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The Relationships Between Food Experience, Destination Food Image, Electronic Word of Mouth and Revisit Intention: A Study on Gaziantep

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Abstract

Today, food production and consumption are very critical as part of tourism. The food experience at a destination is an element of attraction for tourists visiting that region, and this feature is effective in revisiting the destination or sharing the experience through Ewom communication. In this research, the relationship between food experience, destination food image, electronic word of mouth communication and revisit intention were discussed. For this purpose, 395 tourists who used social media and had a food experience during their visit to Gaziantep; demographic characteristics, food experiences, destination food image perceptions, electronic word-of-mouth communication and revisit intentions were analyzed using a survey form and quantitative research methods. According to the findings; it has been determined that food experience has a positive effect on destination food image, and destination food image has a significant effect on eWOM communication and revisit intention. Additionally, it was determined that destination food image had a mediating effect on both eWOM communication and revisit intention effect of food experience. The results will contribute to the relevant literature as well as to businesses operating in the food and beverage industry.

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INTRODUCTION

The destination concept has been examined from various perspectives in tourism literature, with many researchers exploring this concept in different dimensions. The definition of destination can be described as "a system encompassing various components such as tourist attractions, accommodation, transportation, and infrastructure" (Tinsley & Lynch, 2001). According to another explanation, destinations are defined as regions visited by tourists, possessing their own attractiveness factors, reflecting the cultural characteristics of the region they belong to, and being susceptible to developments and changes over time, thus projecting a distinct identity (Ersun & Arslan, 2011). Destinations shape a visual appearance based on the characteristics of the regions they are situated in. This appearance is compared with the expectations of visitors, giving meaning in both emotional and cognitive dimensions. Destinations are locations comprising human-made and natural beauties, diverse beliefs, and ethnic textures, influenced by their geographical conditions, and serving as cultural ambassadors open to various visits. Each destination creates a unique perception among visitors due to its distinctive characteristics compared to other destinations. Regarding food and beverages, rather than purely commerce, gastronomy tourism can be associated with learning about local culture, gaining experiences, and understanding the definition of gastronomy tourism (Izmir Provincial Directorate of Culture and Tourism, 2022). Gastronomy tourism targets visitors who seek to discover the story that exists between people, history, and local cuisines at a destination (Koufadakis et al., 2020). Therefore, gastronomy and gastronomy tourism can be considered the most effective ways to promote a destination to tourists interested in acquiring knowledge about the visited destination and its culinary culture (Komaladewi et al., 2017).

There are many cultural, tangible and intangible, and social factors that influence people's evaluations and shape their perception of image, and food is quite critical among these qualities (Martín & Bosque, 2008). Since a journey cannot be undertaken without food consumption, food is crucial for a tourism experience. This is because food is one of the most enjoyable activities for visitors during their stay at a destination (Frochot, 2003). The food experienced at a destination is evaluated based on factors such as diversity, taste, quality, compliance with hygiene rules, and uniqueness, thereby creating the perception of the destination's food image. Additionally, this process influences general thoughts and behavioral intentions related to the destination (Kivela & Crotts, 2006). Visitors who experience food at a destination not only satisfy their hunger but also internalize the ethnic and cultural structure as well as its beliefs. Therefore, it can be said that the food experience at a destination is important for forming the overall image perception of the region (Henderson, 2007; Horng & Tsai, 2010). A positive perception of a destination's food image increases the motivation towards that destination. Factors such as the taste, variety, cooking methods, and presentation of the food offered play a role in forming the destination food image perception. Lertputtarak (2012) conducted a study aiming to identify tourists' food experiences and the impact of these experiences on the destination food image. According to the results of this study, the positive description of experienced foods positively affects the general image of the destination. If visitors are satisfied with the food experienced at a destination, their loyalty to the destination increases, and they develop the intention to revisit the same destination. It can also be said that electronic word-of-mouth communication is related to the destination food image and tourists' revisits to a destination. With the advancement of technology, both the form and scope of communication have changed. Thus, there is a differentiation in consumer behavior. Nowadays, people tend to share their positive or negative evaluations not only with their close circle but with the whole world. In this process, people seeking information want to benefit from the experiences of not only those around them but also from those on social media. Electronic word-of-mouth

communication is a highly effective source in destination selection. Thus, with positive shares on social media, tourists will want to revisit a destination. Furthermore, it is observed that potential customers make decisions about food experiences by using electronic word-of-mouth communication tools (El-Sherbiny & Usmonova, 2017).

Through food and beverage shares made via electronic word-of-mouth communication tools, the consumption perception of potential customers can be kept alive, and marketing activities can be supported through organized campaigns.

In this study, conducted in line with the examined topics, the aim was to determine the relationships between food experience, destination food image, electronic word-of-mouth communication, and revisit intentions. The study's universe is the city of Gaziantep, an important cultural city due to its culinary culture, geographical location, and historical depth.

Additionally, the integrated evaluation of the four concepts within the scope of this study represents its original contribution. A review of the literature reveals that most studies examine these four concepts separately or analyze their effects on one another. However, no study has been found in which destination food image is used as a mediating variable among these concepts. Therefore, this research focuses on the food experiences of tourists visiting Gaziantep as a destination and seeks to answer the following questions: What impact does food experience have on the destination food image? How will destination food image influence revisit intention and the intention to engage in electronic word-of-mouth communication? Furthermore, how will the destination food image, shaped by food experiences, affect tourists' intentions to engage in electronic word-of-mouth communication and revisit the destination? By addressing these questions, this study aims to reveal the relationships between tourists' food experiences in Gaziantep, the city's food image, visitors' tendencies to engage in electronic word-of-mouth communication, and their revisit intentions. Due to its geographical location and historical depth, Gaziantep is a significant cultural city, and its culinary heritage is a vital component of this cultural identity.

Literature Review

Food Experience (FE)

The word "experience" generally refers to the experiences people encounter in their daily lives in all languages (Carù & Cova, 2003). Experience encompasses the knowledge, attitudes, and skills that individuals acquire through perceiving events and participating in activities in their daily lives (Rızaoğlu, 2012). It is known that experience appeals to the senses, mind, and heart and encompasses all the events a person lives through (Aho, 2001). When the term experience is considered in the context of tourism, it is observed that the concept of tourist experience is highlighted and has been defined in various ways by different authors over time (Uriely, 2005). Tourist experience is described as a subjective mental state felt during the process of receiving a tourist service (Otto and Ritchie, 1996). According to Tung and Ritchie (2011), a tourism experience includes an individual's subjective attitudes toward all touristic activities starting from before the travel, during the travel, and after the travel. Thus, it is stated that the tourism experience is a comprehensive process that includes both pre-consumption and post-consumption stages.

When visiting a new destination, tourists not only want to explore different places and cultures but also wish to experience new flavors (Mitchell & Hall, 2003). The main reason for the pleasure derived from eating is associated with selecting and trying different foods. Therefore, local foods are important in increasing the number of trips made

for enjoyment (Wang et al., 2012). Additionally, providing tourists with a positive experience through food consumption at the destination is crucial for a destination (Kivela & Crotts, 2006). Local foods play a significant role in tourists' destination choices for experiencing a pleasant vacation. Food experience, perceived through the senses of taste, smell, sight, and touch, leads to a more effective experience through the various experiences encountered during the vacation. Moreover, this acquired food experience also encourages tourists to revisit the destination (Wolff, 2006).

A review of the literature on this topic reveals that food experience is noted as a cultural and entertaining activity and that various flavors are an important element in tourist experiences (Kim et al., 2009). According to a study addressing food experience, the variety, presentation, quality and price of the food offered at an establishment, the atmosphere of the restaurant, and the service provided by the staff affect tourist satisfaction by 53% (Nield et al., 2000). The dimensions of food experience include the meals offered, the location, and attitudes towards the food, and it has been shown that almost all tourists want to experience food (Björk & Kauppinen-Räisänen, 2014).

Destination Food Image (DFI)

When reviewing the tourism literature, it is evident that numerous studies have been conducted on destination images. In these studies, local food culture and gastronomy are considered components of the destination food image (Chang & Mak, 2018). Therefore, by examining the concept of food image, contributions are made to the literature on destination food image (Choe & Kim, 2018). Many studies aim to discover the underlying components of the destination food image. Food image is conceptualized by researchers as a multidimensional structure, comprising cognitive and affective tourist perceptions of local foods and gastronomic products in a particular destination (Tsai & Wang, 2017).

According to another study, food image is considered an element that represents the identity of a country, region, or community (Seo et al., 2013). An example of this study can be Italy as a destination and its commonly associated foods, pasta and pizza. Distinctive foods are important for creating the identity of a destination (Lin et al., 2011). Often, the tangible characteristics of foods can make one destination more prominent than others. In the case of Italy, for example, the characterization of Mediterranean cuisine as healthy has been seen to attract potential tourists to the region. Additionally, Rimmington and Yuksel (1998) found in their study that foods associated with destinations serve as a source of motivation for tourists and influence their intention to revisit. For instance, the primary reason for tourists revisiting Turkey is the quality of the food.

Tourists generally prefer to experience local culture when they visit new regions. The most economical way to understand the social way of life is through food consumption. Therefore, the food image of a destination motivates tourists. If tourists have a positive food image of a region, they are more likely to intend to consume more food (Seo et al., 2017). In addition to a positive food image, there can sometimes be negative perceptions of food images at destinations. In this process, it is necessary to improve the destination food image, and rather than eliminating previously formed negative food images, efforts should focus on creating a new positive image (Jo & Kim, 2014).

Electronic Word-of-Mouth Communication (eWOM)

With the increasing advancements in technology, people's communication methods are changing, and there is a rise in the usage of platforms developed on social networks. Considering these developments, people are now more

active online and share their thoughts and experiences on social media platforms (Orakcı and Eren, 2021). The fact that people are so accustomed to using technology demonstrates that modern marketing approaches are evolving. Thanks to internet usage, marketing managers are now focusing on creating content in digital environments to reach consumers (Biçer & Erciş, 2020). Previously favored for the benefits it provided in message transmission, traditional word-of-mouth communication has now largely shifted to electronic word-of-mouth communication (Hennig-Thurau et al., 2003; Chan & Ngai, 2011). Nowadays, people in the evolving world can easily communicate with others through networks they create on social platforms, sharing texts, videos, photos, and visuals (Mert, 2018).

Messages from individuals who have experiences with a product on social media platforms can significantly impact potential consumers' purchasing decisions, visitation behaviors, and communication behaviors (Hennig-Thurau & Walsh, 2003; De Bruyn & Lilien, 2008; Goyette et al., 2010; Ivanković et al., 2014; Biçer & Erciş, 2020). Businesses or individuals engaged in electronic word-of-mouth marketing can now reach much larger audiences with their messages at reasonable costs and without time constraints. Therefore, electronic word-of-mouth communication is preferred by businesses (Dellarocas, 2003). Additionally, potential customers are observed to consider and make purchases based on reviews made using electronic word-of-mouth communication tools in their food and beverage choices (Fogel, 2010; Fox & Longart, 2016). Recently, many businesses have conducted advertising and marketing activities on online platforms. Companies create their own business profiles on platforms like Instagram, Facebook, and TripAdvisor (Aydın & Ögel, 2016; Mert, 2018; Orakcı & Eren, 2021). These platforms enable access to customer complaints, reviews, and problems. Furthermore, information obtained through electronic word-of-mouth communication on these platforms serves as a significant reference for consumers in restaurant selection (El-Sherbiny & Usmonova, 2017).

With the proliferation of communication channels, electronic word-of-mouth communication can influence consumers' decisions regarding dining out, food choices, and restaurant preferences (Binbaşıoğlu & Türk, 2015). Nowadays, customers can gather information in advance using popular social media tools such as "Tripadvisor, Instagram, Twitter, and Google Maps," which accelerates their decision-making process about where to eat. During this process, reviews and comments from other customers benefit consumers. Additionally, blogs, forums, and sharing sites on social media are among the information sources customers consult before making a purchase or visiting a restaurant (Kutluk & Avcıkurt, 2014). As a result, customers can gather information about a restaurant beforehand, even communicate with other customers, and proceed with their purchase or visit (Yorgancı, 2020). Therefore, positive reviews on online review platforms can increase demand, reduce risks related to restaurants or services, and encourage repeat visits (Santos, 2017).

Revisit Intention (RI)

In terms of consumer behavior, tourist behaviors are divided into three stages: pre-visit, during the visit, and post-visit (Ryan, 2007). It is noted that tourist behaviors include determining the destination to visit, making evaluations, and future behavioral intentions (Chen & Tsai, 2007). Post-visit evaluations are related to satisfaction and travel experience, while future behavioral intentions encompass tourists' intention to revisit the same destination in the future. Intent to revisit is a part of behavioral intentions and is considered a tourist's desire desire to return to a destination after their visit (Bayrakçı, 2014). The relationship between tourists' expectations and evaluations of the services received after a destination visit indicates their satisfaction levels. Tourists who have had positive

experiences at a destination during their visit may choose the same place for their next visit (Küçüker et al., 2019). Recently, researchers have been paying attention to the economic support brought by the intention to revisit a destination. According to Wang (2004), the number of tourists revisiting a destination is significantly higher than that of first-time visitors.

Hypothesis Development

The prepared study aimed to determine the relationships between food experience, destination food image, electronic word-of-mouth communication, and revisit intention in Gaziantep. Food is an indispensable and often enjoyable experience for a travel destination. Food often carries psychological and cultural meanings for a destination and can lead to unforgettable experiences (Chen & Huang, 2018). Food experiences can attract a tourist to a travel destination, create positive emotions and value, and strengthen the bond between visitors and the destination. As a result, it can influence the destination image of the visitor (Stajcic, 2013). Food can provide a high level of experience at a destination point and can change tourists' food image of the destination (Hammit et al., 2006).

Based on these studies, the following first hypothesis has been developed:

H1: Food experience has a positive and significant effect on destination food image.

Destination image and food image constitute the basis of tourists' destination choices. There are numerous studies in the literature focusing on destination food image. Lertputtarak (2012) concluded that there is a positive relationship between destination food image and tourists' intention to revisit. Lai, Wang, and Khoo-Lattimore (2020) found that both emotional and cognitive components of food image influence intention to revisit and recommend destination food image. In their study, Tayfun et al. (2019) found that the food image acquired by those who visited Gaziantep and dined at its restaurants positively affected their attitudes towards dining in those restaurants and their intention to revisit them.

Based on these studies, the following second hypothesis has been developed:

H2: Destination food image has a positive and significant effect on intention to revisit.

Based on the studies conducted by El-Sherbiny and Usmonova (2017), which examined which restaurant experiences trigger customers to engage in positive electronic word-of-mouth (e-WOM) communication, it was determined that dimensions of destination food image such as restaurant service quality (food quality, service quality, atmosphere, and price fairness), serve as antecedents to e-WOM. Their study concluded that food quality, service staff, and restaurant atmosphere positively influence engaging in e-WOM. Another research highlighted the sharing of information about restaurants via e-WOM, focusing on features such as food and service quality. This study indicated that food quality at a restaurant significantly and positively affects the distribution of e-WOM (Jeong & Shawn, 2011).

Based on these findings, the following third hypothesis has been developed:

H3: Destination food image has a positive and significant effect on electronic word-of-mouth communication.

Based on the findings from Mohamed et al. (2021), which examined the relative impact of tourists' food experiences on their intention to revisit Egypt, empirical results indicated that the three components of destination food image – sensory, emotional, and behavioral – effectively explained tourists' food satisfaction and intention to

revisit the destination. It was also found that food experience directly influences intention to revisit the destination. Additionally, Ryu and Jang (2006) proposed that impressive food experiences in a tourism destination could enhance destination food image, increase satisfaction among tourists, and encourage them to revisit.

Given these insights, it has been hypothesized in this study that the destination food image plays a mediating role in the impact of food experience on intention to revisit restaurants in Gaziantep. Therefore, the fourth hypothesis is formulated as follows:

H4: Destination food image mediates the impact of food experience on intention to revisit.

In a destination, the food image formed and the food experiences developed by consumers can have both positive and negative effects on electronic word-of-mouth communication behavior. Consumers who have experienced food at a destination contribute to a positive image of the destination through positive electronic word-of-mouth communication, thereby influencing other consumers' intentions to make purchases or visit. (Jeong and Jang, 2010). In their study, they experimentally examined how food experiences in restaurants encourage customers to engage in positive electronic word-of-mouth communication (e-WOM) and found that restaurant service quality (food quality, service quality, atmosphere, and price fairness) acts as a precursor to e-WOM communication derived from the destination food image. According to their findings, factors of destination food image such as food quality, service staff, restaurant atmosphere, and price contribute positively to motivating customers motivated by their food experiences to spread positive e-WOM, thereby enhancing their desire to contribute to the restaurant.

Based on these studies, food experience, electronic word-of-mouth communication, and destination food image have been considered together. The hypothesis illustrating the relationship among these three concepts is as follows:

H5: The mediating role of destination food image exists in the impact of food experience on electronic word-of-mouth communication.

Destination food image mediates the impact of food experience on electronic word-of-mouth communication.
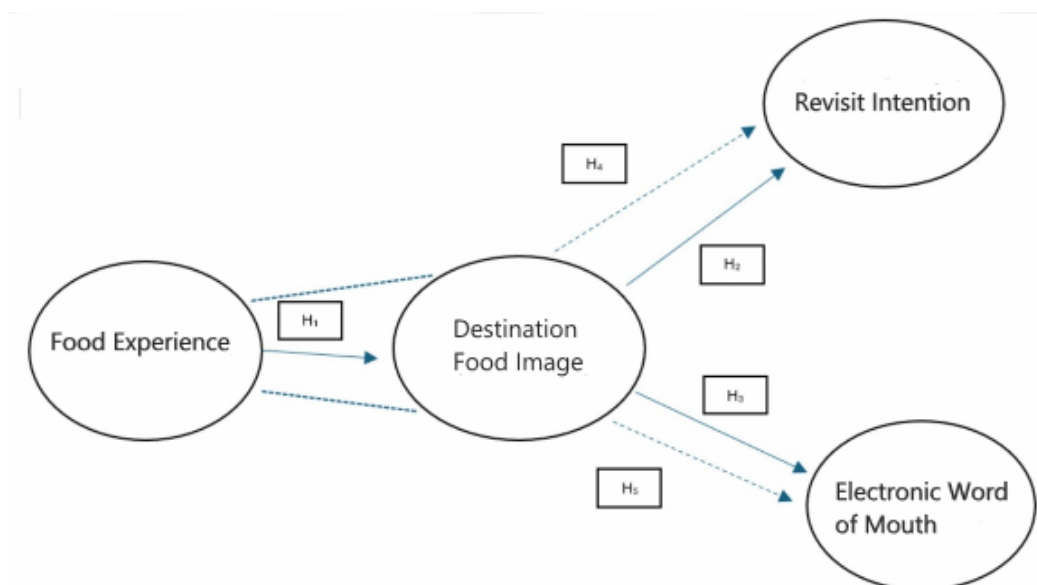

Figure 1. Conceptual Model of the Research

Figure 1. Shows the model with information indicating the hypotheses and dimensions.

Methodology

Participants and Data Collection

The universe of this research consists of individuals who have visited Gaziantep at least once and have experienced dining in Gaziantep. Furthermore, the ethical approval was obtained from the Scientific Research and Publication Ethics Committee of Nevşehir Hacı Bektaş Veli University on April 28, 2023, and the survey was initiated following the approval. The research sample is comprised of 384 individuals determined from within the universe and is considered to be the minimum sample size acceptable for different populations. The convenience sampling method was preferred for selecting the research sample due to its practicality in reaching the required sample from the research universe (Gürbüz & Şahin, 2018). The unlimited universe sampling method (n=z2 (pq)/ e2) was used because reaching the exact number of tourists in the universe was challenging (Gürbüz and Şahin, 2018). Since a full census of the population was not feasible, a non-random convenience sampling method was used in this study (Gürbüz & Şahin, 2015). In this regard, it is assumed that the selected sample is appropriate for the study's purpose and will provide the necessary data for the researcher. The formula proposed by Sopper, D.S. (2024) for structural equation modeling was used to determine the sample size. Accordingly, for a medium-effect analysis at a significance level of $p < 0.05$, the calculation based on 49 observed variables indicates that at least 137 participants are required. Additionally, another approach suggests that the number of participants should be ten times the number of items in the survey (490 participants) (Nunnally, 1978). Based on both sample size determination methods, a sample size of 494 participants can be considered sufficient for this study.

There are several important reasons for selecting Gaziantep as the destination for this study. Firstly, Gaziantep is noteworthy for its distinctive local cuisine and its significant contribution to Turkish cuisine, making it one of the most important destinations for gastronomy tourism in Turkey. Getting to know Gaziantep's culinary culture more closely will demonstrate how appropriate the decision was for this study.

Measurements

The survey prepared for the research consists of five sections. The first section includes demographic statements for participants. The second section comprises 26 items on "destination food image," the third section contains 17 items on "food experience," the fourth section includes 3 items on "electronic word-of-mouth communication," and finally, the fifth section consists of 3 items on "revisit intention," making a total of 49 items. The survey employs a five-point Likert scale (1 Strongly Disagree - 5 Strongly Agree).

The "destination food image" scale is adapted from the study by Promsivapallop & Kannaovakun (2019). The "food experience" scale draws from the work of Tsaur, S-H. and Lo, P-C (2020). The "electronic word-of-mouth communication" scale is based on the research by Wang et al. (2017), as referenced in the study by Ivan Ka Wai Lai, Yide Liu, and Dong Lu (2021). Lastly, the "revisit intention" scale is derived from scales compiled from various authors' works such as Conner and Sparks (1996), Lam and Hsu (2004), Hui, Wan, Ho (2007), and Kozak (2001), as well as from the study by Çelik (2021).

Pilot Study

The pilot test for the study was conducted with 60 local tourists who had visited Gaziantep, and it was conducted through face-to-face and online interviews in March 2023. Data obtained from these interviews were analyzed using

statistical software. To minimize random errors that could affect measurement, reliability analysis was performed. This analysis helps ensure that participants' responses to the scale items are consistent and measure the same construct. The Cronbach's Alpha coefficient is used as a measure of internal consistency to assess the homogeneity of the scale items. The reliability coefficient (Cronbach's Alpha) ranges between 0 and 1, where values closer to 1 indicate higher reliability (Ural & Kılıç, 2011).

As a result of the pilot implementation, some errors were identified and addressed. For instance, for the question "Please mark at least 3 places in Gaziantep that you enjoyed visiting," upper and lower limits were not initially set during the online survey preparation process. This allowed participants to proceed to the next question without marking exactly 3 places or marking more than 3. Following the pilot test, this issue was resolved by implementing limits, ensuring that participants could not proceed to the next question without marking exactly 3 places as requested.

Table 1. Reliability Results for Scales

Scales	Number of Items	Cronbach Alfa
Destination Food Image	26	0,972
Food Experience	17	0,975
Electronic Word of Mouth	3	0,945
Revisit Intention	3	0,946

Table 1 shows the Cronbach's Alpha coefficients for the scales used in the study, indicating high reliability of the scales.

Data Analyses

SPSS and AMOS programs were used to analyze the data in the research. Data analysis began with descriptive statistics, such as arithmetic mean and frequency analysis. Subsequently, skewness and kurtosis values were examined to determine whether the data followed a normal distribution. Exploratory factor analysis and reliability analysis were conducted for the variables in the scale. Confirmatory factor analysis was then used for the analysis of the structural equation model. Regression analysis and mediation tests were performed to examine the relationships between variables and verify the hypotheses. The statistical findings of the analysis process are as follows:

Results

In the findings section of the study, first, there are results concerning the demographic information of the participants and their visits to Gaziantep. Following this, there are findings regarding the reliability of the scale and results from structural equation modeling and confirmatory factor analysis. Finally, multiple linear regression tests were conducted to test the hypotheses' accuracy, followed by an overall assessment of the findings. Statistical findings related to the analysis process are presented below.

Demographic characteristics of the survey participants are presented in Table 2

Table 2. Demographic Characteristics of Participants

		N	%	Cumulative %
GENDER	Female	215	54,6	54,6
	Male	179	45,4	100
	Total	394	100	
AGE	18-28	112	28,4	28,4
	29-39	158	40,1	68,5
	40-50	78	19,8	88,3
	51 and over	46	11,7	100
	Total	394	100	
MARITAL STATUS	Single	185	47	47
	Married	209	53	100
	Total	394	100	
NATIONALITY	Republic of Türkiye	388	98,5	98,5
	Other	6	1,5	100
	Total	394	100	
EDUCATION	Higher school and equivalent	40	10,2	10,2
	Associate degree	15	3,8	14
	Bachelor's degree	234	59,4	73,4
	Master's degree or higher	105	26,6	100
	Total	394	100	
PROFESSION	Unemloyed	58	14,7	14,7
	Self employed	22	5,6	20,3
	Public Employee	163	41,4	61,7
	Private Sector	126	32	93,7
	Retired	25	6,3	100
	Total	394	100	
INCOME	8001-12000	37	9,4	9,4
	12001-16000	61	15,5	24,9
	16001-20000	125	31,7	56,6
	20001 and over	171	43,4	100
	Total	394	100	

Table 2 indicates that the proportion of females (54.6%) is relatively higher than that of males (45.4%). Upon examining the age distribution, it is evident that the largest age group comprises individuals aged 29-39. Analysis of marital status distribution shows that the proportion of unmarried individuals (47%) is lower than that of married individuals (53%). Looking at nationality distribution, the percentage of Turkish citizens (98.5%) is significantly higher than that of citizens from other countries (1.5%). In terms of educational attainment, graduates with a bachelor's degree (59.4%) constitute the highest proportion. Analyzing occupational distribution reveals that the percentage of public sector employees (41.4%) is higher than that of other occupational groups. Regarding income distribution, the highest proportion (43.4%) belongs to participants with an income range of 20,001 TL and above.

Table 3. Distribution of Participants' Evaluations

Category	Groups	N	%	Cumulative %
Number of Visits	1 Time	51	12,94	12,9
	2 Times	46	11,68	24,58
	3 Times	50	12,69	37,27
	4 Times	13	3,30	40,56
	5 Times or more	236	59,90	100,00
	Total	396	100,00	

Table 3. Distribution of Participants' Evaluations (devamı)

	Local Restaurants	349	30,91	30.91
	Fast Food Restaurants	37	3,28	34,19
	Hotel Restaurants	33	2,92	37,11
Places I Like to Visit	Ethnic Restoranlar	189	16,74	53,85
	Street Food	227	20,11	73,96
	Local Markets	177	15,68	89,64
	Festival Areas	50	4,43	94,07
	Culinary Museums	67	5,93	100,00
	Total	1129	100,00	
	Gastronomy and Tourism Fairs	49	83,05	83,05
Gastronomic Events	Gastronomy Congresses	10	16,95	100
	Total	59	100,00	
	Less than a year	11	2,78	2,78
Duration of use of social media	1 year	4	1,01	3,79
platforms on the internet	2 years	14	3,54	7,33
(Instagram, Twitter, Facebook,	3 years	36	9,09	16,42
Forum Sites, etc.)	4 years or more	331	83,59	100,00
	Total	396	100,00	
	1 hour	75	19,04	19,04
Daily usage time of online	2 hours	143	36,29	55,33
platforms (Instagram, Twitter,	3 hours	92	23,35	78,68
Facebook, Forum sites, etc.)	4 hours or more	86	21,83	100,00
	Total	396	100,00	
	Instagram	223	56,60	56,3
	Facebook	20	5,08	61,38
The most commonly used	X	21	5,33	66,71
internet platform when	Blogs	8	2,03	68,74
commenting on a restaurant	Tripadvisor	23	5,84	74,57
you visited	Google Maps	82	20,81	95,39
	Forums	19	4,82	100,00
	Total	396	100,00	
	All restaurant visits	13	3,28	3,28
Frequency of Sharing Your	In may	37	9,34	12,62
Reviews About a Restaurant	In half	58	14,65	27,27
Online	In a few	288	72,73	100,00
	Total	396	100,00	

When looking at the distribution of visit numbers in Table 3, it is noted that 59.9% of the participants stated that they visited Gaziantep five times or more. Examining the venues visited by participants, it is observed that local restaurants are the most preferred venues in Gaziantep (30.91%). When examining the gastronomic events attended by participants, gastronomy and tourism fairs account for 83.05%, and gastronomy congresses account for 16.95%. Participants' declarations regarding their daily usage of social media platforms show that 19.04% use them for one hour, 36.29% for two hours, 23.35% for three hours, and 21.83% for four hours or more. When analyzing the most frequently used internet platform for commenting on a visited restaurant, Instagram is seen as the most widely used platform among participants (56.60%). When examining the frequency of sharing restaurant reviews online, 72.73% of participants indicated a tendency to comment on several restaurants they visited. These data provide important insights into sharing habits of restaurant experiences and preferred social media platforms.

Table 4. Factors That Prevent Giving Comments/Criticisms/Suggestions After a Restaurant Visit

Expressions	N	%
I'm not sure if it will be taken into consideration.	224	18,86
Commenting takes time and has no benefit for me.	215	18,10
The service is average, neither very good nor bad.	207	17,42
The restaurant is not available on review platforms	152	12,79
I am lazy	140	11,78
I don't believe it will get better anyway.	96	8,08
My social anxiety level is high.	56	4,71
It is difficult to comment.	51	4,29
If the restaurant is owned by someone I know	36	3,03
If the restaurant is owned by a competing business	11	0,93

According to this table, the act of providing feedback following restaurant visits can be affected by various psychological and practical factors. The most important result that attracts attention is that individuals are not sure whether their comments will be taken into account (18.86%), which seems to be an important obstacle that may cause them to avoid giving feedback. When individuals are concerned that their comments are ineffective or negligible, feedback tendencies may decline.

Normality Distribution and Descriptive Statistics

Table 5. Kurtosis Skewness Values

	N	Min.	Max.	X	Standard Deviation	Kurtosis	Skewness
Service (VAR00027)	382	1	5	3,86	1,031	-0,989	0,565
Service (VAR00028)	382	1	5	3,9	1,009	-1,182	1,247
Service (VAR00029)	382	1	5	3,81	0,998	-0,928	0,643
Service (VAR00030)	382	1	5	3,85	1	-1,132	1,107
Service (VAR00031)	382	1	5	3,73	1,066	-0,871	0,271
Service (VAR00032)	382	1	5	3,64	1,103	-0,749	0,017
Environement (VAR0040)	382	1	5	3,35	1,157	-0,265	-0,675
Value (VAR00042)	382	1	5	3,79	1,114	-0,912	0,185
Value (VAR00043)	382	1	5	3,92	1,064	-1,144	0,898
Food (VAR00033)	382	1	5	4,09	1,042	-1,404	1,637
Restaurant (VAR00003)	382	1	5	4,06	0,98	-1,453	2,206
Restaurant (VAR00006)	382	1	5	4,2	1,025	-1,562	2,106
Restautant (VAR00009)	382	1	5	4,07	1,043	-1,298	1,175
Flavor (VAR00010)	382	1	5	4,29	0,991	-1,8	2,985
Flavor (VAR00012)	382	1	5	4,32	0,973	-1,862	2,312
Flavor (VAR00013)	382	1	5	4,45	0,973	-2,159	2,427
Flavor (VAR00014)	382	1	5	4,23	1,028	-1,512	1,823
Health (VAR00016)	382	1	5	3,32	1,062	-0,125	-0,582
Health (VAR00020)	382	1	5	4,04	1,009	-1,177	1,194
Kitchen (VAR00021)	382	1	5	4,05	1,009	-1,226	1,250
Kitchen (VAR00022)	382	1	5	4,35	0,974	-1,877	2,335
Kitchen (VAR00023)	382	1	5	4,31	0,988	-1,817	2,311
Cultural VAR00026)	382	1	5	4,17	1,048	-1,452	1,680
Electronnic (VAR00044)	382	1	5	3,7	1,189	-0,734	-0,422
Electronic (VAR00045)	382	1	5	3,81	1,165	-0,959	0,115
Electronic (VAR00046)	382	1	5	3,83	1,194	-0,833	-0,308
Revisit (VAR00047)	382	1	5	4,22	1,088	-1,501	1,432
Revisit (VAR00048)	382	1	5	4,28	1,069	-1,604	1,814
Revisit (VAR00049)	382	1	5	4,37	1,038	-1,868	2,802
FE	382	1	5	3,79	1,189	-1,127	0,958
DFI	382	1	5	4,15	1,088	-1,375	2,016
eWOM	382	1	5	3,78	0,921	-1,453	2,206
RI	382	1	5	4,29	0,983	-0,968	0,857

The values of skewness and kurtosis being between +3 and -3 indicate that the distribution is a sign of normality. These values suggest that the data distribution approximates a normal distribution and is symmetric. Upon examining the means, it is observed that the mean value obtained for the food experience dimension (FE) is 3.79. This result indicates that the participants exhibit a moderate to high preference or inclination towards the food experience dimension (FE). In general, participants show a neutral or slightly positive attitude towards this dimension. For the destination food image dimension (DFI), the mean value is calculated as 4.15. This indicates that the participants have a higher preference or inclination towards the destination food image (DFI) dimension. The mean value for electronic word-of-mouth communication (eWOM) dimension is determined as 3.78. This suggests that participants have a moderate to high preference or inclination towards the eWOM dimension. The mean value obtained for the dimension of revisit intention (RI) is 4.29. This shows that participants exhibit a higher preference or inclination towards the revisit intention (RI) dimension.

Exploratory Factor Analysis

Destination food image factor analysis results: *KMO: 0.967; Bartlett's Test of Sphericity: 6003977 (Sig.: 0.000) **Eigenvalue: 9.816; Explained Variance: 75.579%; ***Eigenvalue: 1.247 These factor analysis results indicate that this study is progressing on a scientific basis and is based on solid data. The obtained factor explains a large portion of the variables in this dataset, demonstrating the reliability of the results.

Food Experience Factor Analysis results: *KMO: 0.959; Bartlett's Test of Sphericity: 4842.97 (Sig.: 0.000) **Eigenvalue: 9.084; Explained Variance: 80.842% According to the factor analysis results, statistically reliable results have been obtained in the research.

Electronic Word-of-Mouth Factor Analysis Results: *KMO: 0.769; Bartlett's Test of Sphericity: 999.129 (Sig.: 0.000) **Eigenvalue: 9.084; Explained Variance: 89.487% The high explained variance ratio demonstrates the reliability of the results by covering most of the variables in the factor analysis.

Revisit Intention Factor Analysis Results: *KMO: 0.781; Bartlett's Test of Sphericity: 978.129 (Sig.: 0.000) **Eigenvalue: 2.840; Explained Variance: 95.446% These results indicate that the factor obtained through factor analysis explains a large majority of the variables in your dataset.

Table 6. Reliability Results for Scale

Factor	Number of Statements	α
DFI	26	0,976
FE	17	0,976
eWOM	3	0,965
RI	3	0,988

Based on the provided information, Cronbach's Alpha (α) coefficients were calculated to assess the internal consistency of the factors. According to the results, α = 0.976 for the "DFI" factor, α = 0.976 for the "FE" factor, α = 0.988 for the "RI" factor, and α = 0.965 for the "eWOM" factor.

These results indicate that the factors exhibit high levels of internal consistency. This suggests that the items within the factors measure the concepts they intend to measure in a coherent manner and can be reliably assessed.

These factor analysis results demonstrate that the factors in your study exhibit strong internal consistency and that the scales used are reliable. This supports the validity and robustness of your research.

Confirmatory Factor Analysis and Structural Equation Modeling

In this research, path analysis and mediation model analyses were used to test hypotheses based on the research model and to analyze structural models. In the scope of the study, CFA (Confirmatory Factor Analysis) and AFA (Exploratory Factor Analysis) analyses were conducted to ensure the adequacy of the sample, normal distribution test, construct validity, and reliability. Thus, latent variables were prepared for hypothesis testing in SEM (Structural Equation Modeling) through confirmation in structural and mediation models. Goodness-of-fit values of the measurement models (CFA) were found to be appropriate. Additionally, it was observed that factor loadings and the significance of these loadings were valid, confirming their suitability for use in SEM analysis.

For the structural equation models created, the values listed in the table below were used as references:

Table 7. Goodness of Model data Fit

GOODNESS-OF-FIT VALUE	GOOD FIT	ACCEPTABLE FIT	REFERENCE
CMIN/DF	0≤DF≤3	3≤DF≤5	Breyne (2010),
IFI	≥0,90	0,80-0,89	Bentler, (1980)
AGFI	0,9 ≤ AGFI ≤1	0,80≤AGFI≤0,89	Mars,vd. (1988) Doll,vd. (1994)
CFI	0,95 ≤CFI≤1	0,90≤CFI0,95	Marsh ve Hau (1996) Breyne (2010),
RMSEA	0,10≤P≤1	0,05≤P≤0,10	Schermelleh-Engel et al. (2003)

When looking at the table, different statistical criteria used to evaluate how well a model or theoretical construct fits the data and the established thresholds for these criteria are observed. These criteria are important for understanding model fit in statistical analyses.

Confirmatory Factor Analysis Results

As a result of the analysis, the fit indices of the Destination Food Image confirmatory factor analysis were found to be within standard values [χ^2/df=4.619; CFI=0.962; GFI=0.905; AGFI=0.837; RMSEA=0.099], indicating that this structural model is confirmed.

The fit indices of the Food Experience confirmatory factor analysis were found to be within standard values [χ^2/df=5.673; CFI=0.968; GFI=0.903; AGFI=0.838; RMSEA=0.093], indicating that this structural model is confirmed.

As a result of the Electronic Word-of-Mouth confirmatory factor analysis, the model's fit indices were found to be within standard values [χ^2/df=0.740; CFI=0.95; GFI=0.992; AGFI=0.990; RMSEA=0.009], indicating that this structural model is confirmed.

As a result of the Revisit Intention confirmatory factor analysis, the fit indices of the model in Figure 2.4 were found to be within standard values [χ^2/df=0.007; CFI=0.97; GFI=0.901; AGFI=0.935; RMSEA=0.021], indicating that this structural model is confirmed.

It is observed that all factor loadings exceed the threshold value of 0.40 (Arslantürk and Arslantürk, 2016).

The AVE values, which determine convergent validity, and the CR values, which indicate internal consistency reliability, have been examined.

Table 8. AVE and CR Values

Factor	AVE	CR
DFI	0,736	0,972
FE	0,787	0,973
eWOM	0,877	0,956
RI	0,935	0,977

The CR value is above 0.80 (Hair et al., 2017). Since both the Cronbach's Alpha and CR coefficients exceed the threshold value, it can be stated that the model ensures internal consistency reliability. Given that the AVE values are above 0.5 and the CR values are higher than the AVE values (Chin, 1998), it can be concluded that the model meets convergent validity.

The Fornell-Larcker criterion was analyzed to test the discriminant validity of the scales. In the Fornell-Larcker criterion, the square root of the AVE values is compared with the correlation coefficients between the variables (Hair et al., 2019). Accordingly, the square root of the AVE value for a given variable must be higher than its correlation coefficients with other variables (Fornell and Larcker, 1981).

Table 9. Correlation Table and Fornell-Larcker Criterion

	DFI	RI	eWOM	FE
DFI	*0,542**			
RI	0,376**	*0,874**		
eWOM	0,213**	0,319**	*0,769**	
FE	0,289**	0,315**	0,402**	*0,619**

*: Square root of AVE

**: $p < ,001$

The square root of the AVE value of the variables in the study is higher than the correlation coefficients between the variables. As a result, discriminant validity has been established in the measurement model used in the study.

When examining the data in the correlation table, it shows that there are positive and moderate relationships between the variables. These relationships, although at a certain level, cannot be characterized as strong relationships.

Research Model:

In this section of the study, the effect of DFI on the independent variables eWOM and RI has been examined within the framework of the structural model. Subsequently, by establishing a mediation model of DFI on the effect of FE on the independent variables eWOM and RI, hypothesis tests have been attempted to be validated.

This model is a mediation model measuring the mediation effect (c) of DFI as a mediator variable on the effect of FE on the independent variables eWOM and RI.
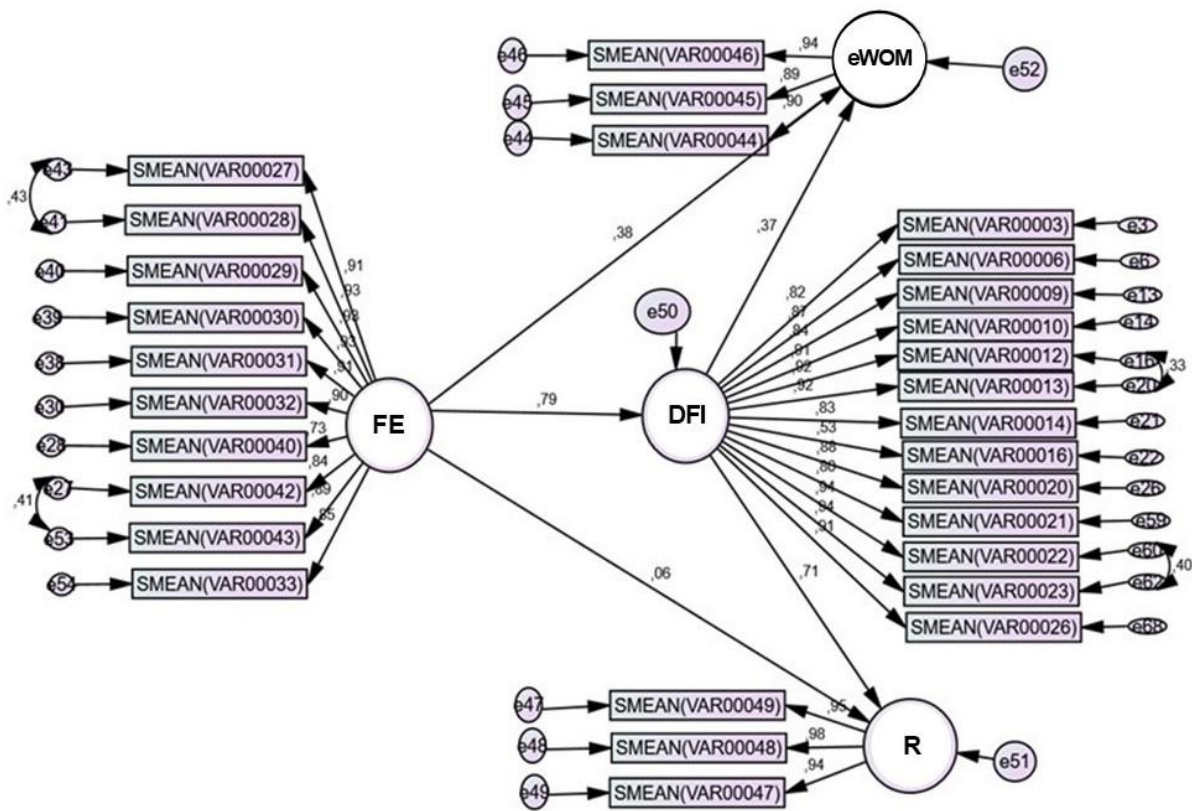
Figure 2. Research Model

To determine whether the model established in Figure 2 is reliable and valid, the measurement model needs to be validated. As seen in previous analyses, the measurement models of these variables have been tested for reliability and obtained from Confirmatory Factor Analysis (CFA) models ensuring construct validity. Therefore, modification was made to these measurement models. The analysis results indicate that the fit indices of the measurement model fall within generally accepted ranges [χ2/df=2.919; CFI=0.953; GFI=0.831; AGFI=0.800; RMSEA=0.060; NFI=0.82; TLI=0.95].

Table 10. Goodness of Fit Values

GOODNESS-OF-VALUE	GOOD FIT	ACCEPTABLE FIT	REFERENCE	RESULT
CMIN/DF	0≤DF≤3	3≤DF≤5	Breyne, (2010)	2,919
IFI	≥0,90	0,90-0,95	Bentler, (1980)	0,902
AGFI	0,9 ≤ AGFI ≤1	0,80≤AGFI≤0,89	Mars et al. (1988) Doll, vd. (1994)	0,8
CFI	0,95 ≤CFI≤1	0,90≤CFI0,95	Mars & Hau (1996) Breyne (2010),	0,953
RMSEA	0,10≤P≤1	0,05≤P≤0,10	Schermelleh-Engel et al., 2003	0,06
NFI	0,80≤NFI≤0,95		Uzun, Gelbal & Öğretmen (2010)	0,82
NNFI /TLI	NNFI. 95≤NNFI≤.97		Uzun, Gelbal & Öğretmen (2010)	0,95

Based on the fit indices provided above, it is observed that the data used in the study operates in accordance with the mediation structural equation model presented in Table 10, confirming the validity of this mediation structural measurement model.
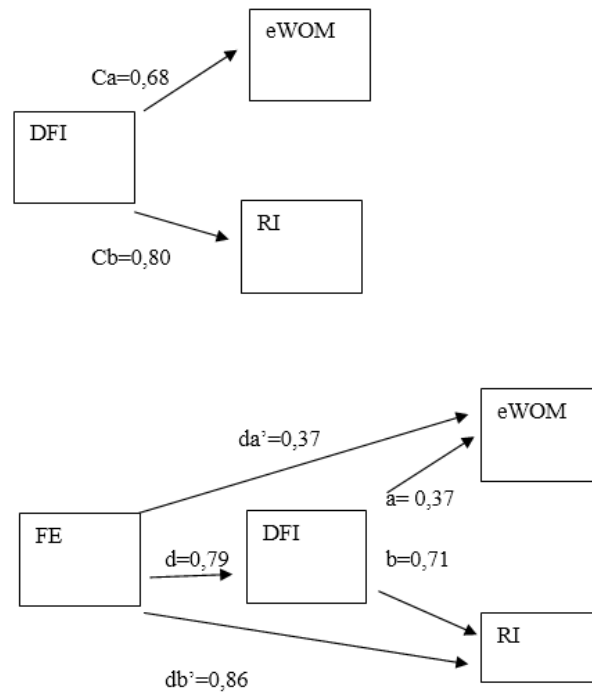
Figure 3. Mediated Structural Measurement Model

The Mediating Role of Dfi in The Influence of Fe Ewom

According to the findings of the analysis conducted in the scope of the research, FE predicts eWOM positively and significantly (BSh = 0.37, p < 0.001).

Additionally, FE also predicts DFI positively and significantly (BSh = 0.79, p < 0.001). As seen in this figure, the direct effect of FE on eWOM is determined to be (BSh = 0.37, p < 0.001). The indirect effect of DFI is d.a = 0.29. After including the mediator variable in the structural equation, the effect of FE on eWOM has decreased from 0.37 to 0.29. According to Baron and Kenny (1986), this indicates partial mediation. Based on the Sobel Z test, which assumes normality of the indirect effect, the model has a mediator role (p < 0.001).

Figure 4. Sobel Test Results

The Mediating Role of Dfiin The Influence of Fe Ri

According to the findings from the analysis conducted in the study, FE significantly predicts RI in a positive manner (BSh = 0.06, p < 0.001). FE also predicts DFI positively and significantly (BSh = 0.79, p < 0.001). As observed in Figure 1, the direct effect of FE on RI is determined to be (BSh = 0.06, p < 0.001). The indirect effect of DFI is calculated as d.b = 0.04. After including the mediator variable in the structural equation, the effect of DFI on eWOM has decreased from 0.86 to 0.56. According to Baron and Kenny (1986), this indicates partial mediation. Based on the Sobel Z test, which assumes normality of the indirect effect, the model also exhibits a mediator role (p

< 0.001).

Analyzes for Research Hypotheses

Table 11. Analysis Results of Research Hypotheses

			Estimate	S.E.	C.R.	P	Hypoyhese	Label
DFI	<---	**FE**	0,671	0,041	16,398	,000	H1	ACCEPTED
RI	<---	**DFI**	1,035	0,085	12,21	,000	H2	ACCEPTED
eWOM	<---	**DFI**	0,542	0,093	5,806	,000	H3	ACCEPTED
FE-DFI-RI			0,391	0,077	5,072	,000	H4	ACCEPTED
FE-DFI-eWOM			-0,032	0,062	-0,521	,000	H5	ACCEPTED

- FE has a statistically significant positive effect on DFI. The estimated coefficient is 0.671, with a significant p-value (p < 0.001). This result indicates that H1 hypothesis is accepted.

- DFI has a statistically significant positive effect on RI. The estimated coefficient is 1.035, with a significant p-value (p < 0.001). This result indicates that H2 hypothesis is accepted.

- DFI has a statistically significant positive effect on eWOM. The estimated coefficient is 0.542, with a significant p-value (p < 0.001). This result indicates that H3 hypothesis is accepted.

- It has been found statistically significant that DFI has a mediation role in the effect of FE on RI. The estimated coefficient is 0.391, with a significant p-value (p < 0.001). This result indicates that H4 hypothesis is accepted.

- It has been found statistically significant that DFI has a mediation role in the effect of FE on eWOM. The estimated coefficient is -0.032, with a significant p-value (p < 0.001). This result indicates that H5 hypothesis is accepted. These findings demonstrate that the tested hypotheses are confirmed and the relationships are statistically significant.

Conclusions and Recommendations

This study aimed to explore the relationships between food experience, destination food image, electronic word-of-mouth communication, and revisit intention both dimensionally and comprehensively. Upon reviewing the literature, no studies were found specifically examining the relationships between destination food image, food experience, revisit intention, and electronic word-of-mouth communication together. In investigating these relationships, the mediating effect of destination food image was tested between food experience and both electronic word-of-mouth communication and revisit intention.

When evaluated by participants, the dimensions of food experience, destination food image, electronic word-of-mouth communication, and revisit intention emerged with the following highest averages: revisit intention (4.29), followed by destination food image (4.15), food experience (3.79), and electronic word-of-mouth communication (3.78). Participants generally exhibited a neutral attitude towards food experience and electronic word-of-mouth communication dimensions.

Furthermore, participants perceived destination food image and revisit intention dimensions higher than average, unlike food experience and electronic word-of-mouth communication dimensions. Strong relationships between destination food image and revisit intention have been noted in the literature (Bozok et al., 2017; Benli & Yenipınar, 2018; Demircan et al., 2019). The high ratings of destination food image and revisit intention dimensions suggest

that in Gaziantep, businesses accurately reflect its rich culinary culture, leading visitors to enjoy the food and develop intentions to revisit. Therefore, destinations with adequate infrastructure and facilities can effectively use electronic word-of-mouth communication channels to ensure memorable food experiences for visitors. Thus, Gaziantep as a destination can reach potential customers both nationally and internationally. Consequently, Gaziantep destination managers need to arrange for representation at major international gastronomy fairs and promotional events. Additionally, individuals responsible for promoting Gaziantep cuisine should be identified for national gastronomy promotion days and festivals. This would enable effective promotion of Gaziantep cuisine both nationally and internationally, potentially increasing visits and revisit intentions.

In the current study, electronic word-of-mouth communication and revisit intention variables were examined dimensionlessly. For future studies, examining these variables dimensionally could deepen the understanding of their importance.

Based on the goodness-of-fit values obtained, it is evident that the data used in the study align well with the mediated structural equation modeling, confirming the validity of this model. Hypothesis testing using structural equation modeling indicated that the hypotheses were supported, and the relationships were statistically significant. Ultimately, food experience positively influences electronic word-of-mouth communication and revisit intention. Additionally, destination food image plays a mediating role in the impact of food experience on both electronic word-of-mouth communication and revisit intention.

In conclusion, the study found that the food experience developed in Gaziantep influences the perception of destination food image, contributing positively to electronic word-of-mouth communication and revisits. Therefore, the diversity of destination foods should be maintained, and innovations should be made that align with the regional culture. Business managers and experts in gastronomy and tourism can collaborate to develop strategies that preserve Gaziantep's food culture and enhance service quality.

The findings of the study suggest that a positively perceived destination food image has a significant impact on revisit intention. Positive food experiences and a positive perception of a destination's food image provide strong reasons for revisits. The cultural experiences tourists have through food experiences demonstrate a strong connection between the tourism and food industries. A destination's food image enhances tourist experiences and encourages them to revisit. Gaziantep's food image has a positive relationship with revisit intention. As the study concludes, visitors in Gaziantep are highly satisfied with restaurant services, food variety, service attitudes, physical environments and atmospheres of restaurants, food health and hygiene compliance, kitchen structure, and diversity. Therefore, increasing visitor satisfaction with Gaziantep's food image and food experience will positively affect revisit intentions.

The study's findings offer recommendations for food and beverage service businesses and the literature, along with limitations related to the study.

For Recommendations to Businesses:

- The concept of destination food image can help businesses establish the destination as a brand by highlighting its prominent features.
- Food and beverage businesses can identify aspects of their services that meet or fall short of expectations

through surveys measuring satisfaction post-food experience and develop strategies accordingly.

- Businesses can innovate their service offerings to align with the prominent food images of the destination.

- Generally, food and beverage businesses could benefit from using their social media networks, especially platforms like Instagram, Google Maps, and various marketing and product promotion tools.

- Due to the preference for local eateries and ethnic restaurants in Gaziantep, businesses should offer visitors local flavors that embody cultural significance, enhancing their intention to revisit the region.

- Considering the attractiveness of local markets, expanding the marketing of Gaziantep's geographical indication products can arouse curiosity among visitors, further promoting these products in businesses.

- Gaziantep destination managers and tourism policymakers should send representatives to national and international gastronomy fairs and promotional events to represent Gaziantep effectively. This, coupled with effective use of social media, can promote Gaziantep cuisine and food and beverage establishments, encouraging tourists to revisit.

- Professional staffing for social media applications can be considered in businesses. Experts can support businesses or provide alternative platforms for smaller businesses. Providing training for staff can strengthen the bond between staff and customers, increase productivity, and foster quality communication.

- To encourage repeat visits and attract potential customers, businesses should redirect their advertising budgets towards mobile platforms. Social media applications are evolving as significant competitive tools, and in this process, e-commerce statistics should be constantly monitored and artificial intelligence should be utilized.

For Literature Recommendations:

- In the current study, variables like electronic word-of-mouth communication and revisit intention were examined without dimensional analysis. Future studies could explore these variables dimensionally to better highlight their importance.

- Reviewing domestic literature revealed limited research specifically on destination food image and electronic word-of-mouth communication. Investigating these topics in different destinations from a gastronomy tourism perspective could contribute to the relevant literature and researchers.

- Additionally, future studies could explore the relationship between food experience and variables such as food fear, willingness to try new foods, and diversity seeking.

Limitations:

- Similar to many studies, this research also has limitations. The study's population consisted only of domestic tourists visiting Gaziantep, a UNESCO Creative Cities Network gastronomy city. Similar research could be conducted with tourists revisiting Hatay and Afyonkarahisar, also cities in the UNESCO Creative Cities Network, or even with foreign tourists. This could yield different results when tested in different regions and among different nationalities. Comparisons could also be made between gastronomy cities in the UNESCO Creative Cities Network and other prominent destinations predominantly visited by local and foreign tourists in terms of gastronomy tourism.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflicts of interest to declare. The ethical approval was obtained from the Scientific Research and Publication Ethics Committee of Nevşehir Hacı Bektaş Veli University on April 28, 2023, and the survey was initiated following the approval.

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Appendix 1. Ethics Committee Permission

T.C.
NEVŞEHİR HACI BEKTAŞ VELİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Bilimsel Araştırmalar ve Yayın Etik Kurulu

TOPLANTI SAYISI	KARAR SAYISI	TOPLANTI TARİHİ
4	2023.04.149	27.04.2023

Üniversitemiz Sosyal Bilimler Enstitüsü Doktora Programı öğrencisi Neslihan Aybike HÖKELEKLİ'nin "Yiyecek Deneyimi, Destinasyon Yiyecek İmajı, Elektrik Ağızdan Ağıza İletişim ve Tekrar Ziyaret Etme Arasındaki İlişkiler: Gaziantep Üzerine Bir Araştırma" isimli doktora tezi hakkında alınan 28.04.2023 tarih ve 2300030045 sayılı başvuru dosyasının görüşülmesi.

2023.04.149. Üniversitemiz Sosyal Bilimler Enstitüsü Doktora Programı öğrencisi Neslihan Aybike HÖKELEKLİ'nin "Yiyecek Deneyimi, Destinasyon Yiyecek İmajı, Elektrik Ağızdan Ağıza İletişim ve Tekrar Ziyaret Etme Arasındaki İlişkiler: Gaziantep Üzerine Bir Araştırma" isimli doktora tezi hakkında alınan 28.04.2023 tarih ve 2300030045 sayılı başvuru dosyası görüşüldü.

Yapılan görüşmeler sonucunda**,** aşağıdaki tabloda isimleri belirtilen araştırmacılar tarafından hazırlanan *"Yiyecek Deneyimi, Destinasyon Yiyecek İmajı, Elektrik Ağızdan Ağıza İletişim ve Tekrar Ziyaret Etme Arasındaki İlişkiler: Gaziantep Üzerine Bir Araştırma"* isimli doktora tezi ve ilgili belgeler araştırmanın gerekçe, amaç, yaklaşım ve yöntemleri dikkate alınarak incelenmiş olup, projenin gerçekleştirilmesinde etik sakınca bulunmadığına kurulumuz üyeleri tarafından oy birliği ile karar verilmiştir.

YÜRÜTÜCÜ	ARAŞTIRMACI/UZMAN
Doç. Dr. Ebru GÜNEREN	Neslihan Aybike HÖKELEKLİ (Öğrenci)

*Prof. Dr. Sezer SORGUN Toplantıya Katılmadı.

Belge Doğrulama Kodu: MCMHMUD

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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Prof. Dr. Lütfi BUYRUK Kurul Üyesi	Prof. Dr. Ensar ÇETİN Kurul Üyesi	Prof. Dr. Zübeyde KUMBIÇAK Kurul Üyesi
Prof. Dr. Muhammet Şevki AYDIN Kurul Üyesi	Prof. Dr. Suzan ÇOBAN Kurul Üyesi	