. As stated in the literature, travel for gastronomic purposes has become a trend. This study sought to reveal the relationship and effect between the motivational elements of local food consumption with abstract or concrete content and the gastronomic travel intentions in terms of construal levels of potential tourists (low-level) (high-level). The results of the study reveals that there is a relationship between local food consumption motivation factors that lead people to travel for gastronomic purposes and the construal levels of the individuals (low level, high level). Moreover, it has been observed that construal level of individuals has an effect on local food consumption motivation factors as of their gastronomic travel intentions. The main findings within this scope are as follows:

In line with the model showing the theoretical basic elements of the study, it is found out that there is a significant relationship and effect between local food consumption motivation and gastronomic travel intention in individuals with low and high construal levels. H1: (R =.380, R2= 0.144, p=0.000, p<0.01) H2: (R=.340, R2= 0.114, p=0.000,

p<0.01); It is observed that the significance of correlation coefficients in the two hypotheses is quite high. However, this relationship is stronger in the research group with low construal level compared to individuals with high construal level. Considering the existing studies, intentions to understand how individuals will behave have been used to predict various behaviors including consumer and travel decisions by which behavioral intentions of individuals can be questioned (Sheeran, 2002: p.3; Sheeran & Webb, 2016: p.503-504). Current research findings have revealed that local food consumption motivation factors have a significant effect on gastronomic travel intention in individuals with low and high construal levels. As stated above in the relationship results, it is observed that this effect is more significant in individuals with low construal level than individuals with high construal level. Evaluating these data, it can be inferred that local food consumption motivation elements arise from the features that include concrete and abstract elements such as cultural experience, interpersonal relationship, emotional appeal, excitement and health concern.

In another study, it is established that cultural experience, excitement and interpersonal relations which are among the local food consumption motivation factors are of great importance for potential tourists (Gürbaşkan Akyüz, 2017: p.193). When the answers containing concrete and abstract elements in the "Behavioral Identification Form" which is used to determine the construal levels of individuals are evaluated, it is seen that individuals with low construal level have more concrete mindsets, while individuals with higher construal level have more abstract mindsets (Liberman & Trope, 1998; Vallacher & Wegner, 1987; 1989). In a previous study, it was anticipated that encouraging rewarding with concrete explanations in low construal conditions would also increase motivation in high construal conditions (Craig & Feng, 2018, p.74). In the study, it can be inferred that the correspondence between the individuals with low construal level and the local food consumption motivation elements containing concrete elements causes this rate to be higher in individuals with high construal level. In this respect, the studies exemplified above and other studies in the literature support the research (Kim, Kim, Kim & Magnini, 2016; Trope, Liberman, & Wakslak, 2007; Başoğlu & Yoo, 2015).

Doğan, in her research in 2018, compared the construal levels of the participants to test whether the instant construal levels of the participants could be manipulated in line with tangibility-intangibility as well as visibility levels of advertisement contents. The findings of the research suggest that the attitudes towards hotel advertisements are more positive when the construal levels of different contents of the advertisement are consistent (p.128-129). The fact that the differences in construal levels (low level, high level) of individuals have an effect on travel intention for gastronomic purposes in terms of local food consumption motivations supports previous studies.

The inclusion of new markets in the tourism of the country should be considered as a significant issue for future planning. In this context, psychological analysis of individuals should be evaluated as an important issue in determining the target market. Correct understanding of the target audience and personalization of tourism recommendations about local food consumption for potential gastronomy tourists will ensure that their needs and expectations are accordingly met more easily.

Pre-analyzing tourist profiles in potential markets in promotion and marketing activities to be carried out in line with travel marketing activities will make sure that the advertising activities with concrete and abstract content are more effective taking into account the differences in the construal levels of individuals. In addition, for the development of gastronomy tourism in Turkey, studies can be carried out to promote the Turkish cuisine culture in

the national and international arena by preparing books and brochures, mass- media and promotional activities on the internet taking into account the differences in the construal levels of individuals.

Declaration

All authors of the article contribute equally to the article process. The authors have no conflict of interest to declare.

REFERENCES

Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations food image. *Journal of Hospitality Marketing & Management*, 19(6), 531-555.

Bar-Anan, Y., Liberman, N., & Trope, Y. (2006). The association between psychological distance and construal level: evidence from an implicit association test. *Journal of Experimental Psychology: General*, 135(4), 609.

Bar-Anan, Y., Liberman, N., Trope, Y., & Algom, D. (2007). Automatic processing of psychological distance: Evidence from a Stroop task. *Journal of Experimental Psychology: General*, 136(4), 610.

Başoğlu, K. A., & Yoo, J. J. E. (2015). Soon or later? The effect of temporal distance on travel decisions. *Journal of Travel & Tourism Marketing*, 32(sup1), 62-S75.

Boyne, S.,Hall, D. & Williams, F. (2003). Policy, support and promotion for food-related ınitiatives: A marketing approach to regional development. *Journal of Travel and Tourism Marketing*, 14(1), 131–154.

Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989-1011.

Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, 12, 1-11.

Craig, C. A., & Feng, S. (2018). A temporal and spatial analysis of climate change, weather events, and tourism businesses. *Tourism Management*, 67, 351-361.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of tourism Research*, 31(4), 755-778.

Correia, A., Moital, M., Da Costa, C. F., & Peres, R. (2008). The determinants of gastronomic tourists' satisfaction: a second-order factor analysis. *Journal of Foodservice*, 19(3), 164-176.

Darwent, K. M. (2012). *Individual Differences in Travel Across Psychological Distances* (Doctoral Dissertation), The Ohio State University, Ohio.

Doğan, M. (2018). *The Role of Congruence of Interpretation Level and Psychological Distance in The Effect of Advertisements For Hotel Services on Purchase Intention* (Doctoral Dissertation), Anadolu University, Eskişehir.

Epley, N., & Caruso, E. M. (2008). 20 perspective taking: misstepping into others' shoes. *Handbook of Imagination and Mental Simulation*, 295, 297-311.

Förster, J., Friedman, R. S., & Liberman, N. (2004). Temporal construal effects on abstract and concrete thinking: consequences for insight and creative cognition. *Journal of Personality and Social Psychology*, 87(2), 177.

Freitas, A. L., Salovey, P., & Liberman, N. (2001). Abstract and concrete self-evaluative goals. *Journal of Personality and Social Psychology*, 80(3), 410.

Fujita, K., Eyal, T., Chaiken, S., Trope, Y., & Liberman, N. (2008). Influencing attitudes toward near and distant objects. *Journal of Experimental Social Psychology*, 44(3), 562-572.

Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283-304.

Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research*, 27(2), 301-321.

Gürbaşkan Akyüz, B. (2017). *Gastronomy Tourism: Factors That Influence Local Food Consumption Motivation and Its Effects on Travel Intention* (Doctoral Dissertation), Bahçeşehir University, İstanbul.

Hall, C. M., & Mitchell, R. D. (2001). *Wine and Food Tourism*. Brisbane: John Wiley.

Hall, C. M., & Sharples, L. (2004). The Consumption of Experiences or The Experience of Consumption? An Introduction to The Tourism of Taste. In M. Hall, L. Sharples, R.Mitchell, N. Macionis & B. Cambourne (Eds.) *Food Tourism Around the World* (pp. 1-25). London, Routledge.

Henderson, M. D., Trope, Y., & Carnevale, P. J. (2006). Negotiation from a near and distant time perspective. *Journal of Personality and Social Psychology*, 91(4), 712.

Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, 111(4), 317-326.

Hjalager, A., & Richards, G. (2002). Research Issues in Tourism and Gastronomy. In M. A. Hjalager & G. Richards (Eds.), *Tourism and Gastronomy* (pp. 36–50). London, Routledge.

Iso-Ahola, S. E. (1980). *The Social Psychology of Leisure and Recreation*. Dubuque, IA: Wm. C. C. Brown Co.

Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.

Jang, S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(1), 51-73.

Kim, J., Kim, P. B., Kim, J. E., & Magnini, V. P. (2016). Application of construal-level theory to promotional strategies in the hotel industry. *Journal of Travel Research*, 55(3), 340-352.

Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(6), 1458-1467.

Kim, K., Zhang, M., & Li, X. (2008). Effects of temporal and social distance on consumer evaluations. *Journal of Consumer Research*, 35(4), 706-713.

Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377.

Liberman, N., & Trope, Y. (1998). The role of feasibility and desirability considerations in near and distant future decisions: A test of temporal construal theory. *Journal of Personality and Social Psychology*, 75(1), 5.

Liberman, N., Sagristano, M. D., & Trope, Y. (2002). The effect of temporal distance on level of mental construal. *Journal of Experimental Social Psychology*, 38(6), 523-534.

Liberman, N., Trope, Y., McCrea, S. M., & Sherman, S. J. (2007). The effect of level of construal on the temporal distance of activity enactment. *Journal of Experimental Social Psychology*, 43(1), 143-149.

Liberman, N., Trope, Y., & Stephan, E. (2007). *Psychological Distance*. In A. W. Kruglanski & E. T. Higgins (Eds.), Social Psychology: Handbook of Basic Principles (pp. 353–381). The Guilford Press.

Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928-936.

Nummedal, M., & Hall, C. M. (2006). Local food in tourism: An investigation of the New Zealand south island's bed and breakfast sector's use and perception of local food. *Tourism Review International*, 9(4), 365-378.

Nussbaum, S., Trope, Y., & Liberman, N. (2003). Creeping dispositionism: the temporal dynamics of behavior prediction. *Journal of Personality and Social Psychology*, 84(3), 485.

Okumuş, B., Okumuş, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28(1), 253-261.

Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297-305.

Rachlin, H., Raineri, A., & Cross, D. (1991). Subjective probability and delay. *Journal of The Experimental Analysis of Behavior*, 55(2), 233-244.

Salant, P., Dillman, I., & Don, A. (1994). *How to Conduct Your Own Survey?* New York: Wiley.

Sheeran, P. (2002). Intention—behavior relations: a conceptual and empirical review. *European Review of Social Psychology*, 12(1), 1-36.

Sheeran, P., & Webb, T. L. (2016). The intention–behavior gap. *Social and Personality Psychology Compass*, 10(9), 503-518.

Smith, P. K., & Trope, Y. (2006). You focus on the forest when you're in charge of the trees: power priming and abstract information processing. *Journal of Personality and Social Psychology*, 90(4), 578.

Şahbaz, R.P., & Gulsel, C. (2011). The effects of brand image on consumers' choice. *International Journal of Business and Social Science*, 2(20), 227-238.

Tinsley, H. E., Teaff, J. D., Colbs, S. L., & Kaufman, N. (1985). A system of classifying leisure activities in terms of the psychological benefits of participation reported by older persons. *Journal of Gerontology*, 40(2), 172-178.

Todorov, A., Goren, A., & Trope, Y. (2007). Probability as a psychological distance: Construal and preferences. *Journal of Experimental Social Psychology*, 43(3), 473-482.

Trope, Y., & Liberman, N. (2000). Temporal construal and time-dependent changes in preference. *Journal of Personality and Social Psychology*, 79(6), 876.

Trope, Y., & Liberman, N. (2003). Temporal construal. *Psychological Review*, 110(3), 403.

Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance. *Psychological Review*, 117(2), 440.

Trope, Y., Liberman, N., & Wakslak, C. (2007). Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior. *Journal of Consumer Psychology*, 17(2), 83-95.

Vallacher, R. R., & Wegner, D. M. (1987). What do people think they're doing? Action identification and human behavior. *Psychological Review*, 94(1), 3.

Vallacher, R. R., & Wegner, D. M. (1989). Levels of personal agency: Individual variation in action identification. *Journal of Personality and Social Psychology*, 57(4), 660.

Wakslak, C. J., Trope, Y., Liberman, N., & Alony, R. (2006). Seeing the forest when entry is unlikely: probability and the mental representation of events. *Journal of Experimental Psychology: General*, 135(4), 641.

Weber, B. J., & Chapman, G. B. (2005). The combined effects of risk and time on choice: Does uncertainty eliminate the immediacy effect? Does delay eliminate the certainty effect? *Organizational Behavior and Human Decision Processes*, 96(2), 104-118.

Yazıcıoğlu, İ., & Akbulut, B. A. (2016). Analysis of travel motivations of tourists in terms of their demographical characteristics: The case of Ankara. *Journal of Human Sciences*, 13(2), 3231-3241.

Yazıcıoğlu, Y. & Erdoğan, S. (2004). *Spss Applied Scientific Research Methods* (Fourth Edition). Ankara: Detay.

Zhao, M., & Xie, J. (2011). Effects of social and temporal distance on consumers' responses to peer recommendations. *Journal of Marketing Research*, 48(3), 486-496.