INVESTIGATION OF THE INFLUENCE OF RESTAURANT IMAGE FORMED IN LINE WITH SELF-BRANDING ON COUNTRY GASTRONOMY: CASE OF NUSRET

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Abstract

These days, individuals spend a lot of time on social media which is thought to shape the people's expectations and choices. Recently, persons who have become famous affect behavioral intention of their followers in the social media, especially in Instagram. This research aimed to investigate the influence of cuisine chiefs who have created a personal brand on Instagram on the image of their restaurant, the image of gastronomic product in the destination where they are located, and the behavioral intention in destination. The convenience sampling method was used for the research. The data obtained from a questionnaire administered on foreign persons who followed the Instagram account of Nusret Gökçe were used in order to investigate the relationship between the self-branding, restaurant image and country's gastronomic product image and the behavioral intention in destination. The questionnaire resulted in 423 valid data. The analysis conducted showed that there was a significant relationship between the self-branding, restaurant image and country's gastronomic product image and the behavioral intention in destination.

Keyword: Self-Branding, Restaurant Image, Country's Gastronomic Product Image, Behavioral Intention.

1. Introduction

The gastronomic tourism has undergone significant changes during the 21ˢᵗ century in terms of communication, publicity and services provided. The changing demand for tourism (behaviors, needs and expectations) has resulted in differences in this area (Lew et al., 2014). The tourists joined in gastronomic tourism have more purchasing power, more desire to travel, and are more experienced in tourism activities (WTO, 2012). As a result, concrete learning experience, a basic characteristic of gastronomic tourism, is regarded as touristic attractiveness (Richard, 2002; Donaire, 2012)

The gastronomy has become a developing theme for the tourism and accommodation services. The World Tourism Organization, established to provide guidance to the tourism sector, published an annual report on development and introduction in 2012 for the gastronomic tourism. The gastronomy has become a variety, international brand and image definition of tourism (Hjalager, 2010). According to other researchers, the gastronomy is a local element of culture that represents the culinary background of a society, eating

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habits, traditions or geographical features. Therefore, the gastronomy is necessary for branding in tourism. It is important not only because it is a central experience but also it has become a source to create a major identity in the postmodern societies (Richard, 2002).

In recent years, the cuisine chiefs, sommeliers, butchers, greengrocers, etc. have been included in the celebrities in the gastronomy area. These influencers can be regards as an appearance of historic evolutionary model for the European eating and drinking habits and gastronomic consumption in particular (Jacobs and Scholliers, 2003). Therefore, the restaurants where persons creating a personal brand in gastronomy work are strongly advertised in this postmodern paradox and satisfy the requirements of a new customer profile (Cairns et al., 2010). So, people who join the gastronomic tourism represent the mentioned new customer profile (Naccarato and Lebesco, 2012).

Given the restaurants operated by a popular cuisine chiefs draw an intense media attention and enable a notable customer circulation, they completely account for the local dynamics. Nusret Gökçe has developed Nusr-et restaurant chain in Turkey and managed to take it abroad. So, he is still the center of focus and attention through the videos he has recently posted on the social media. Accordingly, this study sought an answer to this question: "Does a restaurant started by anyone who has become famous like provide a new point of view for creation and development of the gastronomic tourism products?

2. Conceptual Framework

There may be different views on the concept origin of brands; some argues that this concept dates back to Graeco-Roman times by the artisans that used only a few number of symbols to indicate their products (McDonald and Chernatony 2003, Roper and Fill, 2012); and the others argue that concept of brand came from the old types of productive agriculture where the farmers marked the animal skin to differentiate between them (Roper and Fill, 2012; Chernatony and McDonald, 2003). The concept of branding in art is to present the name or the signature of artists in their works as evidence of their quality and ownership (Kotler and Koller, 2016). Currently, a brand is defined as characteristics that differ a product from the others to satisfy the same needs. Difference can be described in many ways: the concrete form regarding the functional and realistic aspects of the product brand, or the non-concrete form associated with the symbolic significance of brand (Kotler and Keller, 2016). A brand is also described by some of the marketing researchers as the value it gives a product to show the uniqueness of producers and differentiate from the rest of the others (Roper and Fill, 2012). The theories that people can be involved as a brand is still a debated matter among the academicians. The concept that someone could actually be marketed was first set forth by Kotler and Levy in 1969: "Personal marketing is a wide range of human activities from an employee who tries to impress his or her boss to a statesman that strives to gain public support". The authors say that traditional marketing concept can be expanded to include people. In one of his articles, Shepherd (2005) has stated that personal brand has many faces and drawn attention on some statements on the influencers. When exploring the concept of personal branding for better understanding of personal branding as a key element, he conducted an analysis involving a multidisciplinary approach that is based on the socio-cultural theories with marketing. According to Shepherd, there are many differences in personal branding, conventional marketing theories and fundamental principles. On one hand, individuals are told to "Work on what have you got! … And make yourself special" in order to respond the demand of market instead of making personal changes (Shephrd 2005, Peters 1999). On the other hand, Shepherd points out that there are a number of challenges for personal branding including brand diversity, illusion of personal branding visibility, and marketing wrong promises. As explained with this and before, Shepherd suggests that no one denies the possibility of becoming a brand, and this should be considered with the marketing principles. So, our assumption for this research is that marketing principles can be expanded to people, and that a person can actually become a brand.

The concept of brand, which allows to differentiate a product from the others, has now started to use in areas outside the product. In today's world where trademarks place an emphasis on the person/individual through personal works, professionals now choose to be in view in the occupational and daily life not only through the success of products they produce or businesses they run, but also through their own personal brand. In this context, the concept of personal branding has become prominent among the developing marketing elements. The concept (referred to as the "Personal Branding" in the literature) was first suggested by Tom Peters, a management expert, in 1997.

Peters describes the idea of applying branding to people in his article titled "The Brand Called You" and defines the personal branding as "activity to manage oneself". (http://www.fastcompany.com). Peters

(1997) suggests that individuals themselves could be a brand and adds that personal branding could also be considered a kind of campaign of word of mouth marketing, thereby individuals find the possibility of marketing their different features on the social network they establish with their family and friends. Personal branding activities identify the strong personal characteristics of individuals, bring them forward, and make such individuals different. In this sense, Peters (1997) suggests that people are no different from the big brands such as Nike, Pepsi and Coca-Cola, and individuals should act as the manager of "I Inc." (their personal brand) to succeed no matter what job or position they have in the life.

Personal branding is a definition of identity that depends on the image he or she has; the message he or she delivers to the target group; and the value that he or she adds to herself/himself, his/her business and his/her relationships (Bişkin, 2011: 561-566). According to Shuker (2014:228), personal branding is a process of creating an ideal self where individuals evolve and change in their business life and daily life. According to another definition suggested based on the statements of personal branding specialists, the personal branding is the "message given by an individual regarding their lifestyle to surrounding, i.e., outer world; the difference made by him/her relevant to his/her colleagues that does the same business; the value he/she adds to his/her business; and a personal identity that is based on creativity" (Eker, 2007: 7).

In other words, the personal branding is an emotional, rational and cultural image that contributes us to develop our relationships in the society (https://www.capital.com.tr/yonetim/pazarlama/kendin-marka-ol, 19.10.2019). Shepherd (2005) suggests that personal branding process depends on the creation of a consistent brand image unlike self-marketing. An image is an imagination we create in the mind of others. The personal image is considered in there different aspects: self-image that is an expression of how we see ourselves; perceived image that is an expression of how others see us, and ideal image that is an expression of how we want to see ourselves and what impression we want to leave on others (Çakır, 2015: 19).

How good an individual is at in his/her area of expertise leads them to branding. According to Eker, the characteristics of people that make difference in their life and differ them from the others, the way an individual perceives himself or herself, and how he or she is perceived by the others, these all are the elements of personal branding. The most important step of branding is to become different for people who were born with their personal brand (Eker,2007:5). Personal branding, which enhances recognition and familiarity of people is a portfolio that advertise them to outer world (Eker, 2007:6). So, personal branding is a process of creating value using all the characteristics and abilities of an individual as well as communication and marketing elements.

An image consists of people's perception of a person, entity, business and destination. It appears that this perception can be created as a result of conscious efforts, or it can be automatically created. Because image is an abstract concept and a trace left in the mind of people, it can be negatively or positively affected in many different ways. In the literature, there are four types of images: personal image, brand image, product image and corporate image. Due to its characteristics, image has recently drawn attention of many researchers. It is found that image can negatively or positively affect many factors such as customer loyalty, perceived quality, customer satisfaction, perceived value, and behavioral intention (Bloemer, Ruyter and Peeters, 1998; Kandampully and Suhartanto, 2000; 2003; Kandampully, Juwaheer and Hu, 2011; Tu, Wang, Chang, 2012). As indicated in the research, there are many factors that are directly or indirectly affected by the image. From the perspective of a business, such factors are the important facts for choosing that business.

In evaluation of image for the restaurant business, Ryu, Han and Kim (2008) conducted a research to show that relationship between the restaurant image, perceived value, customer satisfaction and behavioral intention. They suggested that restaurant image was a significant determinant on the perceived value, customer satisfaction, and behavioral intention. The following codes were used for the restaurant image in that research: quality of food, menu diversity, cleaning, price, internal design and decoration, professional appearance of personnel, location of restaurant, and waiting time for a meal. Ryu, Lee and Kim (2012) performed a similar research on the restaurants to investigate the impacts of the physical environment, food and quality of service on the restaurant image, value perceived by the customer, customer satisfaction, and behavioral intention. The findings of that research suggested that physical environment, food and quality of service were the significant determinants for the restaurant image.

The activities for image that was fully controlled by the businesses in the modern era have been replaced by a sense of image that is consist of the contents produced by the users in the post-modern period. Today, the businesses are aware of the negative and positive functions of new media tools, so they make effort to use these media tools more effectively (Baş, Güngör, Özkul and Tuncel, 2013). According to researchers, information generated on the social media has negative or positive reflection on the image

(Miguens, Baggio and Costa, 2008; O'Connor, 2010; Jeong and Jang, 2011; Sezgin, Efilti, Kalıçı and Algür, 2012; Civelek and Dalgın, 2013). Information generated on the social platform is considered to have effects not only o the image but also on the buying decision of individuals (Litvin, Goldsmith and Pan, 2008; O'Connor, 2010; Zhang, Ye, Law and Li, 2010; Jeong and Jang, 2011).

In tourism as in many of the areas, the social media is considered a tool to shape the image. The research conducted by Civelek and Dalgın (2013) on the tourism businesses supports this. That research identified that most of the managers regarded social media as a tool that formed the image of business. There are also researches on the social media for the restaurants, a component of tourism. According to research conducted, reviews provided by the consumers on the food, service and quality of environment as well as the number of consumer reviews positively affect the recognition of restaurant (Zhang, Ye, Law and Li, 2010). One of the matters to be considered here is that number of reviews was found valuable by the consumers. Although the number of reviews indicates the popularity of business, the reviews provided by the consumers may also be negative. The negative reviews damage the image of product that is reviewed or the businesses that provide the service (Özbay and Sarıışık, 2013). Therefore, the investigators advise to effectively use the negative reviews.

The research on the gastronomic image and destination image confirms that image is very important to consumers. However, the elements that make the image perceived by individuals about a location should be addressed. If a study is carried out on the subject "What information that visitors use to develop some emotions, thoughts and/or attitude on a destination", the cuisine culture or the gastronomy affects the creation of a destination image. As the food and drinks affect the destination choice or decision-making process of a visitor and create a destination image, it is considered to be a vital part of tourist experience (Ritchie,Tung & Ritchie, 2011). The food and drinks are one of the basic components of a touristic product such as accommodation, transportation and other activities. There are also studies suggesting that food and drinks are a significant part of choosing a destination and add an extra value to the destination image (Boniface, 2003; Long, 2004; Sánchez- Cañizares & López-Guzman, 2012). Until recently, food and drinks were considered one of the components of destination image. However, gastronomy has been seen as an element of attraction by itself as there has been an increase in the gastronomic tourism movements and research on the gastronomic tourism. Destination is also reported to have power to affect its image by itself edilmektedir (Bessière, 1998; Chang et al., 2010; Henderson, 2009; Choe & Kim, 2018). The gastronomic image can be defined as beliefs, emotions and impression of visitors regarding the food and drinks of a destination, catering businesses, food and drink culture, and activities for food and drinks. The food and drinks, one of the most well-known components of gastronomic image, are the major elements of destination that reflect the cuisine culture. There are cases that some food or drinks are known in many places of the world. Examples of matching can be İtaly – pizza and Japan – sushi.

The research conducted on the restaurants and their reviews usually address the characteristics of restaurants and/or general assessment of reviews. Namkung & Jang (2008) discussed the businesses for food, service and atmosphere; Soriano (2002) addressed the businesses for the quality of food, benefit-cost analysis of food, and quality of place and service; Ha & Jang (2010) discussed the businesses for atmosphere, food and service; and Kim, Lee, &Yoo (2006) discussed the businesses for physical environment, quality of food and fear of price. Similarly, Haghighi et al. (2012) and Pantelidis (2010) addressed the businesses for quality of food, services, prices and atmosphere. Tiago at al. (2015) analyzed the effects of elements such as quality of food, taste, appearance and consistency in the reviews of restaurant. In their research conducted in Belgium, Cenni & Goethals (2017) compared the reviews of English, Italian and German users of Tripadvisor on the hotels and determined that users mostly left positive or negative reviews on the same characteristics.

Aydın (2016) concluded that reviews posted on Tripadvisor had positive and negative effects on the image of a restaurant business serving in Istanbul. Based on the findings, variable that mostly had positive effects on the restaurant image were the cleaning, location and waiting time for food. The positive reviews of users for these three variables were much more than the negative reviews. However, there were also negative reviews on the business. The findings of the research showed that price was the variable that negatively affected the image of restaurant at the most.

Filieri et al. (2015) conducted a research to identify the reasons why tourists relied on the social networks such as Tripadvisor. They found that factors affecting the reliability included quality of information, quality of website, customer satisfaction, and user recommendations. They also reported that most of the users who search for information on the travel use the websites like Tripadvisor, Virtual-Tourist, and Lonely Planet to find out the views and reviews of travelers.

Nelson (2016) reviewed the food news on various printed and online magazines and newspapers to identify the organic image of Houston. He analyzed the characteristics of restaurants and food as well as words of recommendation. Some of the words describing the restaurants are "authentic", "comfortable", "ordinary", "family business" and "wallet friendly". The words describing the food are "Vietnamese cuisine" and "fresh". The words used for recommendation are "go there early" and "try it".

Marine-Roig & Anton Clavé (2016) analyzed 130.000 reviews on Catalonia posted between 2004 and 2014. The reviews were obtained from the following webpages: GetJealous.com (GJ), MyTripJournal.com (MT), StaTravel.com (ST), TravBuddy.com, TravelBlog.org, TravelJournals.net, TravellersPo-int.com, TravelPod.com, TripAdvisor.com, Venere.com and VirtualTourist.com. The data of that research showed that 58% of words used in the reviews were for the components of cognitive image and 42% were for the components of emotional image. The first commonly used 25 words did not include a name of food across 93.765 different words.

Tiago et al. (2015) analyzed 813 reviews on Tripadvisor. The reviews were classified by negative, positive, intention to visit, and restaurant characteristics in the review. The created model demonstrated that the most effective factor for positive reviews was the overall quality of food and drinks. In addition, the reviews suggested that major dimensions of food and drinks were not only taste and aroma, but it was also important to address the five senses. The outcome to be emphasized is that major factor for the reviews and satisfaction was the food.

Pantelidis (2010) analyzed 2.471 reviews on 300 restaurants located in London. The factors affecting the customer satisfaction were food, service and atmosphere, respectively, in the reviews. One of the significant results of this analysis was that food was always an important factor in reviews. The research also analyzed the types of food mentioned in the reviews. The types of food mentioned in one fourth of the reviews were chicken, fish, beef, vegetarian and pork.

3. METHODS

The research universe included the users who followed the Instagram account of Nusr_et #Saltbae running on the Instagram accounts. Because it would not be possible to reach all of the users, the data were collected on the sample. The *convenience sampling method* was used in the research. The objective of this method, which is implemented on the internet and most commonly used for the questionnaires, is to include anyone who wishes to be included into the sample. There is an ongoing process of seeking participants until desired size of sample is reached (Ural and Kılıç, 2005: 38). If the universe is infinite in the research, 384 participants will be considered sufficient for the sample (Yazıcıoğlu and Erdoğan, 2004: 50). So, the questionnaire was developed online for a total of XXX persons. The participants of this study were the followers of account Nusr_et #Saltbae that was managed by Nusret Gökçe in 2019. Assistance was sought from the account Nusr_et #Saltbae to reach the addresses of participants.

3.1. Questionnaire and Scaling

Personal branding was measured using four items. The reviews were adapted to study from Wioleta Kucharska (2017); Consumer social network brand identification and personal branding. How do social network users choose among brand sites? that is based on the scale *Perceived Other Users Attitude Towards Personal Brand* developed by Ajzen (1991). The reviews: *It is important for me that most of the people think that I have a link with Nusret who has created a good image on the social media. I think that Nusret has built a good relationship with me on the social media. My relationship with Nusret on the social media causes people whose thoughts are valuable to me to display a favorable attitude to me. It is important for me that most people think that I have a link with Nusret who has become popular on the social media.*

Restaurant image and *Turkish gastronomic image* were addressed as two main variable dimensions. So, the questions in the questionnaire were adapted from the study by Sarunya Lertputtarak (2012) on the Relationship between Destination Image, Food Image, and Revisiting Pattaya, Thailand to Turkish gastronomy. These potential variables are considered to directly affect the behavioral intention of the followers of the Instagram account of Nusr_et #Saltbae. The behavioral intention was identified as the dependent variable that can be affected subject to theoretical and practical reasons to implement certain behaviors. The behavioral intention is foreseen to have a major influence on the decision-making process. The behavioral intention referred to in this study was related to desire of followers of Instagram account of well-known cuisine chief Nusret Gökçe to participate into gastronomic tourism. The basis of our behavioral intention is formed by tasting the local food and drinks, gaining culinary experience, and using services of cuisine. The hypotheses and model were generated based on the following theories.

3.2. Model and Hypotheses of Research
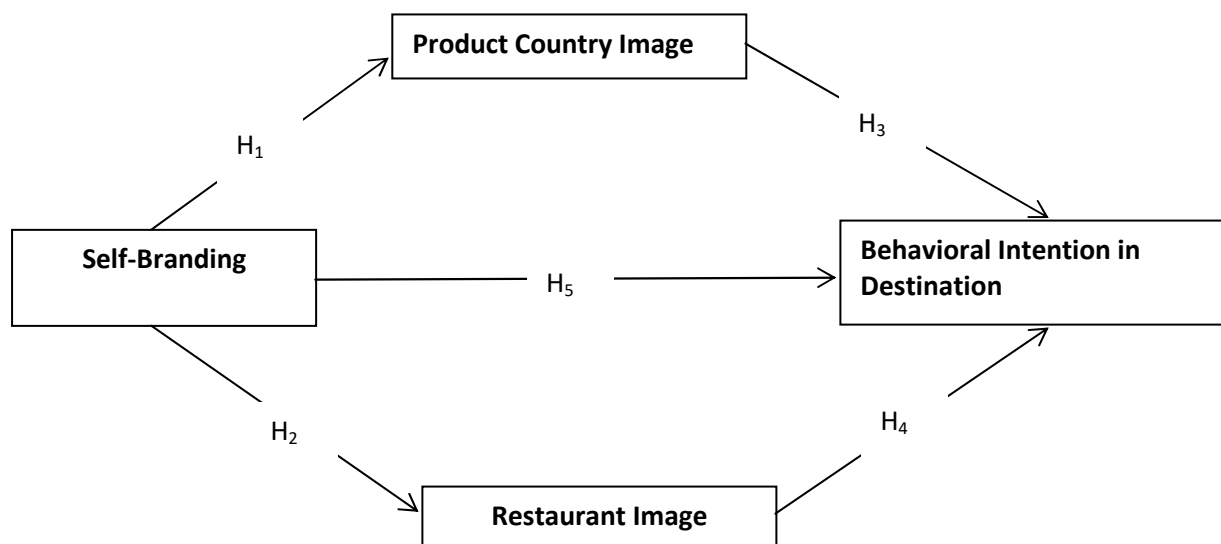
3.3. Research Findings

The Cronbach's Alpha was used to assess the internal consistency (reliability) of scales in the questionnaire. The reliability (internal consistency) of self-branding scale used for the research was 0,912, the reliability of product country image scale was 0,883; the reliability of restaurant image scale was 0,938, and the reliability of behavioral intention in destination scale was 0,879. These figures show that scales used were reliable.

The skewness index and kurtosis index were calculated by dividing the coefficient of skewness and coefficient of kurtosis by their standard errors. So if the skewness index and kurtosis index are near zero within ±2 limits, this shows normal distribution. The skewness and kurtosis values for each item of scales were analyzed, and values for skewness ranged from +1,858 to -1,937, and the values for kurtosis ranged from +1,531 to -0,857; therefore the scale complied with the multivariate normality assumption. To measure the validity of scale, the values for CR (Composite Reliability) and AVE (Average Variance Extracted) were also analyzed. It is expected that all the values for CR are greater than the values for AVE, and the value for AVE is greater than 0.5. So, the AVE values for each factor were analyzed and greater than 0.5 for all the factors. In addition, if the CR value for each factor is higher than the AVE value, this means that measurement model is reliable. The validity of measurement model was also analyzed for the convergent and discriminant validity. If each question of scale is loaded on the factors without problem as a result of the factor analysis and takes a value of greater than 0.60, this means that scale meets the convergent validity. This shows that scales used for the research are reliable and valid.

Table 3. 1: Correlation Analysis Results for Variables

	1	2	3	4	5
1.Self-Branding					
2.Restoran Image	0,986**				
3.Product Country Image	0,973**	0,969**			
4.Behavioral Intention in Destination	0,924*	0,948**	0,963**		
***p<0,001 **p<0,01 *p<0,05					

In evaluation of results in Table 1, It is seen that, self-branding variable has a significant relationship with restaurant image, product country image and behavioral intention towards destination by 0.001 significance level. In other words, self-branding created by Nusret Gökçe through #SaltBe affected the intention of Instagram users to participate into Turkish gastronomic tourism, and this is explained by the association of restaurant image with the product country image. So, the operators, marketing men or those involved in catering or gastronomy should consider the correlation between these variables in evaluation of behavioral intention in Turkish gastronomic tourism.

The research hypotheses examine the self-branding, restaurant image, product country image and behavioral intention in destination as variables. Accordingly, a regression model was generated assuming that variables had influence on each other.

According to Hair, Bush and Ortinau (2003), if more than one independent variable is included in a regression model, it should be investigated whether there is a multicollinearity problem among those variables. For this, it should be enough to analyze Tolerance and VIF values. If there is not multicollinearity problem, the tolerance values should be away from zero, and the VIF values should approach to 1 from top. In addition, the multicollinearity problem does exist if tolerance values are below 0.10 and the VIF values are greater than 10 (Bezirgan and Koç, 2014:925). The variables were analyzed, and tolerance values for independent values were above 0.10, and the VIF values were less than 10, therefore the multicollinearity problem does not exist.

Table 3. 2: Influence of Self-branding on the Restaurant Image

Model	Standardized β	t	p	Values for Regression Model
Self-branding	**0.986**	**122.708**	**0.000*** **	R=0.973
				F=15057.295
				P=0.000***
Dependent Variable: Restaurant Image				

Table 3. 2 analyzes the influence of self-branding created by Nusret Gökçe on the restaurant image. The results in Table 2 show that the regression model created is significant (values F and P), and independent variables accounted for dependent variables by 0.973. So, self-branding (β=-0.986; p=0.000) had a positive influence on the restaurant image. With this result, H_1 was substantiated.

Table 3. 3: Influence of Self-branding on the Restaurant Image

Model	Standardized β	t	p	Values for Regression Model
Self-branding	**0,969**	**80,712**	**0,000*** **	R=0,939
				F=6514,430
				P=0,000***
Dependent Variable: Product Country Image				

Table 3. 3 analyzes the influence of self-branding created by Nusret Gökçe on the Product Country Image. The results in Table 3 show that the regression model created is significant (values F and P), and independent variables accounted for dependent variables by 0.939. So self-branding (β=-0,969; p=0,000) had a positive influence on the product country image. With this result, H_2 was substantiated.

Table 3. 4: Influence of Self-branding, Restaurant Image and Product Image on the Behavioral Itention in Destination

Model	Standardized β	t	p	Values for Regression Model
Self-Branding	**1,070**	**15,798**	**0,000*** **	R=0,978
Restaurant Image	1,011	15,905	0,000***	
Product Country Image	**1,024**	**22,595**	**0,000*** **	F=3099,614

P=0,000***

Dependent Variable: Behavioral Intention in Destination

Table 3. 4 analyzes the influence of self-branding, restaurant image and product country image on the behavioral intention in destination. The results in Table 4 show that the regression model created is significant (values F and P), and independent variables accounted for dependent variables by 0.978. So, self-branding (β=-1,070; p=0,000) restaurant image (β=-1,011; p=0,000) and product country image (β=-1,024; p=0,000) had a positive influence on the behavioral intention in destination. With this result, H_3, H_4 and H_5 were substantiated.

CONCLUSION

Personal branding is our messages to outer world through physical, intellectual and emotional characteristics that we have, and also how others perceive us. Individuals, who want to create their own self-branding and be different from their competitors, should concentrate on and show up their strengths and different traits. This study investigated the influence of Nusr_Et #SaltBe, created by Nusret Gökçe - a social media influencer and also a cuisine chief, on the behavioral intention on Turkish cuisine. A significant relationship was identified among the self-branding, restaurant image, gastronomic product country image and behavioral intention in destination. In addition, self-branding had a significant positive influence on the restaurant image and gastronomic product country image. This allows us to recognize that self-branding created on the social media had an influence on the restaurant image and country gastronomy.

The self-branding, restaurant image and gastronomic product country image play a role in development of behavioral intention in destination. Accordingly, it appears that restaurant image, gastronomic product country image and more importantly having someone branded on social media in the destination are effective in choosing that destination by a tourist using social media.

This research discussed the example of Nusret Gökçe, who has become famous through his personal brand created in Turkey and in the world. Nusret actively uses Instagram because it is the most commonly used social platform, easy to access, and mostly chosen by the young population. This study assessed the followers of Nusr_Et Instagram account. The followers of Nusr_Et consider that Nusr_Et is a quality food & drink business, and Turkish gastronomic products have an image. Many studies in the literature have identified that products and businesses that have an image are effective in choosing the destination. Based on this fact, the brand created by Nusret Gökçe is considered to substantially affect Turkish gastronomy and gastronomic tourism.

This research addressed and discussed the followers of Instagram account Nusr_Et. The personal branding on social media can also be discussed for the persons who become famous in different areas. In this research, personal branding was examined on the basis of Instagram, a social media platform, but could also be investigated on the basis of different social media platforms. This study is considered to contribute to literature as it addressed an area which has not been previously discussed in the literature. Personal branding on social media has increasingly become popular in Turkey and in the world. Therefore, the cuisine chiefs, who have become a brand across the world, are considered to be effective in choosing a gastronomic destination and contribute to gastronomy and tourism.

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