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**Investigating the Impact of Food Tourism Vlogger
Entrepreneurs' Language Characteristics on Audiences'
Attitude and Behaviours**

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3 **Title:** Investigating the Impact of Food Tourism Vlogger Entrepreneurs' Language
4 Characteristics on Audiences' Attitude and Behaviours
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9 **Introduction**
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12 Entrepreneurial communication skills have been recognised as a crucial factor that significantly
13 impacts entrepreneurial success (Makhbul and Hasun, 2011, Odewale et al., 2019). As an essential
14 component of entrepreneurial leadership, the significance of entrepreneurial communication has
15 been widely discussed in the context of pitching or storytelling to facilitate investment
16 opportunities (Martens et al., 2007), such as crowd fundraising (Koh et al., 2020) and angel
17 investment (Huang and Pearce, 2015). With the rapid growth of the internet and social media
18 networks, an increase of online video content witnessed a significant growth from 2021, when
19 consumers watched 19 hours of online video content weekly (Wyzowl, 2023). With the internet
20 and social media networks continue to expand rapidly, there are significantly impacting
21 entrepreneurial activities, paving the way for new and diverse entrepreneurial opportunities
22 (Centobelli et al., 2022, Guinez-Cabrera and Aqueveque, 2022). The research gaps on how digital
23 technology affects the entrepreneurs in the future are still vast (Troise et al., 2022). Vlogger
24 entrepreneurs have been able to earn substantial incomes through various revenue streams. For
25 example, in 2021, Mr. Beast (Jimmy Donaldson) ranked as the top-earning YouTuber worldwide
26 with earnings of approximately 54 million U.S. dollars, demonstrating the potential profitability
27 of vlogging (Forbes, 2022). Vlogger entrepreneurs utilise their entrepreneurial leadership,
28 creativity, and communication styles to generate income by providing various video contents to
29 their audiences, such as “how-to” videos, gaming, advice, and travel vlogs. Vlogger entrepreneurs
30 who create video content have access to a valuable combination of revenue streams that stem from
31 platform-specific monetisation services, external partnerships and collaborations, potential
32 merchandise sales, and cross-platform content syndication and interaction (Törhönen et al., 2021).
33 However, the success of their revenue largely depends on their ability to engage their audiences,
34 which is measured through key performance indicators (KPIs) (Fleming, 2020, Micova and
35 Jacques, 2019). Vlogger communication skills play a crucial role in engaging audiences (He et al.,
36 2022). Different from a conventional cognitive persuasive pitch, vlog communication incorporates
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3 elements of entertaining (Goedhart et al., 2022), storytelling (Li et al., 2022), and the ability to
4 evoke the audiences to “dream” with them (Wang et al., 2022).
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8 Tourism vlogging has been notably successful. With more than 2.5 billion users, and the average
9 global user spends over 23.1 hours per month on the platform, YouTube has emerged as the second
10 popular social network worldwide in 2023 (We Are Social, 2023). Google Trends is a search query
11 index based on user queries in a specific geographical area. The index represents query share, with
12 the highest volume day normalised to 100 (Önder, 2017). A search query was conducted by the
13 authors with the queries (1) key term search “travel vlog”; (2) in YouTube Search, “Travel”
14 Category; (3) location, “Worldwide” and (4) search time, June 2018 to May 2023. The data reflects
15 that travel vlog viewing is a general upward trend, peaking during the ease of travel restriction and
16 post-pandemic recovery period. Although at the early stages of pandemic (from March to May
17 2020) there is a significant drop in views, reflecting the widespread global impact of lockdown
18 travel restrictions. However, as shown in Figure I (Appendix 1) query index result of worldwide
19 travel vlog, which is attached in appendix I, as time progresses, there is a gradual recovery in view
20 counts, suggesting an evolving interest in virtual travel experiences or an anticipation of future
21 travel. The blooming of tourism vlog enterprises are due to the influence of pandemic as the online
22 experience of mental escapism enables the audience to escape reality and immerse themselves in
23 a virtual world that brings them pleasure and future travel ideas (Le et al., 2019). The travel vlog
24 content involves vlogger’s travel story sharing (Peralta, 2019, Xu et al., 2021) and provides
25 potential tourists with convenient information (Li et al., 2020).
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29 Food travel vlogs have become popular due to the increasing demand for experiencing gastronomy
30 tourism (Li et al., 2020) and the sensory pleasure of food (Batat et al., 2019). According to Chang
31 et al. (2020), food is a major driving force behind travel decisions and a way to learn about the
32 culinary identity, cultural legacy, shared gastronomic values, and lifestyle (Boniface, 2017,
33 Brulotte and Di Giovine, 2016). Food travel vlogs capture the entire sensory experience of a trip
34 while the vloggers reflect on it, interact with viewers, and share their own food travel stories (Batat
35 et al., 2019). Audiences become emotionally involved and vicariously experience the multimodal
36 culinary experience by watching food travel vlogs. Food travel vloggers language style is vital to
37 the storytelling as it is seen as a type of electronic Word-of-Mouth (eWoM) that reflects the
38 vlogger’s evaluation of food which cognitively affects the audiences’ perceived usefulness of the
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content and purchase decisions (Briliana et al., 2020). In addition, due to the sensory rich nature of food travel vlogs, vlog contents contain rich sensory descriptions that attract audience attention (Coker et al., 2021), evoke audience mental imagery (Simmonds et al., 2020), affect audience emotions (Mehraliyev et al., 2020) and behavioural intention (Kim et al., 2021).

Extant literature on linguistic style of entrepreneurial communication has primarily focused on the significance of cognitive verbal features of social and commercial entrepreneurs and the cognitive persuasion on stakeholders and potential investors for entrepreneurial success (Markowitz et al., 2023, Moradi and Badrinarayanan, 2021, Parhankangas and Renko, 2017). However, another group of scholars advocates for the use of imagery information processing approach in entrepreneurial communication (Chang, 2013, Ellen and Bone, 1991, Ha et al., 2019). They argue that figurative communication with embodied imagery experience can also influence investment judgement (Clarke et al., 2019). Recent research has shown that sensory-rich videos evoke a mental imagery process and allows audiences to have an embodied experience (Le et al., 2019, Simmonds et al., 2020). Previous research has applied mental imagery process in advertising (Chang, 2013, Kim et al., 2016, Phillips and McQuarrie, 2010), physical retail stores (Kim et al., 2020), website (Lee and Gretzel, 2012), virtual reality (Bogicevic et al., Tussyadiah et al., 2018, Xi and Hamari, 2021) and social media network (Ha et al., 2019) by investing the quantity and modality of the mental imagery and its consequential outcome on attitude and behaviour. However, the significance of comprehending how language that evokes mental imagery is used in digital entrepreneurial communication has been neglected. The linguistic style of vlogger entrepreneurs is an area of research that has received little attention leaving research gaps, despite some studies, like Munaro et al. (2021), that attempt to explore the connection between the linguistic style of general YouTube vlogs and their social media engagement rates, such as views, likes, and comments. In order to fill the gaps, there is a clear need for research on the impact of rich sensory language of vlogger entrepreneurs on audiences' attitude, and behavioural intentions, with an awareness of the unique sensory and experiential aspects of food travel vlogs.

The purpose of this study is to explore the mechanism underlying the effects of sensory-rich language on audience attitudes, behavioural intentions, intention to taste, and visit intentions, using a language-mental imagery-attitude-behaviour model. More specifically, research objectives are to explore how sensory-rich narratives induce mental imagery and examine the consequences of

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3 mental imagery on attitude and behavioural change on food involvement. The model proposes that
4 bodily mental imagery positively influences audience attitude and behavioural outcomes. The
5 study will utilise a stimulus-based approach by selecting a sensory-rich script from a highly
6 influential vlogger entrepreneur with a significant number of following on social media. In terms
7 of theoretical contribution, this study enriches the existing theories of embodied cognition and
8 sensory marketing by examining the role of mental imagery processing in the context of food travel
9 vlogger entrepreneurial communication. The findings of this study have managerial implications
10 for food travel vlogger entrepreneurs and destination marketing enterprises, as they can gain
11 insights into the effective linguistic styles that enhance audience engagement. Destination
12 marketers can use this study's findings to develop successful communication strategies when
13 collaborating with food travel vlogger entrepreneurs.

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15 The paper is structured as follows. Next section starts with the literature review discussing food
16 travel vlogger entrepreneurship, language cues and theoretical underpinning of this study. Then,
17 the research methodology is introduced, followed by analysis and the results sections. Final
18 section discusses the results, and the paper is concluded with the details on contributions,
19 limitations, and further research suggestions.

20 21 22 23 24 25 26 27 28 29 30 31 32 **Literature Review**

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36 The literature review will start with the introduction to food tourism highlighting the recent
37 growing importance of food travel vlogger entrepreneurs. It will continue with the focus on the
38 role of language cues in inducing imagery processes in entrepreneurial communication. Later
39 sections will provide detail on theoretical framework and hypotheses development.

40 41 42 43 *Food tourism and food travel vlogger entrepreneur*

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46 The term “food tourism” specifically emphasises the physical and sensory experiences associated
47 with eating and is driven by a strong motivation to engage with local food culture (Everett and
48 Slocum, 2013, Kim et al., 2019, Lin and Mao, 2015, Rahman et al., 2017). More recently, food
49 tourism received increasing interest, and has been seen as experiential savouring journey (Batat et
50 al., 2019), related to the destination imagery (Cardoso et al., 2020). With the development of easy
51 access to internet and smart devices, the physical sensory food experience is widely mediated by

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3 social media. Food travel related reviews, blogs, plogs (photologs) and vlogs are one of the major
4 sources for potential tourists to gain their idea for travel (Briliana et al., 2020, Lim et al., 2019,
5 Sokolova and Kefi, 2020, Yu and Sun, 2019). This available online information provided
6 audiences with credible and convenient travel information and inspire them with new travel ideas
7 (Le et al., 2019).
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12 According to Cheng et al. (2020), travel vlogger entrepreneurs recognise the marketing potential
13 of their travel experiences and how they can be shared through vlogs. As the popularity of
14 professionally and amateurly produced travel vlogs continues to rise, these entrepreneurs use their
15 vlogs as a means of self-expression, an effective marketing tool to leverage their commercial value
16 (Schouten et al., 2020) and an effective information cue to affect audience's decision-making
17 process (Mainolfi et al., 2021). Food vlogger entrepreneurs positively affect consumers'
18 behavioural intention (Briliana et al., 2020). Peralta (2019) points out that the use of narratives and
19 images in vlogs plays a crucial role in creating an attractive destination image for potential visitors.
20 The need for cognitive information and the credibility of the information source are heavily
21 emphasised in this approach. This cognitive attribute-based approach fits in to the elaboration
22 likelihood model (Shahab et al., 2021) in persuasion where technology mediated information is
23 adopted as a cognitive type of electronic word-of-mouth (eWoM), which builds logical argument
24 to change consumers' attitude and behavioural consequences (Leong et al., 2019). Another
25 approach highlights the persuasive effect of imagery information on audiences (Bone and Ellen,
26 1992, Ellen and Bone, 1991, MacInnis and Price, 1987). Food vlogs offer content from an
27 experiential perspective, which is a technology-mediated embodied and storytelling experience
28 (Le et al., 2019). For instance, Brochado et al. (2021) view online wine videos as a digital
29 embodied experience that can enhance purchase intention and willingness to pay. Food experience
30 is a multisensory experience (Brochado et al., 2021, Petit et al., 2019, Spence et al., 2019, Xiong
31 et al., 2015). Language especially sensory descriptors can work as cues to activate audiences'
32 imagination (Cornil and Chandon, 2016, Crisinel and Spence, 2012, Petit et al., 2019, Spence,
33 2011, Spence and Deroy, 2013, Spence et al., 2019). The mechanism of how sensory-rich food
34 travel vlogs benefit audience's decision-making process is unclear. To bridge the research gap,
35 this study sets out to explore how sensory rich language evokes audiences to mental imagery as
36 well as its attitude and behavioural outcomes.
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Language cues and embodied cognition

The present research focuses on the role of language cues in inducing taste mental imagery processes. Grounded in the embodiment cognition approach, the perceptual symbol systems theory (PSS) (Barsalou, 2008, Barsalou, 1999) offers a synthetic perspective that integrates the standard symbolic functionality of traditional theories with embodied cognition. According to PSS theory, language functions as a simulator for recognising and imagining a perceived event. Linguistic symbols are developed in association with perceptual symbols, where a linguistic symbol is a schematic memory of a perceived event, which may be represented by a spoken or a written word. For instance, a food travel vlog content constitutes a perceptual and linguistic symbol representing the actual sensory event that the food travel vlogger experienced. By focusing on linguistic simulators, a simulation process is in place for individuals to recognise and imagine the event. A food travel vlog script is a verbalised experience that evokes audiences to integrate and link to the subsets of a frame. The simulator words are associated with different aspects of simulations, particularly sensory-motor simulation and affective simulation (Barsalou, 2008).

Empirical evidence has shown that language can activate the simulation of motor and affective simulation in the context of food (Muñoz-Vilches et al., 2020, Papies and Barsalou, 2015). For example, Papies et al. (2020) demonstrate that food and drink words trigger spontaneous eating and drinking simulations, which further affect their desire and eating experience, such as cravings, salivation, and taste ratings. The rich sensory information extracted from previous eating experiences enables individuals to re-experience the pleasurable sensory content, which reactivates reward signals in the brain and triggers a desire for the associated food (Papies and Barsalou, 2015). Winter (2016) shows that the embodied sensory simulators, especially taste and smell words, are deeply related to human reward systems and emotional processing in the brain. In addition, odour memories especially taste and smell words have a close connection with emotions.

Theoretical framework and hypotheses development

Mental imagery has been widely studied in relation to sensory experience and sensory marketing (Krishna, 2012). It refers to the mental process by which sensory information is presented in working memory, without the presence of actual stimuli (Kosslyn et al., 2006, MacInnis and Price, 1987). Mental imagery is commonly understood as a visual simulation response to various stimuli, with elaboration and quality as its two traditional dimensions (Babin and Burns, 1997, Bogicevic et al., 2019, Petrova and Cialdini, 2008). Elaboration refers to the number of mental pictures created and the individual's level of engagement with the imagery, while quality describes the brightness, intensity, clarity, and sharpness of the mental pictures (Yoo and Kim, 2014). However, Miller et al. (2000) proposed that mental imagery should encompass four dimensions, namely, quantity, modality, vividness, and affective tone (Nanay, 2018, Pearson, 2019, Tiggemann and Kemps, 2005, Young, 2020). The modality dimension acknowledges the emotional factor and non-visual imagery in the mental imagery process. The quality of mental imagery may differ across sensory modalities, with vision and audition being the highest in vividness, while smell is the lowest (Schifferstein, 2009).

Mental imagery is multisensory (Elder and Krishna, 2022). Gustatory imagery is widely used in sensory advertisement imagery of the taste of the food item, leading to more positive taste thoughts and more positive taste evaluations than advertisements that focus on one sense (Elder and Krishna, 2010). Sensory rich traditional video and VR wine video enable consumers to have a better sensory experience. Compared with traditional video, the more immersive VR video evokes better imagery on wine taste and finish via presence (Wen and Leung, 2021). Sensory imagery cues including visual, olfactory, gustatory and auditory play an important role in evoking food imagery (Shahriari et al., 2019).

Mental imagery has been found to have a significant impact on consumers' attitude and behavioural intentions. Research has shown that mental imagery of advertisements can influence purchasing decisions (Walters et al., 2007). Le et al. (2019) conducted a systematic review that identified direct consequences of mental imagery, such as cognitive and affective changes, as well as indirect consequences, including changes in behavioural intentions, regardless of the stimuli used. Zheng et al. (2021) argue that mental imagery affects tourists' visit intentions by facilitating

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3 cognitive learning and reducing negative emotions in virtual tourism. Lee and Gretzel (2012)
4 suggest that mental imagery elicited by websites can influence consumer attitude strength,
5 confidence, and attitude resistance. In the context of tourism, imagery processing has been found
6 to influence experiential decision-making by eliciting positive emotions and avoiding negative
7 emotions (Goossens, 2000, Kwortnik Jr and Ross Jr, 2007).
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12 For the purposes of this study, mental imagery processing is defined as having two dimensions:
13 quantity and modality, which will be used to examine the impact of rich sensory language style.
14 Specifically, individuals who engage in mental imagery processing characterised by a greater
15 quantity and variety of sensory modalities are expected to have more favourable attitudes toward
16 destinations, leading to the following hypothesis:
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22 **H1:** Mental imagery evoked by a rich sensory script (a: quantity, b: modality) enhances attitude.
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24 The current study adopts Andrews et al.'s (1990) conceptualisation of behavioural involvement
25 and explores its relationship with behavioural intention towards ethnic food. Prior research
26 suggests that tourists who are highly involved in tourism activities tend to have higher satisfaction
27 with their overall trip (Lu et al., 2015) and a positive on-site tourism experience (Kim, 2012). Other
28 studies have examined audience involvement in travel vlogs as a format of bullet comments and
29 found it to be closely related to visit intention (Xu et al., 2021). Kim et al. (2018) investigated the
30 influence of food value video clips on behavioural involvement with Hong Kong food and found
31 that global food, attractive food, and realistic restaurants significantly affected the behavioural
32 involvement and visit intention of generation Y towards Hong Kong food. Based on Kim et al.'s
33 (2018) definition, behavioural involvement with food refers to "consumers' interest in food,
34 information search effort, and communication with people about the destination food." Previous
35 research has established a positive relationship between involvement and actual visits to the
36 destination, leading to the following hypothesis:
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47 **H2:** Destination attitude enhances behavioural involvement with food.
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49 The intention to taste refers to consumers' willingness or intention to try new or unfamiliar food.
50 Wang (2011) conducted a study on gastronomy blogs to identify the factors influencing tourists'
51 behavioural intention to taste. Gastronomy blogs can inspire audiences to desire a particular taste
52 by providing sensory appeal and generating empathy feelings. Similarly, Mainolfi et al. (2021)
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found that blog engagement has a significant positive effect on both the intention to taste and visit. As such, it is hypothesised that there exists a positive relationship between behavioural involvement and the intention to taste.

H3: Behavioural involvement with food enhances intention to taste.

Mental imagery processing has been found to shape consumers' behavioural consequences, as evidenced by previous research. For example, Jeong (2008) suggested that visual and verbal messages with strong imagery have a greater influence on behavioural intention. In addition, high-imagery radio advertisements have been shown to increase the likelihood of purchasing behaviour (Bolls and Muehling, 2007). Greater sensory information has been found to positively influence the attitudes and behaviours of customers, as demonstrated by studies on various stimuli (Krishna and Schwarz, 2014, Lee et al., 2010, Meert et al., 2014). Recent studies have explored the impact of technologically embodied sensory-rich stimuli, such as virtual reality (VR) headsets or virtual tours, on visit intention. These immersive experiences have been found to increase visit intention (Tussyadiah et al., 2018, Yung et al., 2021). Therefore, it is hypothesised that there is a positive relationship between attitude and visit intention.

H4: Destination attitude enhances visit intention.

The concept of involvement has been found to be a direct predictor of behavioural intention (Andrews et al., 1990). For example, a higher level of involvement is associated with increased behavioural intention to purchase travel products (Huang et al., 2010), try organic food (Teng and Lu, 2016), and engage with online retailers (Kim et al., 2007). Based on these findings, it is hypothesised that there are mediating effects among attitude, behavioural involvement with food, and intention to taste.

H5: The effect of mental imagery on visit intention is mediated by (a) attitude, (b) behavioural involvement with food; (c) via serially attitude and behavioural involvement with food.

H6: The effect of mental imagery on visit intention is mediated by (a) intention to taste; (b) via serially attitude and intention to taste.

The summary of proposed hypotheses is illustrated in the Figure II below.

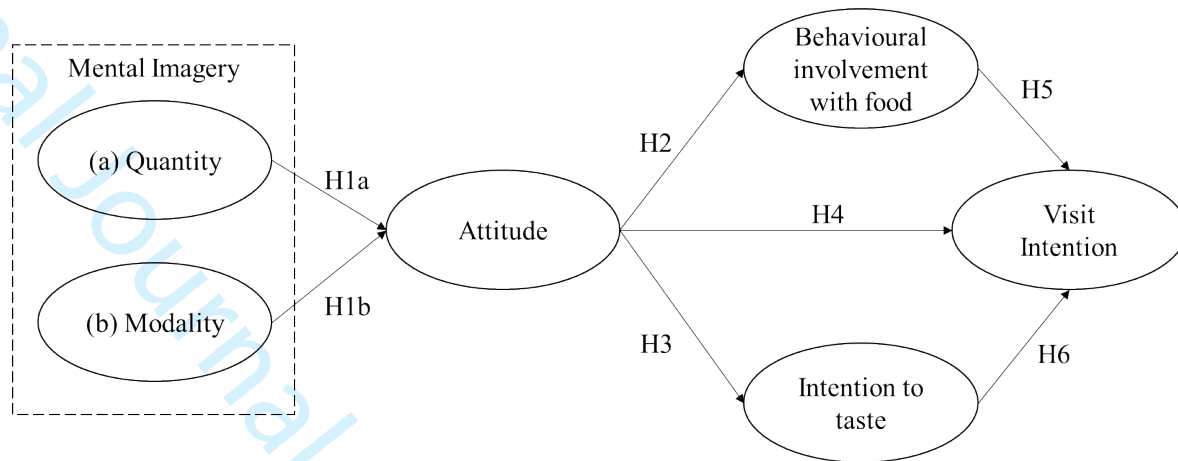


Figure II Summary of hypotheses (Authors' own creation)

Research Methodology

A stimulus-based mental imagery approach

Several studies on the impact of language-induced mental imagery in travel vlogs have adopted either a stimulus-based (Lee and Gretzel, 2012) or a memory-based approach (Cardoso et al., 2020). While the former involves providing respondents with stimuli in various modalities, the latter involves eliciting verbal responses through stimulating questions. However, the memory-based approach has been criticized for being prone to the limitations of visual appeal and low imagery ability among respondents (Chang, 2012, Le et al., 2019, Petrova and Cialdini, 2005, Walters et al., 2007). This research adopts a stimulus-based mental imagery approach to minimize uncontrolled variables, including vlog content, destination choice, narrative content, vlog quality, vlog entrepreneur credibility, and favourability. The focus is on the rich sensory language in the script, using a plain narration format without the interference of verbal features.

With the rise of pan-Asian cuisine in western society, a survey in the UK by Wing Yip Group found that among the respondents, 94% of the respondents has tried Chinese food and over 50% of the respondents have tried Thai food, and 35% has tried Japanese food (WingYip, 2016). Japan was selected as the food destination due to its popularity and quantity of food travel vlogs. The food selection, Japanese ramen, is a common dish and easy to associate with working and long-term memory.

Choice of the language style

Aimed to choose a suitable food vlog script, preliminary research on 49 food travel vlogger entrepreneurs and 192 food travel vlogs on YouTube was conducted. The sample was selected based on keyword search and manual examination of audience engagement and involvement, with most vlogs chosen having an average rating of at least 4.5 out of 5 which is perceived as being very positive. The language style of the vlogs was analysed by using Linguistic Inquiry and Word Count (LIWC) -22 software. LIWC is a text analysis software which uses a dictionary-based approach to analysing each word against its pre-defined psychological, emotional content and linguistic dimensions (Boyd et al., 2022). Quantitative generalised regression analysis was conducted based on the method and procedure proposed by Munaro et al. (2021) to evaluate the relationship between language style and audience engagement. The study found that narrativity, adjectives, and tone sentiment were key factors in audience engagement. Based on these findings, the chosen stimulus script was selected from a real YouTube food travel vlog that featured rich sensory adjectives and metaphors, positive language with positive sentiment, a food travel experience story on Japanese ramen dish, and preferably, spatial image descriptions.

A pilot survey was conducted to assess the efficacy of the selected stimulus in inducing attitude and behavioural intention change and verify the readability of the questionnaire for the primary survey. Initially five native English speakers were invited as a panel to review the questionnaire to ensure the explicitness and clarity of the questions. One question has been revised based on their feedback resulting in better readability. Subsequently, a pilot study with 50 participants was conducted which obtained Cronbach's Alpha demonstrated satisfactory reliability of the questionnaire.

Data and sample

In this study, the target population was individuals aged 18-65 years old with experience watching travel vlogs or food travel vlogs, based on the prevalence of using social media for travel decision-making and virtual tourism among younger generations (Chakravarty et al., 2021, Du et al., 2022, Wang and Park, 2022, Xu et al., 2021). A non-probability sampling approach was chosen for its cost-effectiveness, timesaving and convenience, as compared to probability sampling (Saunders et

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3 al., 2019). A sample size of 355 valid respondents was obtained from Amazon Turk crowdsourcing
4 platform, which has been demonstrated as a viable method for data collection (e.g., ha et al., 2019).
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6 Participants were incentivised with £0.50 for completing the survey and a unique random code
7 was provided as an authentication token. The self-administered questionnaire on Qualtrics was
8 designed with non-skip question mode and no missing data. A manual screening process was
9 carried out to filter out low-quality responses. The sample size was considered sufficient to account
10 for non-probability sampling bias, taking into consideration cost, time, feasibility, and the data
11 analysis method.
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20 *Measurement scales*

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22 Previous studies have validated the use of self-administered surveys to measure perceptions of
23 human-technology interaction in areas such as website, e-commerce, and social networking sites
24 (Bogicevic et al., 2019, Lee and Gretzel, 2012). The proposed model includes two exogenous
25 variables related to mental imagery (quantity and modality), three mediators (attitude, behavioural
26 involvement with food and intention to taste), one outcome variable (visit intention).
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31 The two-dimension mental imagery scale by Lee and Gretzel (2012) was utilised in this study,
32 with slight modifications to the modality dimension to include questions about mental imagery of
33 food presentation, flavour, texture, and smell. Quantity and modality were measured using seven-
34 point rating scales. Attitude is measured on the three items, seven-pointed Likert agree-disagree
35 (Lee et al., 2010). A four-item, seven point Likert agree-disagree scale from Kim et al. (2018) is
36 adopted to measure behavioural involvement with food. The intention to taste adapts Wang (2011)
37 three items, seven-point Likert agree-disagree scale. Visit intention is measured by Alvarez and
38 Campo (2014) three items, seven-point Likert agree-disagree scale. The language is adjusted to
39 food travel vlog context. A summary of all the constructs and measurement scales applied in this
40 study can be referred as Table VI in Appendix II. All the items utilised a seven-point Likert scale
41 based on the adoption of the original scales. By aligning with the extant literature, the study ensures
42 compatibility and comparability with the previous research findings. The full questionnaire is
43 attached as Appendix IV Table I shows the demographic characteristics of the participants.
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Table I Sample characteristics (Authors' own creation)

Demographics	Label	Frequency	Valid Percentage
Age	18-24	26	7.3
	25-34	154	43.4
	35-44	103	29.0
	45-54	42	11.8
	55-65	30	8.5
Gender	Male	188	53.0
	Female	167	47.0
Food origin	African Cuisine	13	3.7
	North American Cuisine	153	43.1
	South American Cuisine	88	24.8
	Asian Cuisine	50	14.1
	European Cuisine	44	12.4
	Other	7	2.0
Education level	Highschool or below	25	7.0
	College or Associate degree	36	10.1
	Bachelor's degree	226	63.7
	Master's or Doctorate	68	19.2

Control variables

The study controls for four demographic variables (age, gender, food origin, and education level), two travel-related variables (familiarity and pre-attitude) to mitigate alternative explanations. Familiarity was measured using a three-item, seven-point Likert scale adapted from Pieniak et al. (2009). Pre-attitude was measured using a three-item, seven-point bipolar scale (Coker et al., 2021, Ha et al., 2019), with language adjusted for the research context.

Data analyses

Structural Equation Modelling technique was adopted because of its robust analytical strength in examining the relationships among multiple latent constructs, correct for measurement error and

evaluate the goodness fit of the proposed hypotheses (Hair, 2019). To evaluate the proposed hypotheses, a two-stage structural equation modelling (SEM) approach was employed in accordance with Anderson and Gerbing (1988). The initial step involved conducting a confirmatory factor analysis (CFA) to assess the validity of the measurement model. Subsequently, SEM was performed to test the hypotheses. The estimation of the covariance matrix was performed using maximum likelihood estimation with the Amos 28.0 software. To examine the hypotheses related to the mediating effect of attitude, behavioural involvement with food, intention to taste and visit intention, the SPSS PROCESS macro Model 81 was employed as described by Hayes (2017).

Empirical analyses and results

Scales' reliability and validity

The reliability for each scale was evaluated using Cronbach's α and Construct reliability (CR), while average variance extracted (AVE) was used to evaluate the convergent validity (Anderson and Gerbing, 1988, Hair, 2019). As shown in table II, the results indicated that the Cronbach's α and CR values for all constructs were within the acceptable threshold of 0.7, indicating good internal consistency of the items, as suggested by Bagozzi and Yi (1988). Additionally, all constructs demonstrated convergent validity, with AVE values exceeding the recommended level of 0.50, as suggested by Bagozzi and Yi (1988) and Fornell and Larcker (1981). In addition, the standardised factor loading of each item is over 0.60 as recommended by Field (2013). Based on these key indicators, all the constructs have exceeded the recommended threshold of reality and validity check, and can be used to investigate the conceptual model (Hu and Bentler, 1999).

Table II Factor analysis, Cronbach's α , composite reliability (CR), and convergent validity (AVE) (Authors' own creation)

Construct	Items in scale	Factor loading	Mean
Quantity (0.82 ^a ;0.82 ^b ;0.60 ^c)	a) While I read the script, many images came to my mind.	0.74	5.52

	b) While I read the script, I experienced various images in my mind	0.79	5.56
	c) While I read the script, a lot of images came to my mind	0.79	5.52
Modality (0.82 ^a ;0.82 ^b ;0.54 ^c)	a) It was easy for me to imagine the food presentation	0.70	5.62
	b) It was easy for me to imagine the food texture	0.72	5.51
	c) It was easy for me to imagine the food smell	0.73	5.47
	d) It was easy for me to imagine the food flavour	0.77	5.44
Attitude (0.78 ^a ;0.78 ^b ;0.54 ^c)	a) Based on the script I read, the food destination is very attractive.	0.67	5.59
	b) Based on the script I read, I would love to visit this destination if given the opportunity.	0.75	5.66
	c) Based on the script I read, I am very confident that the destination will deliver the promised experience.	0.74	5.55
Behavioural Involvement with food (0.78 ^a ;0.78 ^b ;0.55 ^c)	a) I'd like to watch more food travel vlog concerning this destination after reading this script.	0.73	5.47
	b) I'd like to search more information on this destination after reading this script	0.75	5.51
	c) I became interested in the kinds of this destination foods after reading this script.	0.73	5.39
Intention to taste (0.81 ^a ;0.81 ^b ;0.58 ^c)	a) After reading the script, I would like to taste Ramen/Japanese food within 6 months.	0.79	5.66

	b) After reading the script, I will taste Ramen/Japanese food suggested by the script in the future	0.74	5.51
	c) After reading the script, I think I will taste Ramen/Japanese food within the next year.	0.77	5.61
Visit intention (0.83 ^a ;0.83 ^b ;0.62 ^c)	a) In the future I intend to visit Japan.	0.79	5.49
	b) I would choose Japan for my next holidays	0.76	5.32
	c) I would prefer to visit Japan as the food destinations as opposed to other similar destinations	0.81	5.22

Notes: ^a Cronbach's Alpha; ^b CR; ^c AVE

Confirmatory factor analysis

Confirmatory factor analysis has been conducted to test the relationships between six constructs (mental imagery quantity, mental imagery modality, attitude, behavioural involvement with food, intention to taste and visit intention). There are 19 observed variables presented in the model. The model is overidentified with 137 degrees of freedom. All the recommended thresholds for model fit indices (Hair, 2019) were adequately satisfied with an χ^2 value of 243.56 (df = 137 and p 0.000), CMIN/DF (χ^2 /df) = 1.78, CFI = 0.97, TLI=0.97, IFI=0.97, RMSEA = 0.05)

Results

SEM technique with the maximum likelihood estimation was conducted to test the proposed hypotheses. Table III shows the values achieved for SEM fit indices; the model is a good fit considering the values achieved in all fit indices with χ^2 value of 260.30 (df = 144 and p 0.000), CMIN/DF (χ^2 /df) = 1.81, NFI=0.95, RFI=0.93, IFI=0.97, TLI=0.96, CFI = 0.97, GFI = 0.93,

RMSEA = 0.05, SRMR=0.04, PClose=0.64), which exceed the acceptable baseline value (Hu and Bentler, 1999).

Table III Model fit indices (Authors' own creation)

SEM Model fit indices		Baseline values	Remarks
χ^2	260.30		
df	144		
χ^2/df	1.81	Between 1 and 3	Good fit
NFI	0.95	>0.90	Good fit
RFI	0.93	>0.90	Good fit
IFI	0.97	>0.90	Good fit
TLI	0.96	>0.95	Good fit
CFI	0.97	>0.95	Good fit
GFI	0.93	>0.90	Good fit
RMSEA	0.05	<0.06	Good fit
SRMR	0.04	<0.08	Good fit
PClose	0.64	>0.05	Good fit

Table IV illustrates the hypotheses testing. H1a and H1b tested the direct positive effect on attitude from mental imagery quantity ($\beta=0.577$, $p<0.001$) and modality ($\beta=0.368$, $p<0.010$) on attitude. H1 is supported, suggesting that as the mental imagery quantity and modality increase, audiences tend to have a more positive attitude. Meanwhile, mental imagery quantity has higher co-efficient with stronger significance over modality which means that the influence of mental imagery quantity is more significant than mental imagery modality on influencing attitude. H2 is very strongly supported ($\beta=0.968$, $p<0.001$), suggesting that people who have a more positive attitude towards food destination are more likely to be actively involved with food related activities. H3 is also very strongly supported ($\beta=0.981$, $p<0.001$), which suggests that audiences with a more positive attitude towards food destination are more likely to intend to taste. H4 is not supported, and the path does not have a significant effect. This suggests that attitude does not significantly predict audiences' visit intention.

Table IV Results of hypotheses testing (Authors' own creation)

Path in the model	Std. Beta	SE	CR
H1a: quantity → attitude	0.577 ***	0.11	4.16
H1b: modality →attitude	0.368 **	0.11	2.74
H2: attitude →behavioural involvement with food	0.968 ***	0.10	11.97
H3: attitude →intention to taste	0.981 ***	0.10	12.76
H4: attitude →visit intention	-1.514 ^{n.s.}	1.90	-1.13

*** $p < 0.001$, ** $p < 0.010$, ^{n.s.} =not significant

To test the mediation effects stated in H5 and H6, bootstrapping analysis was examined by using Model 81, 5000 bootstrap samples from SPSS Process macro (Hayes, 2017). Model 81 is designed to test combined parallel and serial mediations which in this case, the parallel mediators (behavioural involvement with food and intention to taste) and the serial mediation (attitude). The controlled variables were entered as co-variates. Based on Zhao et al. (2010), the mediating effects are supported if the 95% bias corrected bootstrap confidence interval does not include 0. As shown in table V, the indirect effects as proposed in H5 and H6 are significant. The total indirect effect between mental imagery and visit intention is 0.54, which means that mental imagery can positively affect audiences visit intention through five different pathways. An overview of standardised regression estimates of the proposed model can be referred as Figure III in Appendix III.

Table V Mediating effects (Authors' own creation)

	Effect	Bootstrap SE	95% bias-corrected bootstrap confidence intervals
Total	0.54	0.08	0.38-0.70
H5a: Mental imagery- attitude-visit intention	0.14	0.08	-0.03-0.29
H5b: Mental imagery- behavioural involvement with food- visit intention	0.16	0.05	0.07-0.26

H5c: Mental Imagery-attitude-behavioural involvement with food-visit intention	0.06	0.03	0.02-0.11
H6a: Mental imagery- intention to taste- visit intention	0.12	0.03	0.03-0.22
H6b: Mental imagery-attitude-intention to taste-visit intention	0.06	0.03	0.01-0.13

Discussion

The present study establishes a robust connection between mental imagery and attitude towards a destination, which is consistent with prior research. Two dimensions of mental imagery, quantity and modality, are positively influencing attitude. Mental imagery processing literature underscores the significance of mental imagery in shaping destination attitude, as it directly affects the affective response. This finding aligns with embodied cognition theories, which suggest that offline sensory experiences lead to attitude change (Niedenthal et al., 2005). The finding that mental imagery quantity drives attitude change is in line with the finding from Lee et al. (2010). Although previous research, such as Walters et al. (2007) has tended to measure mental imagery using elaboration (quantity) and quality, the results of this study suggest that modality of mental imagery also directly influences attitude change.

Furthermore, the results demonstrate that mental imagery quantity and modality significantly contribute to behavioural involvement with food and intention to taste. While some studies have confirmed a positive relationship between attitude and visit intention in the context of mental imagery processing in tourism settings, such as Skard et al. (2021) and Alyahya and McLean (2022), who confirmed the positive relationship in the context of Virtual Reality evoked mental imagery, no direct relationship was found between attitude and visit intention in our research. This could be due to the limitations of the textual script and the limited content, which only focused on a single dish. As a result, the positive relationship between attitude and visit intention was not significant. However, attitude exhibited a strong positive relationship with behavioural involvement with food and intention-to-taste. This result is consistent with Wang's (2011) work,

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3 which highlights the importance of increasing the desire to taste in enhancing audience intention
4 to taste in a blog context. Furthermore, there was a strong indirect effect of post-attitude towards
5 visit intention through both behavioural involvement with food and intention to taste. This finding
6 is consistent with research on food blogs (Mainolfi et al., 2021).
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10 **Practical and Theoretical Implications**

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13 The present study expands the existing research on language style in travel vlogger entrepreneurs
14 and its influence on audiences' visit intention by examining the role of sensory-rich language in
15 evoking mental imagery. Specifically, a structural equation model is employed to investigate the
16 relationship between vloggers' linguistic style, audiences' mental imagery, and their attitude and
17 behaviour towards food travel vlogging. The results highlight the importance of sensory cues
18 embedded in language style in enhancing the persuasive effects of vlogger communication. The
19 study contributes to the literature on mental imagery and language style by showing how vlogger
20 entrepreneurs can use sensory-rich language to evoke mental imagery and drive audiences' attitude
21 and behaviour towards food travel vlogging. Moreover, it sheds light on the under-researched area
22 of linguistic style in digital entrepreneurial communication in the tourism industry.
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31 The practical implications of the findings are also noteworthy. For food travel vlogger
32 entrepreneurs, the results provide valuable insights into the effective organisation of a sensory-rich
33 narrative story and the use of sensory words to enhance bodily feelings. This knowledge can also
34 be applied to other contexts, such as VR storytelling and experiential destination marketing
35 enterprises. Destination marketing managers can use the study results to further collaborate with
36 food travel vlogger entrepreneurs in developing effective marketing communication strategies
37 where they pay particular attention on narrative story and the use of words to evoke positive
38 feelings towards the destinations. Successful online communication style can increase vloggers'
39 social media followership and engagement and thus enhance the followers' positive attitudes
40 towards the destination and travel vlogger entrepreneur's content.
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49 Overall, our study adds to the understanding of the role of language style in vlogger entrepreneurial
50 communication and provides actionable insights for vlogger entrepreneurs looking to improve
51 their social media engagement and revenue. The implications of this study are valid to a wider
52 spectrum of areas where digital entrepreneurs are identified as an effective marketing
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3 communication tool, for example, fashion and beauty, lifestyle/health and fitness, and other
4 entertainment industries.
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10 **Limitations and Future Directions**

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12 The potential bias in the sample recruitment process via the Amazon Turk Mechanism is one of
13 the study's limitations. While this strategy allows us to easily reach out to a varied range of
14 individuals, it also had drawbacks in terms of representativeness and the possibility for response
15 bias. To address this restriction in future studies, we advocate adopting multiple recruiting
16 strategies and alternative recruitment methods and sample sources.
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22 Another limitation of this study is that it focuses primarily on the impact of vlogger language
23 features on audiences' perceptions and habits towards Japanese ramen. Food tourism encompasses
24 a wide range of food varieties, cultures, and settings. Therefore, broadening the scope of our
25 analysis to include diverse types of food and cultures would provide a more complete knowledge
26 of audience attitudes and behaviours in the context of food tourism. Accordingly, additional
27 research into varied cuisines from different areas, as well as the influence of cultural elements on
28 audience perceptions and behaviours, is recommended in a future work.
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35 Furthermore, while our study used written narrative scripts to investigate the impact of language
36 characteristics on mental imagery, attitude, and behavioural intention, it is important to note that
37 this method may only capture a portion of the effect of spoken narratives or other nonverbal
38 communication elements. To remedy this limitation, additional measures can be considered in
39 future study to capture the entire impact of vloggers' verbal characteristics (e.g., voice pitch,
40 tone,), and non-verbal characteristics (e.g., facial expressions) on audience attitudes and
41 behaviours.
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47 **Conclusion**

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50 In summary, this study adds to the existing literature by investigating the mediating effects of
51 attitude, behavioural involvement with food, and intention to taste in the relationship between
52 mental imagery and visit intention, using a sensory-rich food travel vlog script. The findings
53 suggest that the quantity and modality of mental imagery positively influence destination attitude,
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3 behavioural involvement with food, and intention to taste. Although mental imagery quantity and
4 modality does not have a direct impact on visit intention, the three mediators play a crucial role in
5 all five indirect paths, indicating that visit intention is not solely a consequence of mental imagery
6 processing. However, if audiences develop a stronger behavioural involvement with food, such as
7 searching for more information or watching more food travel vlogs, it can increase their intention
8 to taste the food and further enhance their visit intention.
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Appendix I

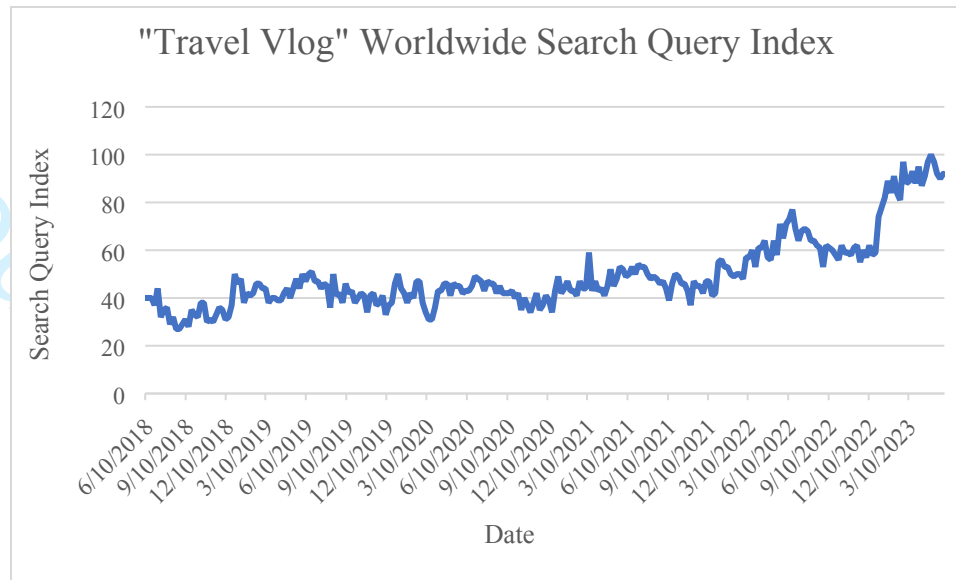


Figure I: Keyword- "Travel vlog" Worldwide Search Query Index (Data extracted from Google Trends with specific queries)

Appendix II

Table VI Constructs and measurement scales (summarised from the extant literature)

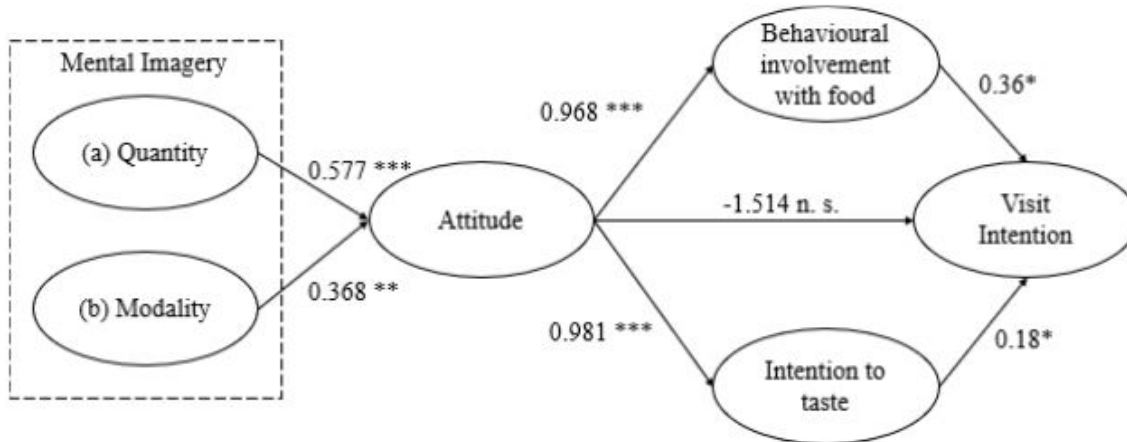
Construct	Measurement	Measurement Scale	Reported Reliability	Sources
Mental imagery	quantity: Many images came to my mind; A lot of images came to my mind; I experienced various images in my mind. modality I imagined a food presentation; I imagined food texture; I imagined smell; I imagined flavour.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92 0.83	(Lee and Gretzel, 2012)

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2					
3	Attitude	1. Based on the script I read, the food destination is very attractive	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Lee et al., 2010)
4		2. Based on the script I read, I would love to visit this destination if given the opportunity.			
5		3. Based on the script I read, I am very confident that the destination will deliver the promised experience.			
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16	Behavioural involvement with food	1. I'd like to watch more food travel vlogs concerning this destination after reading this script.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Kim et al., 2018)
17		3. I'd like to search for more information on this destination after reading this script.			
18		4. I became interested in the kinds of this destination foods after reading this script			
19					
20					
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28	Intention to taste	1. After reading the script, I would like to taste Ramen/Japanese food within 6 months.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92	(Wang, 2011)
29		2. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future			
30		3. After reading the script, I think I will taste Ramen/Japanese food within the next year.			
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42	Visit intention	1. In the future I intend to visit Japan.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.91	(Alvarez and Campo, 2014)
43		2. I would choose Japan for my next holidays			
44		3. I would prefer to visit Japan as the food destination as opposed to other similar destinations.			
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2					
3	Age	Age: 18-24; 25-34;35-44;45-		--	
4		54;55-65			
5	Gender	Male/ Female			
6	Education and	Education: high school or			
7		below; college;			
8		undergraduate; postgraduate			
9		or higher			
10	Food origin	African cuisine; North			
11		American Cuisine; South			
12		American Cuisine; Asian			
13		Cuisine; European Cuisine;			
14		Others			
15					
16					
17					
18	Familiarity	1. The food is familiar	7-point Likert	0.74	(Pieniak et
19		2. The food Is what I usually	scales		al., 2009)
20		eat	(1=strongly		
21		3. Is like the food I ate when	disagree,		
22		I was a child	7=strongly		
23			agree)		
24					
25					
26					
27					
28	Pre-attitude	Bad–Good	7 -point bipolar	0.91	(Coker et
29		Unfavourable–Favourable	scale		al., 2021)
30		Dislike–Like			
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Appendix III

Figure III: Standardised regression estimates of the proposed model (Authors' own creation)



Note: *** $p < 0.001$, ** $p < 0.010$, n. s. =not significant

Appendix IV Questionnaire (Authors' own creation)

Participant information:

Thank you for showing interest in this research. You are invited to participate in this research as you are 18 to 65 and have social media experience, especially travel vlogs for travel ideas and planning.

This research examines the emotional and behavioural influences of food travel vlog narration language. It will take 10 minutes to complete the survey. Before deciding whether to participate in this study, you need to understand why the research is being conducted and what will be involved. Please take a minute to read the following information carefully.

We need participants from different backgrounds to evaluate the extracted food travel vlog script

1
2
3 without bias and tell us your emotional responses and behavioural intentions based on the script.
4

5 Your answers are valuable to us, and meanwhile, we hope you find this survey interesting.

6 You are free to decide whether to leave the study before completion. You will be invited to read
7 one food travel vlog script from a real vlogger. Please imagine as much as possible based on the
8 words. The result of this study could be published in a research paper, dissertation, or online
9 blog. All the information collected will be kept confidential and only for research purposes. The
10 data collected and processed will be anonymised and will not contain any personally identifiable
11 information.
12
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19

20 Yes

21
22 1. What is your age?
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27 18- 24

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29 25-34

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31 35-44

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33 45-54

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35 55-65
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41 2. Which gender identity do you most identify with?
42
43
44
45

46 Female

47
48 Male
49
50
51
52

53 3. What is your education level? What is your education level (please circle on the most
54 appropriate number)
55
56
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- 1
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4
5
6 High school or below College Undergraduate Postgraduate or higher
7
8
9

10 4. What is(are) the main cuisine type(s) that you are brought up with?
11
12
13

14
15 African Cuisine
16

17 North American Cuisine
18

19 South American Cuisine
20

21 Asian Cuisine
22

23 European Cuisine
24

25 Other _____
26
27
28
29
30

31 5. How familiar are you with Japanese food?
32
33
34
35

36 5a: I am very familiar with this food destination.
37
38
39
40

41 Strongly Disagree
42

43 Moderately Disagree
44

45 Slightly Disagree
46

47 Neutral
48

49 Slightly Agree
50

51 Moderately Agree
52

53 Strongly Agree
54
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4
5
6 5b. Japanese food is what I usually eat.
7

8 Strongly Disagree
9

10 Moderately Disagree
11

12 Slightly Disagree
13

14 Neutral
15

16 Slightly Agree
17

18 Moderately Agree
19

20 Strongly Agree
21
22
23
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27
28

29 5c. Japanese food is like the food I ate when I was a child.
30
31
32
33

34 Strongly Disagree
35

36 Moderately Disagree
37

38 Slightly Disagree
39

40 Neutral
41

42 Slightly Agree
43

44 Moderately Agree
45

46 Strongly Agree
47
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56 6. The previous experience of Japanese cuisine to me is
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2									
3	Bad	1	2	3	4	5	6	7	Good
4									
5	Unfavourable	1	2	3	4	5	6	7	Favourable
6									
7									
8	Dislike	1	2	3	4	5	6	7	Like
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10									
11									
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The following script is transcribed from a multimedia food vlog. Based on the script, please try to imagine the food travel experience as much as possible.

We are heading to a famous ramen restaurant in Japan.

Oh look, they have these private ramen booths. Tick your preference, and hand it over. You can order extra noodles here and extra toppings and extra side dishes. I'm going to go ahead and check that right now before I eat because that is happening. Extra pork, egg, yes, please. Premium sliced pork, yes, please! I feel like I'm in a secret society where some random mysterious person just handed me ramen from a window. I mean because I don't see their face. All I can see from the window is a 90-degree bow.

I am so excited. Let's try this soup. That is delicious, believe it or not. I can taste how incredibly rich and porky this broth is. it is loaded with flavour. let's try my firm noodles. Oh, that's incredible. Nothing I've ever had in the US can even come close to this as I asked for. The noodles are very firm. They're able to grab the soup so well that you can taste how fresh these noodles are. Look at it. You can see all the red chilli flakes. You see that I mean each strand of noodles I mean, it's holding on to the broth for dear life. The pork bone has been boiled on high heat for a few days allowing the marrow to seep out the bones and break down to an almost milky state giving the broth a cloudy quality like a dream. Here we go, this slurp off [Slurping Sound] Mmm...

1
2
3 *It is delicious. The broth is stunning, but these noodles are al dente. This will be the perfect thing*
4 *to have especially if it's cold outside where there's like a huge winter storm because really this*
5 *doesn't just warm your body up. It warms your soul up. This is by far the best ramen broth. I've*
6 *ever had. The broth is rich. It's porky. It's slightly gelatinous. That is some good rich broth. I*
7 *wish they sold this as a canned soup. I'm so happy should I get a second bowl. Now, this is*
8 *perfect. You guys are ready to see something beautiful. it's quite garlicky, but we can add*
9 *another clove in there, look at that, wow! And you can just mix all that garlic in, and we're going*
10 *to taste Cha-shiu. I do feel like ramen without an egg is just incomplete. It is a glorious milky*
11 *eggy sunset. Look how orange and glorious that runny yolk is. This thing is so smooth. If you*
12 *ever want your taste buds to witness a glorious sunset, put this in your mouth. I'm just so*
13 *overwhelmed with emotions right now. Oh, this is a life-changing bowl right here. Add some*
14 *sesame to that pork bone marrow and get some nuttiness. Life-changing! That's the joy of Japan.*
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27 7a. This script really intrigued me
28
29
30

31 Strongly Disagree
32
33

34 Moderately Disagree
35
36

37 Slightly Disagree
38
39

40 Neutral
41
42

43 Slightly Agree
44
45

46 Moderately Agree
47
48

49 Strongly Agree
50
51

52 7b. If I had seen this script at home, I'd have watched the whole thing.
53
54
55

56 Strongly Disagree
57
58
59
60

1
2
3 Moderately Disagree

4
5
6 Slightly Disagree

7
8 Neutral

9
10 Slightly Agree

11
12 Moderately Agree

13
14
15 Strongly Agree

16
17
18
19
20 7c. The script reminded me of experiences or feelings I've had in my own life

21
22 Strongly Disagree

23
24 Moderately Disagree

25
26 Slightly Disagree

27
28 Neutral

29
30 Slightly Agree

31
32 Moderately Agree

33
34
35 Strongly Agree

36
37
38
39
40
41 7d. I felt as though I was right there in the situation experiencing the same thing

42
43 Strongly Disagree

44
45 Moderately Disagree

46
47 Slightly Disagree

48
49 Neutral

50
51 Slightly Agree

52
53
54 Moderately Agree

1
2
3 Strongly Agree
4
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6
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8 7e. I would like to have an experience like the one shown in the script.
9

10 Strongly Disagree
11

12 Moderately Disagree
13

14 Slightly Disagree
15

16 Neutral
17

18 Slightly Agree
19

20 Moderately Agree
21

22 Strongly Agree
23
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25
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28

29 8a. While I read the script, many images came to my mind.
30
31
32
33

34 Strongly Disagree
35

36 Moderately Disagree
37

38 Slightly Disagree
39

40 Neutral
41

42 Slightly Agree
43

44 Moderately Agree
45

46 Strongly Agree
47
48
49
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53 8b. While I read the script, I experienced various images in my mind
54

55 Strongly Disagree
56
57
58
59
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1
2
3 Moderately Disagree

4
5
6 Slightly Disagree

7
8 Neutral

9
10 Slightly Agree

11
12 Moderately Agree

13
14
15 Strongly Agree

16
17
18
19
20 8c. While I read the script, a lot of images came to my mind

21
22 Strongly Disagree

23
24 Moderately Disagree

25
26 Slightly Disagree

27
28 Neutral

29
30 Slightly Agree

31
32 Moderately Agree

33
34
35 Strongly Agree

36
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41 9a. It was easy for me to imagine the food presentation

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43
44 Strongly Disagree

45
46 Moderately Disagree

47
48 Slightly Disagree

49
50 Neutral

51
52 Slightly Agree

1
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3 Moderately Agree
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5 Strongly Agree
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10 9b. It was easy for me to imagine the food texture
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14
15 Strongly Disagree
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17 Moderately Disagree
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19 Slightly Disagree
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21 Neutral
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23 Slightly Agree
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25 Moderately Agree
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27 Strongly Agree
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34 9c. It was easy for me to imagine the food smell
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39 Strongly Disagree
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41 Moderately Disagree
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43 Slightly Disagree
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45 Neutral
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47 Slightly Agree
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49 Moderately Agree
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51 Strongly Agree
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6 9d. It was easy for me to imagine the food flavour
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10 Strongly Disagree

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12 Moderately Disagree

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14 Slightly Disagree

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17 Neutral

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20 Slightly Agree

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22 Moderately Agree

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25 Strongly Agree
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32 10a. Based on the script I read, the food destination is very attractive.
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36 Strongly Disagree

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38 Moderately Disagree

39
40 Slightly Disagree

41
42
43 Neutral

44
45 Slightly Agree

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48 Moderately Agree

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51 Strongly Agree
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56 10b. Based on the script I read, I would love to visit this destination if given the opportunity.
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6 Strongly Disagree

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8 Moderately Disagree

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10 Slightly Disagree

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12 Neutral

13
14 Slightly Agree

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16 Moderately Agree

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18 Strongly Agree

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24
25 10c. Based on the script I read, I am very confident that the destination will deliver the promised
26 experience.
27

28
29
30
31 Strongly Disagree

32
33 Moderately Disagree

34
35 Slightly Disagree

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37 Neutral

38
39 Slightly Agree

40
41 Moderately Agree

42
43 Strongly Agree

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53 11a. I'd like to watch more food travel vlog concerning this destination after reading this script.
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1
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3 Strongly Disagree

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6 Moderately Disagree

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8 Slightly Disagree

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10 Neutral

11
12 Slightly Agree

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15 Moderately Agree

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17
18 Strongly Agree

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21
22 11b. I'd like to search more information on this destination after reading this script

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27 Strongly Disagree

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29 Moderately Disagree

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31 Slightly Disagree

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33 Neutral

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35 Slightly Agree

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37 Moderately Agree

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40 Strongly Agree

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48 11c. I became interested in the kinds of this destination foods after reading this script.

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53 Strongly Disagree

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55 Moderately Disagree

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3 Slightly Disagree

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6 Neutral

7
8 Slightly Agree

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10 Moderately Agree

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13 Strongly Agree

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22 12a. After reading the script, I would like to taste Ramen/Japanese food within 6 months.

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24
25 Strongly Disagree

26
27 Moderately Disagree

28
29 Slightly Disagree

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31
32 Neutral

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34 Slightly Agree

35
36
37 Moderately Agree

38
39 Strongly Agree

40
41
42
43
44 12b. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future

45
46 Strongly Disagree

47
48 Moderately Disagree

49
50 Slightly Disagree

51
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53 Neutral

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55
56 Slightly Agree

1
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3 Moderately Agree

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6 Strongly Agree

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11 12c. After reading the script, I think I will taste Ramen/Japanese food within the next year.

12
13 Strongly Disagree

14
15 Moderately Disagree

16
17 Slightly Disagree

18
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20 Neutral

21
22 Slightly Agree

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24
25 Moderately Agree

26
27 Strongly Agree

28
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31
32 13a. In the future I intend to visit Japan.

33
34 Strongly Disagree

35
36 Moderately Disagree

37
38 Slightly Disagree

39
40
41 Neutral

42
43 Slightly Agree

44
45 Moderately Agree

46
47
48 Strongly Agree

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53 13b. I would choose Japan for my next holidays

54
55
56 Strongly Disagree

1
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3 Moderately Disagree
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5 Slightly Disagree
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8 Neutral
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10 Slightly Agree
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12 Moderately Agree
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14 Strongly Agree
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20 13c. I would prefer to visit Japan as the food destinations as opposed to other similar destinations
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22 Strongly Disagree
23

24 Moderately Disagree
25

26 Slightly Disagree
27

28 Neutral
29

30 Slightly Agree
31

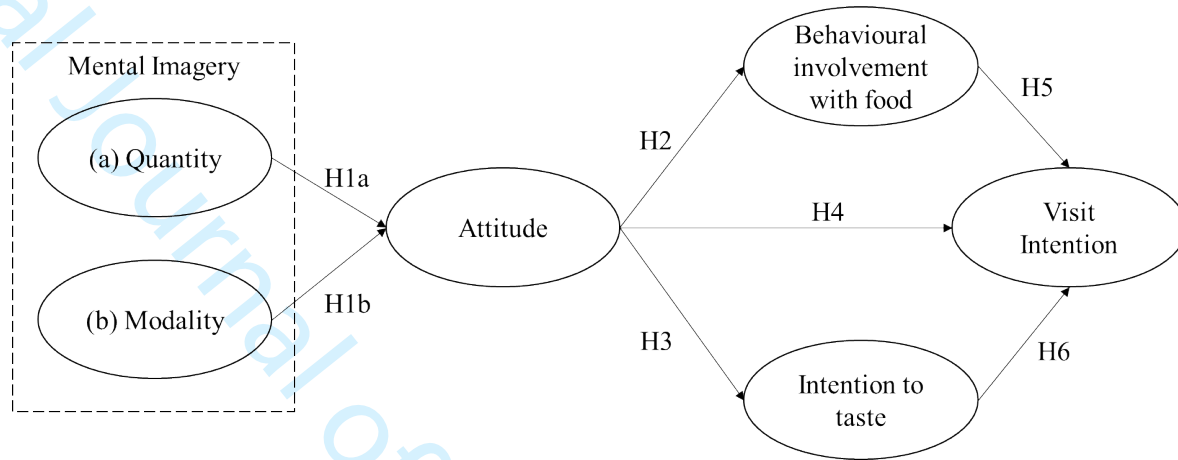
32 Moderately Agree
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34 Strongly Agree
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14. Please write down any comments you might have regarding this survey (if you had difficulty understanding the questions, any issues related to the content or the format of the study, etc.).

Thank you for completing the questionnaire.



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Figure II Summary of hypotheses (Authors' own creation)

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Table I Sample characteristics (Authors' own creation)

Demographics	Label	Frequency	Valid Percentage
Age	18-24	26	7.3
	25-34	154	43.4
	35-44	103	29.0
	45-54	42	11.8
	55-65	30	8.5
Gender	Male	188	53.0
	Female	167	47.0
Food origin	African Cuisine	13	3.7
	North American Cuisine	153	43.1
	South American Cuisine	88	24.8
	Asian Cuisine	50	14.1
	European Cuisine	44	12.4
	Other	7	2.0
Education level	Highschool or below	25	7.0

Demographics	Label	Frequency	Valid Percentage
	College or Associate degree	36	10.1
	Bachelor's degree	226	63.7
	Master's or Doctorate	68	19.2

Table II Factor analysis, Cronbach's α , composite reliability (CR), and convergent validity (AVE) (Authors' own creation)

Construct	Items in scale	Factor loading	Mean
Quantity (0.82 ^a ;0.82 ^b ;0.60 ^c)	a) While I read the script, many images came to my mind.	0.74	5.52
	b) While I read the script, I experienced various images in my mind	0.79	5.56
	c) While I read the script, a lot of images came to my mind	0.79	5.52
Modality (0.82 ^a ;0.82 ^b ;0.54 ^c)	a) It was easy for me to imagine the food presentation	0.70	5.62
	b) It was easy for me to imagine the food texture	0.72	5.51
	c) It was easy for me to imagine the food smell	0.73	5.47
	d) It was easy for me to imagine the food flavour	0.77	5.44
Attitude (0.78 ^a ;0.78 ^b ;0.54 ^c)	a) Based on the script I read, the food destination is very attractive.	0.67	5.59
	b) Based on the script I read, I would love to visit this destination if given the opportunity.	0.75	5.66
	c) Based on the script I read, I am very confident that the destination will deliver the promised experience.	0.74	5.55

Behavioural Involvement with food	a) I'd like to watch more food travel vlog concerning this destination after reading this script.	0.73	5.47
(0.78 ^a ;0.78 ^b ;0.55 ^c)	b) I'd like to search more information on this destination after reading this script	0.75	5.51
	c) I became interested in the kinds of this destination foods after reading this script.	0.73	5.39
Intention to taste	a) After reading the script, I would like to taste Ramen/Japanese food within 6 months.	0.79	5.66
(0.81 ^a ;0.81 ^b ;0.58 ^c)	b) After reading the script, I will taste Ramen/Japanese food suggested by the script in the future	0.74	5.51
	c) After reading the script, I think I will taste Ramen/Japanese food within the next year.	0.77	5.61
Visit intention	a) In the future I intend to visit Japan.	0.79	5.49
(0.83 ^a ;0.83 ^b ;0.62 ^c)	b) I would choose Japan for my next holidays	0.76	5.32
	c) I would prefer to visit Japan as the food destinations as opposed to other similar destinations	0.81	5.22

Notes: ^a Cronbach's Alpha; ^b CR; ^c AVE

Table III Model fit indicis (Authors' own creation)

SEM Model fit indices		Baseline values	Remarks
χ^2	260.30		
df	144		
χ^2/df	1.81	Between 1 and 3	Good fit
NFI	0.95	>0.90	Good fit

RFI	0.93	>0.90	Good fit
IFI	0.97	>0.90	Good fit
TLI	0.96	>0.95	Good fit
CFI	0.97	>0.95	Good fit
GFI	0.93	>0.90	Good fit
RMSEA	0.05	<0.06	Good fit
SRMR	0.04	<0.08	Good fit
PClose	0.64	>0.05	Good fit

Table IV Results of hypotheses testing (Authors' own creation)

Path in the model	Std. Beta	SE	CR
H1a: quantity → attitude	0.577 ***	0.11	4.16
H1b: modality →attitude	0.368 **	0.11	2.74
H2: attitude →behavioural involvement with food	0.968 ***	0.10	11.97
H3: attitude →intention to taste	0.981 ***	0.10	12.76
H4: attitude →visit intention	-1.514 n.s.	1.90	-1.13

*** p < 0.001, ** p < 0.010, n.s. =not significant

Table V Mediating effects (Authors' own creation)

	Effect	Bootstrap SE	95% bias-corrected bootstrap confidence intervals
Total	0.54	0.08	0.38-0.70
H5a: Mental imagery- attitude-visit intention	0.14	0.08	-0.03-0.29
H5b: Mental imagery- behavioural involvement with food- visit intention	0.16	0.05	0.07-0.26

H5c: Mental Imagery-attitude- behavioural involvement with food- visit intention	0.06	0.03	0.02-0.11
H6a: Mental imagery- intention to taste- visit intention	0.12	0.03	0.03-0.22
H6b: Mental imagery-attitude- intention to taste-visit intention	0.06	0.03	0.01-0.13

Appendix I

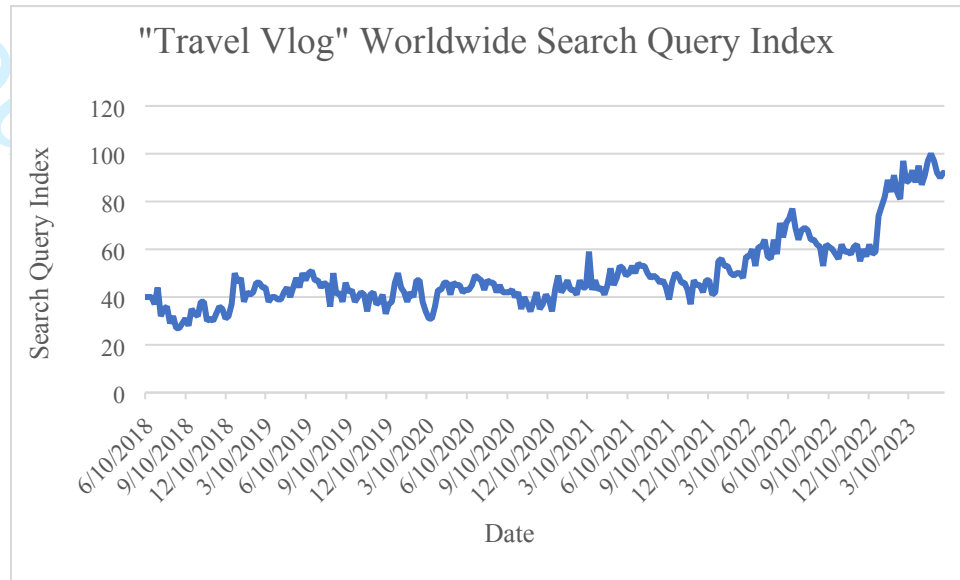


Figure I: Keyword- “Travel vlog” Worldwide Search Query Index (Data extracted from Google Trends with specific queries)

Appendix II

Table VI Constructs and measurement scales (summarised from the extant literature)

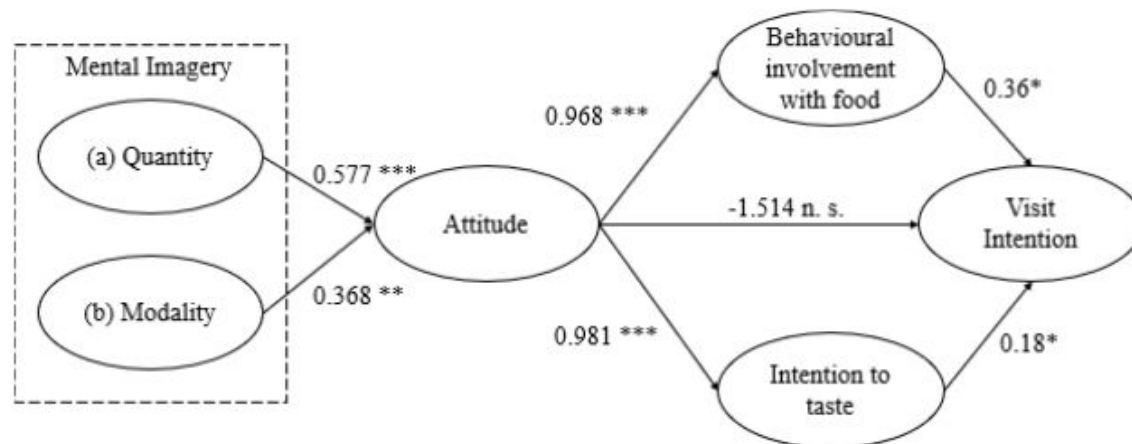
Construct	Measurement	Measurement Scale	Reported Reliability	Sources
Mental imagery	quantity: Many images came to my mind; A lot of images came to my mind; I experienced various images in my mind. modality I imagined a food presentation; I imagined food texture; I imagined smell; I imagined flavour.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92 0.83	(Lee and Gretzel, 2012)

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3	Attitude	1. Based on the script I read, the food destination is very attractive	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Lee et al., 2010)
4		2. Based on the script I read, I would love to visit this destination if given the opportunity.			
5		3. Based on the script I read, I am very confident that the destination will deliver the promised experience.			
6					
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16	Behavioural involvement with food	1. I'd like to watch more food travel vlogs concerning this destination after reading this script.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.86	(Kim et al., 2018)
17		3. I'd like to search for more information on this destination after reading this script.			
18		4. I became interested in the kinds of this destination foods after reading this script			
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28	Intention to taste	1. After reading the script, I would like to taste Ramen/Japanese food within 6 months.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.92	(Wang, 2011)
29		2. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future			
30		3. After reading the script, I think I will taste Ramen/Japanese food within the next year.			
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42	Visit intention	1. In the future I intend to visit Japan.	7-point Likert scales (1=strongly disagree, 7=strongly agree)	0.91	(Alvarez and Campo, 2014)
43		2. I would choose Japan for my next holidays			
44		3. I would prefer to visit Japan as the food destination as opposed to other similar destinations.			
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2					
3	Age	Age: 18-24; 25-34;35-44;45-		--	
4		54;55-65			
5	Gender	Male/ Female			
6	Education and	Education: high school or			
7		below; college;			
8		undergraduate; postgraduate			
9		or higher			
10	Food origin	African cuisine; North			
11		American Cuisine; South			
12		American Cuisine; Asian			
13		Cuisine; European Cuisine;			
14		Others			
15					
16					
17					
18	Familiarity	1. The food is familiar	7-point Likert	0.74	(Pieniak et
19		2. The food Is what I usually	scales		al., 2009)
20		eat	(1=strongly		
21		3. Is like the food I ate when	disagree,		
22		I was a child	7=strongly		
23			agree)		
24					
25					
26					
27					
28	Pre-attitude	Bad–Good	7 -point bipolar	0.91	(Coker et
29		Unfavourable–Favourable	scale		al., 2021)
30		Dislike–Like			
31					
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Appendix III

Figure III: Standardised regression estimates of proposed model (Authors' own creation)



Note: *** $p < 0.001$, ** $p < 0.010$, n. s. =not significant

Appendix IV Questionnaire (Authors' own creation)

Participant information:

Thank you for showing interest in this research. You are invited to participate in this research as you are 18 to 65 and have social media experience, especially travel vlogs for travel ideas and planning.

This research examines the emotional and behavioural influences of food travel vlog narration language. It will take 10 minutes to complete the survey. Before deciding whether to participate in this study, you need to understand why the research is being conducted and what will be involved. Please take a minute to read the following information carefully.

We need participants from different backgrounds to evaluate the extracted food travel vlog script

1
2
3 without bias and tell us your emotional responses and behavioural intentions based on the script.
4

5 Your answers are valuable to us, and meanwhile, we hope you find this survey interesting.

6 You are free to decide whether to leave the study before completion. You will be invited to read
7 one food travel vlog script from a real vlogger. Please imagine as much as possible based on the
8 words. The result of this study could be published in a research paper, dissertation, or online
9 blog. All the information collected will be kept confidential and only for research purposes. The
10 data collected and processed will be anonymised and will not contain any personally identifiable
11 information.
12
13
14
15
16
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18
19

20 Yes

21
22 1. What is your age?
23
24
25

26
27 18- 24

28
29 25-34

30
31 35-44

32
33 45-54

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35 55-65
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41 2. Which gender identity do you most identify with?
42
43
44
45

46 Female

47
48 Male
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50
51
52

53 3. What is your education level? What is your education level (please circle on the most
54 appropriate number)
55
56
57
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- 1
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5
6 High school or below College Undergraduate Postgraduate or higher
7
8
9

10 4. What is(are) the main cuisine type(s) that you are brought up with?
11
12
13
14

15 African Cuisine

16 North American Cuisine

17 South American Cuisine

18 Asian Cuisine

19 European Cuisine

20 Other _____
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22
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31 5. How familiar are you with Japanese food?
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37 5a: I am very familiar with this food destination.
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41 Strongly Disagree

42 Moderately Disagree

43 Slightly Disagree

44 Neutral

45 Slightly Agree

46 Moderately Agree

47 Strongly Agree
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6 5b. Japanese food is what I usually eat.
7

8 Strongly Disagree
9

10 Moderately Disagree
11

12 Slightly Disagree
13

14 Neutral
15

16 Slightly Agree
17

18 Moderately Agree
19

20 Strongly Agree
21
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29 5c. Japanese food is like the food I ate when I was a child.
30
31
32
33

34 Strongly Disagree
35

36 Moderately Disagree
37

38 Slightly Disagree
39

40 Neutral
41

42 Slightly Agree
43

44 Moderately Agree
45

46 Strongly Agree
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56 6. The previous experience of Japanese cuisine to me is
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1									
2									
3	Bad	1	2	3	4	5	6	7	Good
4									
5	Unfavourable	1	2	3	4	5	6	7	Favourable
6									
7									
8	Dislike	1	2	3	4	5	6	7	Like
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The following script is transcribed from a multimedia food vlog. Based on the script, please try to imagine the food travel experience as much as possible.

We are heading to a famous ramen restaurant in Japan.

Oh look, they have these private ramen booths. Tick your preference, and hand it over. You can order extra noodles here and extra toppings and extra side dishes. I'm going to go ahead and check that right now before I eat because that is happening. Extra pork, egg, yes, please. Premium sliced pork, yes, please! I feel like I'm in a secret society where some random mysterious person just handed me ramen from a window. I mean because I don't see their face. All I can see from the window is a 90-degree bow.

I am so excited. Let's try this soup. That is delicious, believe it or not. I can taste how incredibly rich and porky this broth is. it is loaded with flavour. let's try my firm noodles. Oh, that's incredible. Nothing I've ever had in the US can even come close to this as I asked for. The noodles are very firm. They're able to grab the soup so well that you can taste how fresh these noodles are. Look at it. You can see all the red chilli flakes. You see that I mean each strand of noodles I mean, it's holding on to the broth for dear life. The pork bone has been boiled on high heat for a few days allowing the marrow to seep out the bones and break down to an almost milky state giving the broth a cloudy quality like a dream. Here we go, this slurp off [Slurping Sound] Mmm...

1
2
3 *It is delicious. The broth is stunning, but these noodles are al dente. This will be the perfect thing*
4 *to have especially if it's cold outside where there's like a huge winter storm because really this*
5 *doesn't just warm your body up. It warms your soul up. This is by far the best ramen broth. I've*
6 *ever had. The broth is rich. It's porky. It's slightly gelatinous. That is some good rich broth. I*
7 *wish they sold this as a canned soup. I'm so happy should I get a second bowl. Now, this is*
8 *perfect. You guys are ready to see something beautiful. it's quite garlicky, but we can add*
9 *another clove in there, look at that, wow! And you can just mix all that garlic in, and we're going*
10 *to taste Cha-shiu. I do feel like ramen without an egg is just incomplete. It is a glorious milky*
11 *eggy sunset. Look how orange and glorious that runny yolk is. This thing is so smooth. If you*
12 *ever want your taste buds to witness a glorious sunset, put this in your mouth. I'm just so*
13 *overwhelmed with emotions right now. Oh, this is a life-changing bowl right here. Add some*
14 *sesame to that pork bone marrow and get some nuttiness. Life-changing! That's the joy of Japan.*
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27 7a. This script really intrigued me
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30

31 Strongly Disagree
32
33

34 Moderately Disagree
35

36 Slightly Disagree
37
38

39 Neutral
40

41 Slightly Agree
42
43

44 Moderately Agree
45

46 Strongly Agree
47
48
49
50

51 7b. If I had seen this script at home, I'd have watched the whole thing.
52
53
54

55 Strongly Disagree
56
57
58
59
60

1
2
3 Moderately Disagree

4
5
6 Slightly Disagree

7
8 Neutral

9
10 Slightly Agree

11
12 Moderately Agree

13
14
15 Strongly Agree

16
17
18
19
20 7c. The script reminded me of experiences or feelings I've had in my own life

21
22 Strongly Disagree

23
24 Moderately Disagree

25
26 Slightly Disagree

27
28 Neutral

29
30 Slightly Agree

31
32 Moderately Agree

33
34
35 Strongly Agree

36
37
38
39
40
41 7d. I felt as though I was right there in the situation experiencing the same thing

42
43 Strongly Disagree

44
45 Moderately Disagree

46
47 Slightly Disagree

48
49 Neutral

50
51 Slightly Agree

52
53
54 Moderately Agree

1
2
3 Strongly Agree
4
5
6
7

8 7e. I would like to have an experience like the one shown in the script.
9

10 Strongly Disagree

11
12 Moderately Disagree

13
14 Slightly Disagree

15
16
17 Neutral

18
19 Slightly Agree

20
21 Moderately Agree

22
23
24 Strongly Agree
25
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27
28

29 8a. While I read the script, many images came to my mind.
30
31
32
33

34 Strongly Disagree

35
36 Moderately Disagree

37
38 Slightly Disagree

39
40
41 Neutral

42
43 Slightly Agree

44
45 Moderately Agree

46
47
48 Strongly Agree
49
50
51
52

53 8b. While I read the script, I experienced various images in my mind
54

55 Strongly Disagree
56
57
58
59
60

1
2
3 Moderately Disagree

4
5
6 Slightly Disagree

7
8 Neutral

9
10 Slightly Agree

11
12 Moderately Agree

13
14
15 Strongly Agree

16
17
18
19
20 8c. While I read the script, a lot of images came to my mind

21
22 Strongly Disagree

23
24 Moderately Disagree

25
26 Slightly Disagree

27
28 Neutral

29
30 Slightly Agree

31
32 Moderately Agree

33
34
35 Strongly Agree

36
37
38
39
40
41 9a. It was easy for me to imagine the food presentation

42
43
44 Strongly Disagree

45
46 Moderately Disagree

47
48 Slightly Disagree

49
50 Neutral

51
52 Slightly Agree

1
2
3 Moderately Agree
4

5 Strongly Agree
6
7
8
9

10 9b. It was easy for me to imagine the food texture
11
12
13

14
15 Strongly Disagree
16

17 Moderately Disagree
18

19 Slightly Disagree
20

21 Neutral
22

23 Slightly Agree
24

25 Moderately Agree
26

27 Strongly Agree
28
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34 9c. It was easy for me to imagine the food smell
35
36
37
38

39 Strongly Disagree
40

41 Moderately Disagree
42

43 Slightly Disagree
44

45 Neutral
46

47 Slightly Agree
48

49 Moderately Agree
50

51 Strongly Agree
52
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6 9d. It was easy for me to imagine the food flavour
7
8
9

10 Strongly Disagree

11
12 Moderately Disagree

13
14 Slightly Disagree

15
16
17 Neutral

18
19
20 Slightly Agree

21
22 Moderately Agree

23
24
25 Strongly Agree
26
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29
30

31
32 10a. Based on the script I read, the food destination is very attractive.
33
34
35

36 Strongly Disagree

37
38 Moderately Disagree

39
40 Slightly Disagree

41
42
43 Neutral

44
45 Slightly Agree

46
47
48 Moderately Agree

49
50
51 Strongly Agree
52
53
54
55

56 10b. Based on the script I read, I would love to visit this destination if given the opportunity.
57
58
59
60

1
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3
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5
6 Strongly Disagree

7
8 Moderately Disagree

9
10 Slightly Disagree

11
12 Neutral

13
14 Slightly Agree

15
16 Moderately Agree

17
18 Strongly Agree

19
20
21
22
23
24
25 10c. Based on the script I read, I am very confident that the destination will deliver the promised
26 experience.
27

28
29
30
31 Strongly Disagree

32
33 Moderately Disagree

34
35 Slightly Disagree

36
37 Neutral

38
39 Slightly Agree

40
41 Moderately Agree

42
43 Strongly Agree

44
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52
53 11a. I'd like to watch more food travel vlog concerning this destination after reading this script.
54
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56
57
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1
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3 Strongly Disagree
4

5 Moderately Disagree
6

7 Slightly Disagree
8

9 Neutral
10

11 Slightly Agree
12

13 Moderately Agree
14

15 Strongly Agree
16
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21

22 11b. I'd like to search more information on this destination after reading this script
23
24
25
26

27 Strongly Disagree
28

29 Moderately Disagree
30

31 Slightly Disagree
32

33 Neutral
34

35 Slightly Agree
36

37 Moderately Agree
38

39 Strongly Agree
40
41
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47

48 11c. I became interested in the kinds of this destination foods after reading this script.
49
50
51
52

53 Strongly Disagree
54

55 Moderately Disagree
56
57
58
59
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1
2
3 Slightly Disagree

4
5
6 Neutral

7
8 Slightly Agree

9
10 Moderately Agree

11
12 Strongly Agree

13
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21
22 12a. After reading the script, I would like to taste Ramen/Japanese food within 6 months.

23
24
25 Strongly Disagree

26
27 Moderately Disagree

28
29 Slightly Disagree

30
31 Neutral

32
33 Slightly Agree

34
35 Moderately Agree

36
37 Strongly Agree

38
39
40
41
42
43
44 12b. After reading the script, I will taste Ramen/Japanese food suggested by the script in the future

45
46 Strongly Disagree

47
48 Moderately Disagree

49
50 Slightly Disagree

51
52 Neutral

53
54 Slightly Agree

1
2
3 Moderately Agree

4
5
6 Strongly Agree

7
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10
11 12c. After reading the script, I think I will taste Ramen/Japanese food within the next year.

12
13 Strongly Disagree

14
15 Moderately Disagree

16
17 Slightly Disagree

18
19
20 Neutral

21
22 Slightly Agree

23
24
25 Moderately Agree

26
27 Strongly Agree

28
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30
31
32 13a. In the future I intend to visit Japan.

33
34 Strongly Disagree

35
36
37 Moderately Disagree

38
39 Slightly Disagree

40
41
42 Neutral

43
44 Slightly Agree

45
46
47 Moderately Agree

48
49 Strongly Agree

50
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52
53 13b. I would choose Japan for my next holidays

54
55
56 Strongly Disagree

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Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

13c. I would prefer to visit Japan as the food destinations as opposed to other similar destinations

Strongly Disagree

Moderately Disagree

Slightly Disagree

Neutral

Slightly Agree

Moderately Agree

Strongly Agree

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2
3 14. Please write down any comments you might have regarding this survey (if you had difficulty
4 understanding the questions, any issues related to the content or the format of the study, etc.).
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17 Thank you for completing the questionnaire.
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