

IMPRESSION MANAGEMENT BEHAVIOR, INSTAGRAM USAGE INTENSITY AND FOODSTAGRAMMING BEHAVIOR RELATIONSHIP: CASE OF TÜRKİYE

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Abstract

Changes experienced throughout human life, along with the development of technology and social media tools, also affect human behavior. In this change and development process, people adapted to social media tools and started to use them for various purposes. Increasing interest in gastronomy, which is a popular field, and the intensity of Instagram use have progressed in parallel, but there have not been enough academic studies that deal with human behavior. In this context, this study was conducted to evaluate the relationship between impression management behavior, Instagram usage intensity, and foodstagramming behavior, based on the deficiency in the existing literature. In addition, it is aimed that the study will provide up-to-date information to the literature and practitioners and contribute as a guiding resource for the future. In the study, research data were collected from 407 people who volunteered to participate in the research between January 1st and June 1st, 2023, using the survey technique and convenience sampling method. In the analysis of the data, descriptive statistics, explanatory factor analysis, correlation analysis, regression analysis, t-test, and ANOVA were used. In the study, it was determined that the variables were related and effective with each other and some differences were found. As a result of the study, theoretical and practical results for future studies were discussed and suggestions were made.

Keywords: Impression management, Instagram intensity, Foodstagramming, Türkiye.



İZLENİM YÖNETİMİ DAVRANIŞI, INSTAGRAM KULLANIM YOĞUNLUĞU VE FOODSTAGRAMMING DAVRANIŞI İLİŞKİSİ: TÜRKİYE ÖRNEĞİ

Öz

Teknoloji ve sosyal medya araçlarının gelişmesiyle birlikte insan yaşamı boyunca yaşanan değişimler insan davranışlarını da etkilemektedir. Bu değişim ve gelişim sürecinde insanlar sosyal medya araçlarına adapte olmuş ve çeşitli amaçlarla kullanmaya başlamıştır. Popüler bir alan olan gastronomiye olan ilginin artması ve Instagram kullanımının yoğunluğu buna paralel olarak ilerlemiş ancak insan davranışını ele alan yeterince akademik çalışma yapılmamıştır. Bu bağlamda, bu çalışma izlenim yönetimi davranışı, Instagram kullanım

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yoğunluğu ve foodstagramming davranışı arasındaki ilişkileri mevcut literatürdeki eksiklikten yola çıkarak değerlendirmek amacıyla gerçekleştirilmiştir. Ayrıca çalışmanın literatüre ve uygulayıcılara güncel bilgiler sunması ve gelecek için yol gösterici bir kaynak olarak katkı sağlaması amaçlanmaktadır. Araştırma kapsamında, 1 Ocak-1 Haziran 2023 tarihleri arasında araştırmaya katılmaya gönüllü olan 407 kişiden anket tekniği ve kolayda örnekleme yöntemi kullanılarak araştırma verileri toplanmıştır. Verilerin analizinde betimsel istatistikler, açıklayıcı faktör analizi, korelasyon analizi, regresyon analizi, t-testi ve ANOVA kullanılmıştır. Araştırmada değişkenlerin birbirleriyle ilişkili ve etkili oldukları belirlenmiş ve bazı farklılıklar bulunmuştur. Çalışma sonucunda gelecekte yapılacak çalışmalar için teorik ve pratik sonuçlar tartışılmış ve önerilerde bulunulmuştur.

Anahtar Kelimeler: İzlenim yönetimi, Instagram yoğunluğu, Foodstagramming, Türkiye.



Introduction

Social media has been an inevitable part of our lives. Social media is seen as an online platform in which people are allowed to create different content to attract other users (Bolton et al., 2013). For sharing and uploading videos or photographs, Instagram is one of the most used social media platforms (Duggan et al., 2015). Instagram has been the most powerful application since it allows users to share their experiences by uploading photos or videos (Syahputra et al., 2022). The most viewed posts are about foods and destinations which makes tourists attracted to the businesses or destinations making their image stunning and willing to visit (Bjork, Johnston & Ross, 2015). This platform affects how people share their experiences with foods and places (Tandoh, 2016). Since users upload and share numerous visuals about the products, foods, or destinations, the people who are interested in marketing start to make advertisements (Syahputra et al., 2022). Thanks to social media, users and consumers satisfy their need for self-actualization by sharing about themselves, the foods they eat, the places they go, and their experiences (Felix, Rauschnabel & Hinsch, 2017).

Foodstagramming is a brand-new notion referring to the sharing the food photos captured immediately on social media (Wong et al., 2019). People who are interested in sharing food photos have had a great deal of enthusiasm for foodstagramming in recent years (Lin, Fu & Lu, 2022). Sharing food on social media accounts has been the most popular thing for people (Zhu et al., 2019). This tendency of forming a new self-presentation to others is called impression management by Goffman (1959). Food images are one of the most used content by people to show their impressions (Zhu et al., 2019). Sharing and posting videos and photos of foods from a particular cuisine is seen as a way to portray an impression on Instagram such as a name tag (Syahputra et al., 2022). Although foodstagramming is a trending content on social media, it still has very few attempts in the existing literature. Wong et al. (2019) put impression management as a basic theme for emerging foodstagramming content. However, there is still a research gap and a lack of empirical evidence of how impression management, Instagram intensity, and foodstagramming are related. Understanding the theoretical background of the relationship between impression management, Instagram intensity, and foodstagramming is a significant step for the current literature based on the case of Turkey. Notwithstanding the limitations, this study seeks to explain a link among the concepts of impression management, Instagram intensity, and foodstagramming. To address these gaps and the lack of information, this study aims to investigate the relationship among impression

management, Instagram intensity, and foodstagramming with evidence from the citizens of Turkey. This study is grounded by prior work on the impression management theory of Goffman (1959). The literature review first discusses the term 'impression', impression management theory, and impression management; it then reviews the literature on Instagram intensity and the intense use of Instagram. Finally, it develops a theoretical background on the foodstagramming concept. This study is among the first to take a deep dive into the relationship among impression management, Instagram intensity, and foodstagramming in terms of revealing that the food experience can be a crucial point for self-presentation and intense use of Instagram which opens doors to the future research upon self-image, use of social media or food marketing.

A. LITERATURE REVIEW

1. Impression Management

While the impression is defined in Oxford Learner's Dictionaries (2022), as an idea, a feeling, or an opinion that you get about somebody/something, or that somebody/something gives; it is explained as the way that something seems, looks, or feels to a particular person in Cambridge Dictionary (2022). People tend to put themselves in circumstances by choosing their friends, jobs, and side interests, and attempt to improve the circumstances they experience to achieve a goal, such as through endeavors to impact the demeanors and behaviors of those with whom they connected (Schlenker & Weigold, 1992). These terms were popularized by Goffman's studies (1959). Impression management is defined by Schlenker (1980) as the attempt to control pictures that are anticipated in genuine or imagined social interactions. According to Dominick (1999), impression development concerns how an individual makes the required impression through his or her choice of different self-presentation methodologies. Impression management (also known as self-presentation) refers to the condition by which people endeavor to control the impressions others shape of them (Leary & Kowalski, 1990).

The popularity of the term impression management was first made by Erving Goffman (1959), who was a sociologist. Goffman (1959) considered impression management not only as a medium for affecting how a person is perceived by others but also as a source of mutual effect. While Goffman (1959) defined impression management as a means of social interactions created among people; Jones and Pittman (1982) defined impression management as a common means by which individuals impact one another for various aims. According to Goffman (1959), the actions of a person are likely to affect the description of the condition when he shows up before others. The concept of impression management corresponds to the term self-presentation in the way it describes the need to satisfy a specific audience (Baumeister, 1982). Briefly, since the impressions of other people matter, numerous people attempt to display themselves in a way that will offer help them get profitable social objectives (Dominick, 1999). The term impression management was defined by Schlenker and Pontari (2000) as a purposeful action by controlling the data about an individual, thing, opinion, or activity. The processes by which people try to control how they are seen by others are called impression management or self-presentation, as well (Leary, 2001). Recently, the development of the means of communication and its application has increased rapidly. The Internet has ended up as the most popular vehicle encouraging a variety of communication and information-sharing tasks around the world (Dimmick, Chen & Li, 2004). As a

whole, the studies done propose that one of the most prominent critical motives for homepages is impression management and self-expression (Krämer & Winter, 2008). Hereby, a person could rule the personal information to get confirmation from others and present them with positive impressions (Kim & Tussyadiah, 2013). Individuals are likely to present themselves as a desired form besides committing valuable information but moreover, by offering goods or brands with which they wish to associate themselves (Choi & Kim, 2014). Impression management refers that our behaviors, apparel, sharing, etc., all reveal the parts of our will and aim (Picone, 2015). Goffman prefers to use the term 'performance' to explain the actions delivered by an individual in front of a specific audience (Tashmin, 2016). The performance aims to impress the observers or the group with the required objectives of the performer (Tashmin, 2016). So, it can be inferred from this information that impression management generally depends on the circumstances. Through photographs, online friends may pick up more nuanced data than that which users can give through their profiles (Dorethy, Fiebert & Warren, 2014). People who see themselves as valuable and accepted by the community, are the ones whose self-esteem is high (Rahma & Setiasih, 2021). The difference between various impression management techniques indicates that one's self-perception extends beyond the "self-sphere" and includes the "social-sphere" of one's social surroundings (Chang, 2022). Impression management theory (also called self-presentation theory) is another way to better explain how these terms are related to the individual's behaviors. Impression management theory refers to the theory that individuals have the will to show and express themselves to others in social interaction (Goffman, 1959). Goffman (1959), expresses and characterizes performance and impression as "all the movement of a given member on a given event which serves to impact in any way any of the other participants" in his theory.

2. Instagram Intensity

Numerous studies have been conducted in the literature based on the usage of social media and particularly on Instagram. Ellison et al., (2007) defined the intensity of their studies they have done on the Facebook platform, as the amount of social interaction that people use and connect with their real life. The rapid improvement in technology has initiated the rise of modern social media applications on the Internet (Astuti & Putri, 2018). Social media, particularly Instagram, can impact consumers' and users' beliefs since they provide interactions visible to distinctive people on social media, and in this way, they can share data that influences customer trust and buying intention (Astuti & Putri, 2018). Hidayah and Aryandari (2021) defined social media as the web and application-based population which provides users to connect with other people. With the quick improvement of social networks, a new period of content sharing has emerged among the people who share their experiences. In this regard, the social application Instagram, which is popular for only a few years in the community, creates an enjoyable existence among youngsters by taking numerous hours of the lifestyle of its users (Romero-Rodríguez et al., 2020). In a community that is virtually connected, understanding how Instagram intensity usage and social comparison in identity predict self-respect quite matters on this social network (Fagundes, Marot & Natividade, 2020).

There are many applications on social media such as Facebook, Twitter, Instagram, and so on. On the other hand, these applications ensure the users to get a connection with others by making individual

data profiles and enabling others to get access to look into their profiles and messages (Verduyn et al., 2017). However, on the other hand, the virtual environment can be a source of suffering by providing the conditions for comparison with other users and by influencing the way the individual perceives himself/herself (Verduyn, Ybarra, Résibois, Jonides & Kross, 2017). In addition, the customers are likely to become a source of trust in the way of being familiar with others in a platform that permits social interaction among individuals (Astuti & Putri, 2018). The things like uploading photos and videos attract young people to Instagram, hence it is not surprising that Instagram is quickly requested by many people as a place for self-actualization and impression (Simamora & Andika, 2019). Romero-Rodriguez et al., (2020) supported the idea that there is a significant relationship between Instagram intensity and smartphone usage among students. Technological devices facilitated easy access to anything among people such as online games, shopping, getting information quickly, and finding friends for all users (Romero-Rodríguez et al., 2020). Particularly Instagram, compared to other well-known social media apps such as Facebook or Twitter, focuses on image-based content including photos and videos (Faelens et al., 2021). The increase of using social media has helped people in various ways in their daily life (Rahma & Setiasih, 2021). Most users of Instagram are into this app since they enjoy uploading their information in the way of photos and videos (Sekarlangit et al., 2022). To put it differently, those online social apps provide satisfaction in the need for social belonging of the people to the community. Instagram includes posting, sharing videos and photos, and also viewing, commenting on, liking, and interacting with other users (Markowitz, 2022).

3. Foodstagramming

The quick improvement of communication innovation beginning from the advancement of the web arrange affects the broad utilization of social media influences and causes changes in social culture and human needs, counting way of life and culture of eating or utilizing (Destriana, Pranawa & Nurhadi, 2020). Changes within the tourism sector are being affected by innovations and the Internet (Syahputra et al., 2022). As with information technologies in general, the changes caused by social media in tourism are huge. Social media have changed conventional nourishment benefit trade models by giving a wide cluster of openings for individuals to connect with eatery suppliers and spread their culinary encounters (Huang et al., 2021). Social media as a means of exchanging information and obtaining information has an important role in people's lives today because it makes it easier for people to communicate or exchange information. Social media is a system wherein interactions happen among clients or between brands and clients (Zhu et al., 2019). Social media, which exists in a variety of shapes, presents service for numerous purposes (Xiang & Gretzel, 2010). As a consumer-to-consumer medium, social media has developed massively within the tourism industry as a data look stage (Kang & Schuett, 2013). Instagram has made the food and tourism industry one of the foremost recognizable on social media since its initiation (Syahputra et al., 2022). In the case of posting food photographs, social media permit consumers to precise their personalities by showing others the food that they eat (Zhu et al., 2019). Foodstagram is a movement of taking pictures of food or beverage, taken after by the method of uploading on social media, especially on Instagram (King & Paramita, 2016). As a result, social media users in both developed and developing nations are intensely dependent on this social media platform (Syahputra et al., 2022).

Some clients use foodstagramming as a way to capture their dining experience or to keep a memory alive. People, who are into dining, have shown significant eagerness for foodstagramming lately, making it one of the foremost engaging social media events (Lin et al., 2022). In this matter, food and beverage businesses all around the world have started to emphatically energize the posting of food photographs on different social media platforms (Zhu et al., 2019). When people upload food photos or videos on Instagram, it is called foodstagramming (Arumsari & Agung, 2019). This is comparable to a “digital diary,” which both functions as a personal aside memoire and a diary that is accessible to the public (Chang, 2022). When it is considered that posting food photographs fulfills consumers’ principal requirement for self-expression, this movement has been seen as inherently fulfilling (Zhu et al., 2019). Photographs are generally changed or blocked out in arrange to gain more likes from people and followers (Vila et al., 2020). Social interactions can be facilitated by foodstagramming as well (Chang, 2022). Foodstagram was born out of Instagram and likely began from a basic act of sharing food photos with your friends or showing off favorite foods so individuals know that you just are wealthy inevitably this movement ended up a worldwide drift (Arumsari & Agung, 2019). Well-known online social systems such as Twitter, Instagram, and Facebook, with over a billion users, have gotten to be an enormous source for social researchers, clinicians, and well-being experts (Mejova, Abbar & Haddadi, 2016). It can even use as a tool for self-existence, one of which is by way of foodstagramming or photographing food activities and then uploading them to social media before eating (Destriana, Pranawa & Nurhadi, 2020). An organized food visit with foodstagrammers affirms that exceptional and shared experiences, intrigued by genuine leisure, as well as individual status/social identity looking for are fundamental inspirations for foodstagrammers (Gössling, 2021). Despite the growing importance of the foodstagramming phenomenon (Huang et al., 2021; Wang et al., 2017), foodstagramming is still under-examined in the existing literature (Lin et al., 2022).

There exists a gap in the current literature with a limited understanding of impression management, Instagram intensity, and foodstagramming structure and the relationship between them. First of all, although foodstagramming (Huang et al., 2021) is thought to be caused by food consumption, no study has been found on individuals’ impression management behaviors and Instagram intensity. Understanding people’s impression management behavior and Instagram intensity makes it easier to examine their relationship with foodstagramming. Although posting food photographs is among the foremost considerable behaviors on social media and has solid marketing suggestions for restaurants, this practice has been disregarded within the literature. In the literature, a great deal of previous research has focused on the foodstagramming, the effect of foodstagramming on travel satisfaction, travel preference, and motivation to visit the destination by associating it with impression management (Wong et al., 2019; Arumsari & Agung, 2019; Mejova et al., 2016; Syahputra et al., 2022; Xiang & Gretzel, 2010; Zhu et al., 2019). Accordingly, no current study has been conducted on impression management behavior, Instagram intensity, and the foodstagramming relationship. So far, there has been no systematic analysis of impression management behavior, Instagram intensity, and foodstagramming relationships. Based on this deficiency in the literature, such a study was conducted in order to present current and healthy data to both academic circles and sector practitioners conducting research in this

field and to contribute to the knowledge. In light of this information, the research model developed within the scope of the study is shown in Figure 1.

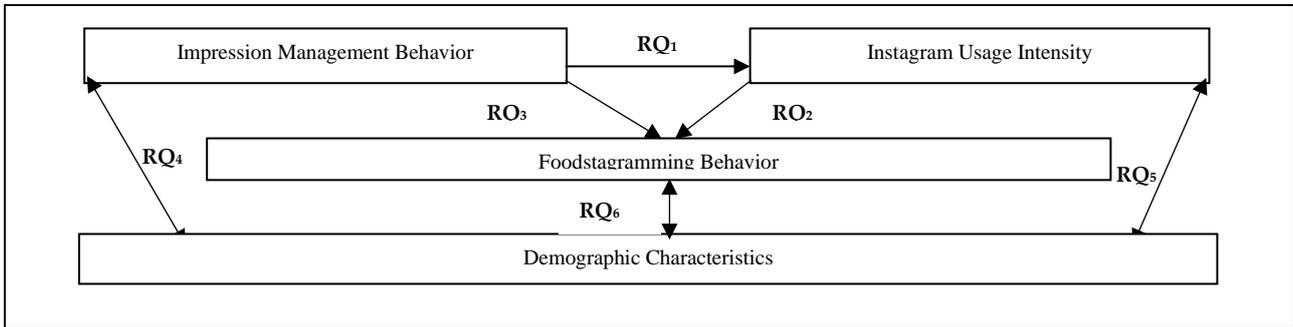


Figure 1. Research Model

B. METHODOLOGY

1. Survey Design and Data Collection

The variables depicted in Figure 1 were measured using five-point *Likert-type* scales. The measure of foodstagramming was adapted from Wong, Liu, Li, Wu, Lu and Law (2019) to assess foodstagramming behavior with thirty-three items. Impression management behavior was measured by using a three-item scale which was also adapted from White and Peloza (2009). Finally, a scale consisting of six items used by Trifiro (2018) in her study was used to measure the intensity of Instagram usage. This questionnaire also included open-ended and multiple-choice questions about the demographic characteristics of the participants and their use of Instagram. The statements in the questionnaire were prepared for the volunteers to respond using a 5-point *Likert-type* scale, which was stated as "1=Strongly Disagree" and "5=Strongly Agree". The data were obtained by using the convenience sampling method, between the dates of 01.01.2023-01.06.2023, using the social media application Instagram, volunteering to support the research, and a survey form created through Google Forms on a sample of people over the age of 18.

2. Data Analysis

2.1. Outliers and Normal Distribution Tests

One of the statistical analysis software widely used in social sciences was used for data analysis. First, outlier analysis and normal distribution tests were performed. As a result of the outlier analysis performed using the *Mahalanobis* distance technique, no outliers were found in the data set and no observations were removed from the data set as an outlier were found. In addition, before moving on to detailed analysis, it was tested whether the data met the assumption of normality in order to decide whether to use parametric or non-parametric analysis. In this regard, *Skewness-Kurtosis* and *Shapiro Wilk, Kolmogorov Smirnov* tests were carried out. Table 1 shows that the data collected in this study has a normal distribution. For this reason, parametric analysis techniques were used within the scope of the study.

Table 1. Shapiro Wilk, Kolmogorov Smirnov Tests Significance Level Results and Skewness-Kurtosis Values

Dimensions	n	Skewness	Kurtosis	ShapiroWilk (p)	Kolmogorov Smirnov (p)
Impression Management Behavior	407	-,938	-,263	,000	,000
Instagram Usage Intensity	407	-,024	-,972	,000	,000
Foodstagramming Behavior	407	-,489	-1,235	,000	,000

2.2. Reliability Analysis

The results of the reliability analysis are shown in Table 2. According to Cronbach's Alpha method of the reliability analysis applied in the research, the alpha coefficients of the whole scale and 3 different factors are between approximately 0.90 and 1.00, so it can be said that the scales are highly reliable.

Table 2. Reliability Analysis Results

Dimensions	Number of Items	Cronbach's Alpha
Impression Management Behavior	3	,956
Instagram Usage Intensity	6	,962
Foodstagramming Behavior	33	,992
Whole Scale	42	,989

2.3. Validity Analysis

In this study, exploratory factor analysis was performed to test the construct validity (Table 3).

Table 3. Explanatory Factor Analysis Results

Factors/Items	Factor Loadings	Communality	Eigenvalues	Variance Explained	Mean	Cronbach's Alpha
Foodstagramming Behavior						
FST1	,845	,771			3,85	
FST2	,858	,789			3,69	
FST3	,861	,799			3,88	
FST4	,872	,822			3,79	
FST5	,803	,708			3,96	
FST6	,806	,718			4,08	
FST7	,788	,692			4,03	
FST8	,817	,831			3,69	
FST9	,818	,828			3,50	
FST10	,825	,841			3,53	
FST11	,824	,787			3,71	
FST12	,835	,808			3,80	
FST13	,821	,800			3,71	
FST14	,813	,756			3,83	
FST15	,829	,783			3,71	
FST16	,834	,817			3,72	
FST17	,849	,823	29,502	70,244	3,67	,992
FST18	,842	,822			3,60	
FST19	,864	,827			3,79	
FST20	,811	,789			3,82	
FST21	,818	,858			3,52	
FST22	,792	,843			3,59	
FST23	,835	,815			3,77	
FST24	,875	,840			3,76	
FST25	,884	,883			3,65	
FST26	,890	,888			3,60	
FST27	,825	,828			3,86	
FST28	,829	,846			3,62	
FST29	,825	,830			3,48	
FST30	,834	,828			3,82	
FST31	,855	,832			3,87	
FST32	,828	,834			3,60	
FST33	,853	,864			3,80	
Impression Management Behavior						
IM1	,809	,892			3,29	
IM2	,790	,799	3,536	8,419	3,44	,956
IM3	,782	,857			3,29	
Instagram Usage Intensity						
IUI1	,911	,886			3,50	
IUI2	,747	,828			3,02	
IUI3	,917	,874			3,55	
IUI4	,859	,876	1,446	3,442	3,29	,962
IUI5	,885	,880			3,34	
IUI6	,836	,791			3,39	
Factor Extraction Method: Principal Components Analysis; Rotation Method: Varimax; Kaiser-Meyer-Olkin Sample Adequacy: ,971 Chi-Square for Bartlett's Test of Sphericity: 30260,218; sd: 861; p<0,000; Total Variance Explained: %82,105; Reliability Coefficient for the Whole Scale: ,989; Scale Values: 1. Strongly Disagree, ... 5. Strongly Agree						

In the factor analysis, the *Kaiser-Meyer-Olkin (KMO)* sample adequacy test and *Bartlett's Test of Sphericity* were applied first to see the suitability of the data set for factor analysis. Since the values are found to be significant (*KMO*: ,971; *Bartlett's Test of Sphericity*: 30260,218; sd: 861; p<0,000), it is seen that

the data are suitable for analysis. Accordingly, it was observed that the data set is suitable for factor analysis. In detail, the method that is used quite a lot in the determination of factors is the “Principal Component Analysis-PCA” method. Additionally, the Varimax technique was selected from the vertical rotation techniques. The data with over ,50 factor load were taken into account, as known that variance values in the range of 40% to 60% are acceptable (Scherer, Luther, Wiebe & Adams, 1988). In the factor analysis, it is seen that these values are among the accepted values. Finally, the analysis was terminated without removing any items from the scales. It consisted of three factors in total; the foodstagramming factor consisted of 33 items, the impression management factor consisted of 3 items, and the Instagram usage intensity factor consisted of 6 items. As a result, the construct validity was tested and accepted as valid.

C. RESULTS

1. Demographics and Instagram Usage Statistics of the Sample Group

Table 4 presents the findings regarding the demographic characteristics of the sample group and their usage statistics on Instagram. When the data in Table 4 are examined, it is seen that the people participating in the research are predominantly single men over the age of 26, university graduates, and have a medium income. In addition, it is understood that the majority of the participants reside in the Central Anatolia region, use Instagram for 1-5 years, have 1-499 followers, use the application for about 1-2 hours a day, and share food and restaurant photos with their own photos.

2. Analysis Results Regarding Research Questions

Within the scope of the research, the research questions for which the answers are sought for the relations between the variables are expressed as follows, and the results of the correlation and regression analyses are given below.

RQ¹: Is there a relationship between people's impression management behaviors and their Instagram usage intensity?

RQ²: Is there a relationship between people's Instagram usage intensity and their foodstagramming behaviors?

RQ³: Is there a relationship between people's impression management behaviors and their foodstagramming behaviors?

In the correlation results, a highly positive significant correlation was found at the level of ,550 between impression management behavior and Instagram usage intensity, and at the level of ,636 between impression management behavior and foodstagramming behavior (Table 5). In addition, it was determined that there was a high level of positive and significant relationship at the level of ,550 between Instagram usage intensity and foodstagramming behavior. Based on these results, it can be said that the three variables are correlated with each other. In addition, it can be interpreted that the people participating in the research are sharing themselves in a way they want to show themselves by sharing about food and drinks on platforms such as Instagram. More clearly, people can use Instagram intensely

in their impression management behavior and they can show foodstagramming behavior on this platform to reflect themselves in a different way from what they actually are. They may want to create a different image about themselves to others by sharing the food they eat, the restaurants they go to, famous chefs, and cooking images. After determining the relationships between the variables, simple linear regression analysis was performed to determine whether these variables, which were related, affected each other.

Table 4. Demographics and Instagram Usages of the Sample Group

Variables	n	%	Variables	n	%
Gender			Residence		
Female	189	46,4	Mediterranean	53	13
Male	218	53,6	Aegean	44	10,8
Total	407	100	Central Anatolia	130	31,9
Age			Marmara		
18-25 Ages	98	24,1	Black Sea	66	16,2
26-35 Ages	157	38,6	Southeastern Anatolia	47	11,5
36 Age and older	152	37,3	Eastern Anatolia	27	6,6
Total	407	100	Total	407	100
Marital Status			Instagram Usage (Year)		
Married	191	46,9	1-5 Years	218	53,6
Single	216	53,1	6-12 Years	189	46,4
Total	407	100	Total	407	100
Educational Status			Instagram Followers		
High School	55	13,5	1-499 People	227	55,8
University	270	66,3	500-999 People	130	31,9
Graduate	82	20,1	1000 People and above	50	12,3
Total	407	100	Total	407	100
Profession			Spend Time on Instagram (Hour/Day)		
Teacher	55	13,5	1-2 Hours	306	75,2
Student	82	20,1	3 Hours and more	101	24,8
Academician	29	7,1	Total	407	100
Civil servant	66	16,2	Instagram Sharing Contents		
Tourism Industry Employee	47	11,5	No share	35	8,6
Sport Industry Employee	13	3,2	Food and Restaurant	92	22,6
Health Industry Employee	37	9,1	Travel and Nature	79	19,4
Lawyer	11	2,7	Family and Friends	85	20,9
Accountant	14	3,4	Myself	104	25,6
Housewife	25	6,1	Other (Book, sport, animal, special days, nice words, awareness etc.)	12	2,9
Other (Employer, artist, engineer, quality control worker, interpreter, unemployed etc.)	28	7,1	Total	407	100
Total	407	100			
Income Rate					
Very low	9	2,2			
Low	96	23,6			
Medium	259	63,6			
High	39	9,6			
Very high	4	1			
Total	407	100			

Table 5. Correlation Analysis Results Between Variables

		IM	IUI	FST
Impression Management Behavior (IM)	Pearson r	1	,550**	,636**
	P		,000	,000
Instagram Usage Intensity (IUI)	Pearson r		1	,550**
	p			,000
Foodstagramming Behavior (FST)	Pearson r			1
	p			

* N=407; ** Correlation $p < 0,01$ is meaningful at this level (2-tailed).

Table 6 shows the regression analysis findings regarding the effect of impression management behavior on Instagram usage intensity. When the findings were examined, it was determined that impression management behavior was effective on Instagram usage intensity ($R^2: ,302$; $Adj. R^2: ,300$).

Table 6. The Effect of Impression Management Behavior on Instagram Usage Intensity

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	P Significance Level
	B	Std. Error	Beta		
(Constant)	1,666	,134		12,394	,000
Impression Management Behavior	,500	,038	,550	13,243	,000
Independent Variable: Instagram Usage Intensity					
R: ,550 ; $R^2: ,302$; Adjusted $R^2: ,300$; F for Model: 175,379 ; $p = ,000$; s.d.: 1					

Table 7 shows the regression analysis findings regarding the effect of Instagram usage intensity on foodstagramming behavior. When the findings were examined, it was determined that Instagram usage intensity was effective on foodstagramming behavior ($R^2: ,303$; $Adj. R^2: ,301$).

Table 7. The Effect of Instagram Usage Intensity on Foodstagramming Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	P Significance Level
	B	Std. Error	Beta		
(Constant)	1,464	,151		9,722	,000
Instagram Usage Intensity	,504	,038	,550	13,268	,000
Independent Variable: Foodstagramming Behavior					
R: ,550 ; $R^2: ,303$; Adjusted $R^2: ,301$; F for Model: 176,030 ; $p = ,000$; s.d.: 1					

Table 8 shows the regression analysis findings regarding the effect of impression management behavior on foodstagramming behavior. When the findings were examined, it was determined that impression management behavior was effective on foodstagramming behavior ($R^2: ,404$; $Adj. R^2: ,403$).

Table 8. The Effect of Impression Management Behavior on Foodstagramming Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	P Significance Level
	B	Std. Error	Beta		
(Constant)	1,362	,127		10,755	,000
Impression Management Behavior	,529	,032	,636	16,569	,000
Independent Variable: Foodstagramming Behavior					
R: ,636 ; $R^2: ,404$; Adjusted $R^2: ,403$; F for Model: 274,518 ; $p = ,000$; s.d.: 1					

3. Analysis Results for Differences Between Variables

The research questions for which answers are sought for the differences between the variables within the scope of the research are expressed as follows, and the results of the t-test performed are given in Table 9 and the ANOVA results are given in Table 10, Table 11, and Table 12.

RQ⁴: Do people's impression management behaviors differ according to their demographic characteristics?

RQ⁵: Do people's Instagram usage intensities differ according to their demographic characteristics?

RQ⁶: Do people's foodstagramming behaviors differ according to their demographic characteristics?

Table 9. Results of t-Test

Variables	n	Mean	Standard Deviation	t-value	d.f.	p.
Impression Management Behavior	Female	189	2,99	-6,094	405	,000
	Male	208	3,64			
	Married	191	3,35	,231	401,876	,818
	Single	216	3,33			
	1-5 Years Usage	218	3,65	6,403	405	,000
	6-12 Years Usage	189	2,98			
	1-2 Hours	306	3,44	3,312	405	,001
	3 Hours and More	101	3,03			
Instagram Usage Intensity	Female	189	2,99	-5,807	405	,000
	Male	208	3,66			
	Married	191	3,36	,217	389,779	,828
	Single	216	3,33			
	1-5 Years Usage	218	3,55	3,726	405	,000
	6-12 Years Usage	189	3,11			
	1-2 Hours	306	3,34	-,181	405	,856
	3 Hours and More	101	3,37			
Foodstagramming Behavior	Female	189	3,16	-8,959	405	,000
	Male	208	4,24			
	Married	191	3,86	1,701	405	,090
	Single	216	3,63			
	1-5 Years Usage	218	4,40	12,732	399,438	,000
	6-12 Years Usage	189	2,97			
	1-2 Hours	306	4,04	8,861	405	,000
	3 Hours and More	101	2,82			

n: 407; Confidence Interval %95; Sig. Level: p<0,05; Scale Values: 1. Strongly Disagree, ... 5. Strongly Agree

When the t-test results presented in Table 9 are examined, it is understood that the impression management behaviors of the participants differ according to gender, Instagram usage year, and daily Instagram usage time. Accordingly, it can be said that men have more impression management behaviors than women, those who use Instagram for 1-5 years compared to those who use Instagram for 6-12 years, and those who use Instagram for 1-2 hours a day compared to those who use Instagram for 3 or more hours. In addition, it is understood that the Instagram usage intensity of the participants differs according to gender and years of Instagram usage. In this context, it can be said that men have more Instagram usage intensity than women and those who use Instagram for 1-5 years compared to those who use

Instagram for 6-12 years. Finally, it is understood that participants' foodstagramming behaviors differ according to gender, Instagram usage year, and daily Instagram usage time. Accordingly, it can be said that men have more foodstagramming behaviors than women, those who use Instagram for 1-5 years compared to those who use Instagram for 6-12 years, and those who use Instagram for 1-2 hours a day compared to those who use Instagram for 3 or more hours.

Table 10. Results of ANOVA for Impression Management Behavior

Variables	n	Mean	Standard Deviation	F value	d.f.	p.
18-25 Ages	98	3,16*	1,295	5,932	2	,003
26-35 Ages	157	3,22	1,117			
36 Age and older	152	3,58*	,915			
High School	55	3,72*	,966	6,308	2	,002
University	270	3,21*	1,168			
Graduate	82	3,51	,898			
Very low	9	2,41*	1,188	2,531	4	,040
Low	96	3,54*	,946			
Medium	259	3,30	1,134			
High	39	3,32	1,120			
Very high	4	3,42	1,833	4,103	10	,000
Teacher	55	2,79*	1,340			
Student	82	3,41	1,064			
Academician	29	3,56	,972			
Civil servant	66	3,52	,945			
Tourism Industry Employee	47	3,40	1,058			
Sport Industry Employee	13	3,05	1,008			
Health Industry Employee	37	4,01*	,347			
Lawyer	11	3,70	,407			
Accountant	14	2,67	1,314			
Housewife	25	3,56	1,003	2,550	6	,020
Other (Employer, artist, engineer, quality control worker, interpreter, unemployed etc.)	28	2,45	,894			
Mediterranean	53	3,05*	1,179			
Aegean	44	3,41	1,039			
Central Anatolia	130	3,19	1,162			
Marmara	66	3,34	1,148			
Black Sea	40	3,45	1,014			
Southeastern Anatolia	47	3,66*	,979	7,522	2	,001
Eastern Anatolia	27	3,79	,807			
1-499 People	227	3,38	1,078			
500-999 People	130	3,48*	1,002	6,689	5	,000
1000 People and above	50	2,79*	1,340			
No share	35	2,54*	1,183			
Food and Restaurant	92	3,89*	,442			
Travel and Nature	79	3,32	1,244			
Family and Friends	85	3,03*	1,132			
Myself	104	3,44	1,098			
Other (Book, sport, animal, special days, nice words, awareness etc.)	12	2,99	1,135			

n: 407; Confidence Interval %95; Sig. Level: $p < 0,05$; Scale Values: 1. Strongly Disagree, ... 5. Strongly Agree

When the ANOVA results in Table 10 are examined, it is seen that the impression management behaviors of the participants differ according to their age groups, education level, income status, profession, region of residence, number of Instagram followers, and sharing content. According to this;

those aged 36 and over compared to those aged 18-25, high school graduates according to university graduates, those with very low incomes according to low incomes, those who work in the health sector according to teachers, those who live in the Southeast Anatolia region compared to those who live in the Mediterranean region, those with 500-999 followers have 1000 or more followers and it can be said that those who share themselves photos have more impression management behavior than those who do not.

Table 11. Results of ANOVA for Instagram Usage Intensity

Variables	n	Mean	Standard Deviation	F value	d.f.	p.
18-25 Ages	98	3,13*	1,151	4,493	2	,012
26-35 Ages	157	3,27	1,178			
36 Age and older	152	3,57*	1,273			
High School	55	3,43	1,198	,147	2	,863
University	270	3,33	1,242			
Graduate	82	3,34	1,162			
Very low	9	2,19	,503	4,588	4	,001
Low	96	3,61*	1,199			
Medium	259	3,35	1,217			
High	39	2,91*	1,105			
Very high	4	3,50	1,753			
Teacher	55	2,84*	1,158	2,752	10	,000
Student	82	3,46	1,252			
Academician	29	3,39	1,230			
Civil servant	66	3,55	1,230			
Tourism Industry Employee	47	3,30	1,297			
Sport Industry Employee	13	2,96	,800			
Health Industry Employee	37	3,71*	,951			
Lawyer	11	4,00	,837			
Accountant	14	2,76	,903			
Housewife	25	3,73	1,311			
Other (Employer, artist, engineer, quality control worker, interpreter, unemployed etc.)	28	2,78	1,361	4,052	6	,001
Mediterranean	53	3,24	1,147			
Aegean	44	3,23	1,256			
Central Anatolia	130	3,17	1,199			
Marmara	66	3,08*	1,159			
Black Sea	40	3,90*	1,200			
Southeastern Anatolia	47	3,70	1,217	6,425	2	,002
Eastern Anatolia	27	3,85	1,152			
1-499 People	227	3,43*	1,165			
500-999 People	130	3,42	1,204	4,840	5	,000
1000 People and above	50	2,78*	1,358			
No share	35	2,30*	1,030			
Food and Restaurant	92	3,76*	1,074			
Travel and Nature	79	3,48	1,285			
Family and Friends	85	3,24*	1,249			
Myself	104	3,38	1,118	12		
Other (Book, sport, animal, special days, nice words, awareness etc.)	12	2,99	1,300			

n: 407; Confidence Interval %95; Sig. Level: p<0,05; Scale Values: 1. Strongly Disagree, ... 5. Strongly Agree

When the ANOVA results in Table 11 are examined, it is seen that the Instagram usage intensity of the participants differs according to their age groups, income status, occupation, region they live in, number of Instagram followers, and sharing content. According to this; those aged 36 and over compared to those aged 18-25, those with low income compared to those with high income, those who live in the Black Sea region according to teachers, those who live in the Black Sea region compared to those who live in the Marmara region, those who have 1-499 followers compared to those who have 1000 or more followers, and it can be said that those who share family-friend photos have more Instagram usage intensity than those who do not.

Table 12. Results of ANOVA for Foodstagramming Behavior

Variables	n	Mean	Standard Deviation	F value	d.f.	p.
18-25 Ages	98	3,32*	1,295	40,243	2	,000
26-35 Ages	157	3,32*	1,314			
36 Age and older	152	4,44**	1,053			
High School	55	4,35**	1,094	7,746	2	,000
University	270	3,59*	1,356			
Graduate	82	3,80*	1,280	2,457	4	,045
Very low	9	2,74	,778			
Low	96	4,01*	1,313			
Medium	259	3,68*	1,339			
High	39	3,69	1,286			
Very high	4	3,62	1,559	8,885	10	,000
Teacher	55	2,65*	,885			
Student	82	3,86	1,298			
Academician	29	3,84	1,443			
Civil servant	66	4,32	1,181			
Tourism Industry Employee	47	4,07	1,301			
Sport Industry Employee	13	2,62	1,125			
Health Industry Employee	37	4,62*	,822			
Lawyer	11	3,40	1,403			
Accountant	14	2,56	,895			
Housewife	25	4,42	1,190			
Other (Employer, artist, engineer, quality control worker, interpreter, unemployed etc.)	28	2,50	1,008			
Mediterranean	53	3,55	1,467			
Aegean	44	4,08	1,318			
Central Anatolia	130	3,33*	1,301			
Marmara	66	3,46	1,236			
Black Sea	40	4,14	1,249			
Southeastern Anatolia	47	4,25*	1,099			
Eastern Anatolia	27	4,69	,893	14,172	2	,000
1-499 People	227	3,90*	1,336			
500-999 People	130	3,79	1,288			
1000 People and above	50	2,84*	1,050	11,717	5	,000
No share	35	2,65*	,917			
Food and Restaurant	92	4,79*	,636			
Travel and Nature	79	3,80	1,268			
Family and Friends	85	3,33*	1,410			
Myself	104	3,57	1,315			
Other (Book, sport, animal, special days, nice words, awareness etc.)	12	3,53	1,330			

n: 407; Confidence Interval %95; Sig. Level: p<0,05; Scale Values: 1. Strongly Disagree, ... 5. Strongly Agree

When the ANOVA results in Table 12 are examined, it is seen that the foodstagramming behaviors of the participants differ according to their age groups, education levels, income status, professions, regions they live in, the number of Instagram followers, and sharing content. According to this; those aged 36 and over according to other age groups, those with high school graduates compared to other school graduates, those with low incomes compared to those with middle income, those who live in the health sector according to teachers, those who live in the Southeastern Anatolia region compared to those who live in the Central Anatolia region, those who have 1-499 followers compared to those with 1000 or more followers and it can be said that those who share food-restaurant photos have more foodstagramming behaviors than those who share family-friend photos.

Discussion and Conclusion

In this study, a multidisciplinary approach has been adopted that deals with the relations of gastronomy, social media, and human behavior. Although there have been many studies dealing with the relationship between gastronomy and social media in the past, the number of studies on foodstagramming behavior that has emerged in recent years has been quite limited. When studies on foodstagramming are examined, although there is a study associated with the subject of impression management, no study associated with Instagram usage intensity has been found. In this context, the current study aimed to evaluate the relationship between impression management behavior, Instagram usage intensity, and foodstagramming behavior. In this way, it has been possible to contribute to the deficiency in the existing literature and some implications have been made for both academic circles and sector practitioners. In addition, the limitations of the study and suggestions for future research were also made.

Theoretical Contributions

The present study has some important theoretical implications. First, it advances the prior study (Wong, Liu, Li, Wu, Lu & Law, 2019) with a different approach. This difference brought the study to a different point from the other study and separated it from a study in which only relationships were examined, and allowed to investigate whether there are some differences according to demographic characteristics and Instagram usage statistics. As a matter of fact, it has been determined that there are many differences. It was also tested whether there were relations or effects with this variable, and even relations and effects were determined. As can be seen under the results title of the study, positive and significant strong relationships and effects were determined between impression management behavior, Instagram usage intensity, and foodstagramming behavior. This can be explained as people's impression management behaviors affecting their Instagram usage intensities and foodstagramming behaviors, and also their Instagram usage intensities affect their foodstagramming behaviors. For example, it can be interpreted that people may want to spend time on Instagram in order to appear as they want to appear outside of what they really are, or vice versa, to show their own selves, and even show foodstagramming behavior. In addition, Instagram usage intensities can affect foodstagramming behaviors. On the other hand, it is seen that people's gender, marital status, age, education level, income level, regions they live in, occupations, and some Instagram usage statistics show differences in terms of these variables.

Practical Contributions

Within the scope of this study, there are various implications for both operators and social media marketers. First, although the employees and managers of food and beverage businesses are aware of the increasing use of social media in recent years, it is important for them to realize that foodstagramming behavior has become widespread today, as they may not have an idea about how effective the shares can be. In this context, within the scope of the study, it provides helpful information for people with which demographic characteristics and Instagram usage statistics to see that they are more in foodstagramming behavior and to make marketing and promotion efforts for these people. Not only business managers and employees but also destination managers can work to attract tourists to the destination with the foodstagramming trend. For example, chopping and eating Kayseri pastrami, a local gastronomic value, in the magical Soğanlı Valley, located within the borders of Cappadocia, for a phenomenon in the gastronomy field named CZN Burak in Kayseri has attracted attention as a very effective strategy. It is also possible for similar efforts to be made within the scope of different projects. On the other hand, the fact that people who want to produce content on social media channels act in accordance with the requirements of the age and include gastronomy-themed content can also be effective in attracting the increasing number of foodstagrammers. Especially in the social media accounts used for the promotion of the destination, the content can be enriched by sharing the local cuisine products specific to the destination, and this situation may attract the attention of many people.

Limitations and Recommendations for Future Research

As with any study, this study has limitations. First, the use of an online platform for data collection can be subject to limitations in sample representativeness as only those who have access to electronic devices and the internet. Based on this shortcoming, similar studies can be carried out in the future by using the face-to-face survey technique, but when it is aimed to collect data in a wide geography, as in this study, using the online survey technique makes much more sense in terms of both time and cost. A second limitation is related to the research model, and only the variables of impression management behavior, Instagram usage intensity, and foodstagramming behavior were included in this study. It is possible to carry out similar studies by adding different variables from the literature in the future. In addition, these studies can be developed with studies to be carried out in different time periods, in different geographies, and with different samples.

Ethics Committee Permission

The ethics committee permission document required for the collection of research data was obtained from the Erciyes University Social and Human Sciences Ethics Committee with decision number 594 and dated 27/12/2022.

Contribution Rate Declaration

The authors declare that they have contributed equally to the article.

Conflict of Interest Declaration

There is no conflict of interest between the authors.



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