# The Impact Of Social Media On The Gastronomy Business

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*Abstract*

*This study examines the effectiveness of marketing strategies deployed on social media platforms such as Facebook, Instagram, and Twitter, highlighting their critical role in driving sales and enhancing visibility for gastronomy businesses in the digital era. Social media enables direct customer interaction, providing business owners with valuable feedback and opportunities to foster strong relationships, ultimately increasing customer loyalty. The research emphasizes the significance of analyzing customer sentiment and exploring key factors influencing consumer behavior, including the impact of influencers and user engagement on these platforms. Findings reveal that prior experiences and consumer knowledge significantly shape gastronomic preferences and decisions, demonstrating the powerful influence of social networks on consumer behavior. By identifying essential elements and adopting data-driven marketing strategies, gastronomy businesses can attract and retain customers while promoting their products. This study employs a systematic literature review (SQLR) methodology to offer a comprehensive understanding of the role of social media in the gastronomy industry, providing actionable insights for practitioners and scholars alike.*

Keywords: Consumer Preferences, Social Media Marketing, Gastronomic business

## INTRODUCTION

In the digital age, social media marketing has emerged as a powerful tool for enhancing the visibility and success of food businesses. Platforms like Facebook, Instagram, and Twitter enable direct communication between food businesses and potential customers across diverse locations. These platforms facilitate the dissemination of information about products, promotions, and services, creating opportunities for businesses to strengthen their market presence. According to (Kwok et al., 2013), social media enables real-time interaction, allowing businesses to gather valuable feedback, input, and customer suggestions. Such interaction fosters customer loyalty and enhances business connections, ultimately increasing sales and revenue (Kovács et al., 2021).

Social media platforms offer various features, including paid advertisements, direct selling, and engagement tools, which can significantly impact business performance. Interaction via comments, direct messages, or responses to customer feedback enables business owners to establish personal connections with their audience (Ramanathan et al., 2017). Additionally, promotional activities, such as sharing special offers and discounts, can drive customer visits and bolster revenue streams (Lei et al., 2022). By effectively utilizing these tools, businesses gain insights into customer trends and preferences, allowing them to tailor strategies that meet market demands (Labrecque, 2014).

For gastronomy businesses, analyzing customer sentiment, responding effectively to feedback, and understanding the key factors influencing consumer decisions are crucial. Social media platforms play a pivotal role in shaping consumer preferences, from influencing restaurant choices to driving decisions about food experiences. Influencers, user-generated content, and engagement metrics such as likes, comments, and shares amplify this influence (Cheng et al.,

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2022). Identifying these factors helps businesses design strategies to enhance customer engagement, visibility, and brand image.

Prior studies offer valuable insights into related contexts. For instance, (Baba et al., 2023) examined tourists' behavioral intentions in ethnic food tasting, proposing that enjoyment, triggered by affective and cognitive responses to online gastronomic reviews, increases the desire to explore ethnic foods. Similarly, (Zvirbule et al., 2023) explored gastronomy tourism development opportunities and innovative solutions in Latvia, while (Zheng, 2023) investigated the heritagization and commercialization of local food traditions through Douyin (TikTok) in Zhanjiang, China. These studies underline the growing importance of social media in influencing gastronomic experiences globally.

This study addresses two significant gaps in the literature: the lack of comprehensive mapping of social media's impact on gastronomy businesses and the limited empirical analysis of this impact in diverse contexts. By employing a systematic literature review (SLR) approach, this research provides a holistic understanding of how social media marketing influences gastronomic businesses. The subsequent sections will detail the methodology, discuss findings on the impact of social media, and offer recommendations to guide future research and practice in this domain.

## METHODS

This research employed a systematic literature review (SQLR) to identify, synthesize, and analyze existing studies on the impact of social media in the gastronomy business. The SQLR method was chosen for its ability to present findings logically and structure, ensuring replicability and reliability (Alessandra Marasco et al., 2018). The SQLR process in this study followed a three-stage protocol to achieve a comprehensive review.

1. Identification of Keywords:
   In the first stage, keywords relevant to the research topic and questions were identified, such as "social media marketing gastronomy," which was used as the primary keyword. Searches were conducted across seven scientific databases—Scopus, Elsevier, SAGE Publications, Taylor & Francis, Emerald, MDPI, and Wiley—to ensure the completeness of results and enhance triangulation (Catherine Marina Pickering et al., 2014). The search was limited to titles, abstracts, and keywords, resulting in the initial identification of 120 articles.

2. Structuring the Research Database
   The second stage involved structuring the research database by applying specific selection criteria: a) Language Criterion: Only articles written in English were included; b) Quality Criterion: Only peer-reviewed articles published in journals with a minimum Scopus ranking of Q3 were considered; c) This stage also included categorizing articles for analysis and revising the structure after testing a small sample of articles. This filtering reduced the pool of articles to 54, which were further analyzed for relevance and scope, following the guidelines (Xiao et al., 2017).

3. Screening and Analysis
   In the final stage, the 54 shortlisted articles were re-screened to ensure their eligibility and alignment with the research objectives. Articles that explicitly addressed social media in the context of gastronomy were retained, resulting in 28 final articles for analysis (Catherine Marina Pickering et al., 2014). These articles were entered into a research database, and summary tables were created to facilitate content analysis.

Descriptive information was extracted from the selected articles, focusing on definitions, challenges, and the impact of social media on gastronomy businesses. Patterns and themes were identified through this process, and the content was systematically coded for further analysis. The primary limitation of this method is its reliance on online sources, which may exclude relevant offline publications. However, as most academic journals are now electronically published, this limitation is unlikely to have significantly impacted the comprehensiveness of the results.

## RESULT

### Analyzed Paper

The following table summarizes key research studies exploring social media's impact on the gastronomy business. These studies, drawn from diverse geographical contexts and using various methodologies, highlight the significant role of social media in shaping consumer behavior, enhancing brand trust, and promoting gastronomic tourism. Each study provides unique insights into how social networks influence gastronomy through mechanisms such as user-generated content, influencer engagement, and visual storytelling.

Table 1 organizes the studies systematically, presenting each paper's key focus, objectives, methodologies, and findings. This structured approach facilitates a comprehensive understanding of the current literature and

identifies patterns, trends, and gaps for future research. By synthesizing these studies, this review contributes to the growing discourse on the intersection of gastronomy and digital media, offering practical and theoretical implications for academics, practitioners, and policymakers alike.

**Table 1. List of Paper**

| No | Author | Key Focus | Objective | Methodology | Findings |
|---|---|---|---|---|---|
| 1. | Dragan Vukolić et al. (2022) | Social networks' influence on gastronomy tourism in Serbia | Evaluate the impact of social networks on gastronomy tourism post-COVID-19 in Serbia. | A survey of 244 respondents across three cities was conducted, and descriptive statistics, factor analysis, and regression were used. | Social networks significantly predict restaurant choices and gastronomic development in Serbia. |
| 2. | Gajić et al. (2020) | Instagram's role in building brand trust among gastronomic consumers in Novi Sad. | Examine Instagram's impact on customer trust and preferences for food establishments. | A survey of 155 residents in Novi Sad, Serbia, conducted in 2019. | Instagram posts significantly influence consumer trust and preferences for gastronomic businesses. |
| 3. | Maria Giovanna Onorati et al. | Social media as mediators of food taste and culinary capital. | Analyze TripAdvisor reviews to identify patterns of taste mediation and socialization. | Quota sampling of reviews from TripAdvisor using a digital methods approach; cross-checking offline data. | Online reviews strongly correlate ($R^2=0.91$) with offline gastronomic trends in Italy's Aosta Valley. |
| 4. | Yu & Sun (2019) | Instagram's role in promoting gastronomy in the UNESCO Creative City of Macau. | Explore Instagram's effectiveness in promoting local food and cultural heritage. | Quantitative content analysis of Instagram posts; semi-structured interviews with residents. | Taiwanese cuisine and snacks are the most popular; an official Instagram account could improve international reach. |
| 5. | (Hsiu-Yuan Wang et al., 2011) | Instagram's role in promoting gastronomy in the UNESCO Creative City of Macau | Investigate Instagram's role in promoting Macau gastronomy | Content analysis of Instagram posts, interviews with residents | Macau's local cuisine benefits from enhanced Instagram promotion. |
| 6. | (Min-Pei Lin et al., 2021) | Factors of gastronomy blogs influencing readers' intention to taste | Identify factors influencing readers' behavioral intention to taste | Structural Equation Modeling of 329 Respondents in Taiwan | Gastronomy blogs evoke empathy and influence behavioral intention. |
| 7. | (Zhaoyu Chen et al., 2023) | Gastronomic experience (co)creation in Taiwan and Catalonia | Examine user-generated content and gastronomic experience co-creation | Big data analysis of TripAdvisor reviews from Taiwan and Catalonia | UGC drives satisfaction and differences in regional branding strategies. |
| 8. | (Beatriz García-Carrión et al., 2023) | Gastronomic images from foodstagrammers' perspective | Analyze how gastronomic images influence emotions and engagement | Machine learning on foodstagrammer data and sentiment analysis | Gastronomic images evoke positive sentiments and engagement. |
| 9. | (Guljira Manimont et al., 2020) | Effect of social media message congruence on culinary tourism | Examine the congruence between social media messages and generational responses | Eye-tracking experiments on message congruence and generation groups | Message congruence impacts visual attention and cognitive processing. |
| 10. | (Ulpiano J. Vázquez-Martínez et al., 2019) | Impact of FoodPorn on user-generated content in gastronomy | Investigate FoodPorns role in influencing foodie perceptions | Interviews and SEM analysis of 593 respondents in Australia | FoodPorn affects perceptions of local food district attractiveness. |
| 11. | (Michael et al., 2022) | Gastronomy as a relevant factor for | Analyze gastronomy's role in sustainable | Partial Least Squares Structural Equation Modeling (PLS-SEM) | Spanish gastronomy strongly influences |

| No | Author | Key Focus | Objective | Methodology | Findings |
|---|---|---|---|---|---|
| | | sustainable tourism in Spain | tourism branding in Spain | | sustainable tourism branding. |
| 12. | (Wided Batat & Batat, 2021) | Marketing luxurious gastronomic experiences on social media | Investigate the role of luxury gastronomy in tourism marketing | Visual methodology analyzing 1866 social media posts in the UAE | Luxury gastronomy promotes authenticity and sophisticated lifestyles. |
| 13. | (Diolinda Ramírez-Gutiérez et al., 2020) | Role of Michelin-starred restaurants in culinary tourism | Explore Michelin-starred restaurant's contributions to tourism | A longitudinal ethnographic study of 35 restaurants in France | Michelin-starred chefs enhance destination attractiveness. |
| 14. | (Estela Mariné-Roig et al., 2019) | Tasting experiences of local gastronomy on tourist communications | Understand tourist experiences with local gastronomy in communications | Content and typological analysis of TripAdvisor reviews | Tourist communications reflect aesthetic and personal gastronomic value. |
| 15. | (Quee-Ling Leong et al., 2017) | Measuring gastronomic image online | Measure online reviews' impact on gastronomic destination image | Quantitative and thematic content analysis of 500,000 TripAdvisor reviews | Local gastronomy shapes destination image but lacks regional emphasis. |
| 16. | (A. A. Коваленко et al., 2023) | Integrated structural model of gastronomy tourist behavior | Provide a model linking gastronomy and destination attractiveness | Cross-sectional survey in Malaysia, SEM analysis | Gastronomic diversity has mixed effects on destination attractiveness. |
| 17. | (F. Javier Cristòfol et al., 2020) | Influence of gastronomic experiences on destination image | Assess factors influencing memorable gastronomic experiences | Structural equation modeling, statistical analysis of travelers' responses | Past experiences and knowledge enhance gastronomic satisfaction. |
| 18. | (Glyn Atwal et al., 2019) | Effects of social media on enotourism in Canada and Spain | Analyze social media's role in promoting enotourism | Twitter content analysis in Canada and Spain | Enotourism messages create strong conversational networks on Twitter. |
| 19. | (Juan Gabriel Martínez-Navalón et al., 2019) | Posting photos of luxury cuisine online | Identify motives for sharing luxury food photos online | Ethnographic field research in France, diary research analysis | Symbolic and experiential motives drive luxury food photos. |
| 20. | (Bendegül Okumuş & Okumus, 2020) | Impact of restaurant social media on environmental sustainability | Study social media impact on environmental sustainability in restaurants | Questionnaire survey using PLS-SEM methodology | Social media strategies support environmental sustainability. |
| 21. | (Emilio Carral et al., 2020) | Review of research on culinary tourism | Review culinary tourism research themes and future directions | Critical review and synthesis of culinary tourism literature | Culinary tourism research highlights authenticity and sustainability. |
| 22. | (Yu, C., Cheah, J. H., & Liu, Y., 2022 | Socioeconomic and territorial implications of gastronomy tourism | Assess the implications of gastronomy for regional tourism | Multidisciplinary approach comparing regional food consumption and production | Gastronomy enhances socioeconomic and territorial tourism impacts. |
| 23. | (Uraiporn Kattiyapornpong et al., 2021) | Factors influencing impulsive consumption via gastronomic live streaming | Investigate factors influencing impulsive consumption in live-streaming | Survey analysis using path modeling and necessary condition analysis | Gamification and telepresence drive impulsive consumption in live streaming. |
| 24. | (Rosa Maria Fanelli et al., 2019) | Exploring gastronomic tourism experiences | Explore traveler experiences in gastronomy tourism via online reviews | Textual data analysis of gastronomy traveler reviews | Online platforms facilitate authentic and local culinary experiences. |

| No | Author | Key Focus | Objective | Methodology | Findings |
|----|--------|-----------|-----------|-------------|----------|
| | | through online platforms | | | |
| 25. | (Faruk Seyitoğlu et al., 2021) | Seeking gastronomic, healthy, and social experiences in agritourism | Analyze visitor preferences in Tuscan agritourism | Analysis of 1886 agritourism facility reviews | Visitors value authentic cuisine and outdoor experiences in agritourism. |
| 26. | (Chunxia Yu et al., 2020) | Gastronomy tourism through tea and coffee museum experiences | Examine tea and coffee museum experiences in gastronomy tourism | Content analysis of TripAdvisor reviews on tea and coffee museums | Museum experiences emphasize education, authenticity, and shopping. |
| 27. | (Fernando Rey Castillo-Villar et al., 2020) | Sentiment analysis of local gastronomy in online reviews | Analyze sentiments in local gastronomy through online reviews | Sentiment and content analysis of online reviews | Sentiment analysis shows that seasonality affects dining experiences. |
| 28. | Bozena Gajdzik, at all | Destination image restoration via Baja Med cuisine in Tijuana | Explore how cuisine can restore destination image | Qualitative content analysis of articles and tourism data | Baja Med cuisine reshapes Tijuanaâ€™s destination image. |

Source: Research data, 2024

## Effective Marketing Strategies Based On Factors That Influence User Interest In Gastronomy

The findings highlight several critical factors influencing user interest in gastronomy, which serve as a foundation for effective marketing strategies. Social networks, particularly Instagram, promote gastronomy by fostering user trust and engagement. Posts featuring gastronomic objects on Instagram receive the highest interaction rates compared to other platforms, showcasing the importance of visually appealing content in shaping consumer preferences and driving brand recognition. Additionally, offline experiences and prior knowledge significantly impact gastronomic interests. Memorable experiences with local cuisines positively influence perceptions, while prior knowledge enhances the perceived quality of a destination's culinary offerings. To capitalize on these factors, businesses can adopt strategic approaches such as leveraging visual storytelling on social media, educating users about the cultural significance of local cuisines, and promoting sustainability practices in culinary tourism.

Furthermore, showcasing the uniqueness and authenticity of local gastronomy can create a competitive edge. Integrating online social media campaigns with offline experiential strategies is crucial for maximizing impact, where online platforms build awareness while offline experiences solidify loyalty. By understanding and addressing these factors, gastronomy businesses and destinations can attract and engage consumers more effectively, ultimately promoting their offerings and driving growth.

## Factors Influencing User Interest and Preference for Gastronomy

The implications of social networks on the development of gastronomy are multifaceted, as highlighted in the literature. A key implication is their ability to shape both gastronomy and tourism development. For instance, (Gajić et al., 2020) found that Instagram posts related to gastronomic objects receive the highest interaction rates compared to other platforms, indicating consumers' trust in this network for selecting catering or food facilities. Similarly, (Manimont et al., 2020) revealed that the effectiveness of User-Generated Content (UGC), such as FoodPorn, largely depends on the perceived benefits by viewers, emphasizing social networks' influence on consumer perceptions and preferences toward gastronomy.

From the perspective of gastronomic experiences, social networks significantly impact users' intentions and behaviors. (Wang et al., 2011) demonstrated that attractiveness, empathy, imagery, guidance, social influence, and cyber community engagement are crucial in shaping readers' intentions to try food. Additionally, (Leong et al., 2017) highlighted that a destination's gastronomy appeal is positively associated with its overall destination attractiveness and tourist behavior, further underlining the role of social networks in influencing tourists' interest in a location's culinary offerings.

Practically, the implications of social networks extend to branding and marketing strategies. (Lin et al., 2021) identified regional variations in gastronomy marketing approaches, emphasizing the importance of government-led initiatives, such as official Instagram accounts, to promote local gastronomic uniqueness to international audiences. (Atwal et al., 2019) further explored the motivations behind food photography,

categorizing them into experiential and symbolic benefits, suggesting that social networks can effectively promote gastronomy through gamification and professional presentation.

Overall, the literature underscores the significant implications of social networks in gastronomy development. They influence consumer preferences, shape gastronomic experiences, and drive branding and marketing strategies. These insights provide valuable guidance for hospitality and tourism practitioners in understanding consumer behavior and utilizing social networks as powerful tools for gastronomy marketing and promotion.

**Use Of User-Generated Content In Shaping A Destination's Gastronomic Image**

The literature extensively supports user-generated content (UGC) in shaping a destination's gastronomic image, demonstrating the significant impact of social networks on gastronomy and tourism. Research by Dragan (Vukolić et al., 2022; Gajić et al.,2020) underscores that Instagram posts featuring gastronomic objects receive the highest engagement compared to other social networks. This finding reflects consumers' trust in Instagram and its influence on their choices of catering and food facilities, emphasizing the platform's role in shaping gastronomic perceptions. Further, (Onorati et al., 2020) stress the need to verify whether online reviews align with offline experiences, suggesting that combining online review trends and official tourist data is essential for a comprehensive understanding of a destination's gastronomic image. Research in Taiwan by (Yu & Sun, 2019) highlights the popularity of Taiwanese cuisine, local café dishes, and snacks among tourists, with practical implications for leveraging the brand post-popularity model to enhance gastronomic visibility.

The influence of UGC extends beyond visual appeal to deeper cognitive and emotional engagement. (Wang et al., 2011) identify key factors, such as attractiveness, empathy, guidance, and cyber community influence, as critical components in driving readers' intention to taste specific foods. This insight provides valuable guidance for hospitality and tourism practitioners to better understand potential customers' perceptions and enhance marketing strategies using UGC. On the importance of measuring gastronomic image, (Roig et al., 2019) reveal that travelers often underappreciate local and regional gastronomy. Their findings emphasize the value of analyzing UGC data to identify key aspects of a destination's gastronomic image. Supporting this, research by (Manimont et al., 2020) demonstrates that the effectiveness of food photos as UGC depends on the perceived benefits they offer viewers, underlining their role in shaping perceptions and attracting visitors to culinary destinations. Luxury gastronomy also plays a crucial role in destination branding. Wided Batat & Batat (2021) identify four activities luxury restaurants employ to enhance a destination's appeal: creating unique luxury gastronomy experiences, promoting terroir products, integrating rural food tourism, and leveraging media presence. These strategies highlight the value of incorporating local gastronomy into the traveler experience to boost the destination's image and attractiveness.

Lastly, research by (Chen et al., 2023) sheds light on the communication dynamics of UGC, identifying food, environment, and activity attributes as key factors in gastronomic imagery. Their study reveals that food-related posts significantly influence positive sentiment among foodstagrammers and foster user interaction, reinforcing the destination's gastronomic appeal. User-generated content shapes a destination's gastronomic image by influencing consumer perceptions, driving emotional and cognitive engagement, and enhancing destination branding. These findings offer actionable insights for stakeholders in hospitality and tourism to leverage UGC effectively in promoting local culinary experiences and elevating a destination's appeal.

**CONCLUSION**

This research demonstrates the significant impact of social media on marketing strategies and consumer preferences within the gastronomy business sector. Social media platforms such as Facebook, Instagram, and Twitter are powerful tools to enhance sales and visibility for gastronomy businesses. By enabling direct customer interaction, social media allows business owners to gather valuable feedback, strengthen relationships, and foster customer loyalty. The findings highlight the importance of analyzing customer sentiment to understand better the factors influencing consumer decisions. These factors include the role of influencers, user engagement levels, and the impact of prior experiences and knowledge. The research underscores that consumer experiences and familiarity with gastronomy play a pivotal role in shaping their preferences and decisions, with social networks amplifying these influences.

To capitalize on these insights, gastronomy businesses can identify key elements of social media interactions and implement data-driven marketing strategies. Such strategies can attract a wider audience and promote gastronomic products and services more efficiently. This study employs a systematic literature review (SQLR) approach to delve into the impact of social media on gastronomy businesses. The methodology includes

identifying relevant keywords, structuring a comprehensive research database, and conducting a robust analysis to ensure reliable and triangulated results.

In conclusion, the research offers valuable insights for hospitality and tourism practitioners, emphasizing the strategic use of social media to enhance customer engagement and optimize marketing efforts. By integrating these findings, gastronomy businesses can better navigate the digital landscape and achieve sustainable growth in a competitive market.

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