[Journal of Travel and Tourism Marketing. Special Issue: Visual Media and Tourism]

HOW ARE FOOD VIDEO CLIPS EFFECTIVE IN PROMOTING FOOD TOURISM?: GENERATION Y VERSUS NON-GENERATION Y

ABSTRACT

The purpose of this study was to identify the effects of a food tourism video clip created by a destination marketing organization (DMO) on potential tourists' perceptions of the destination's food values, familiarity with the destination's food, behavioral involvement with the destination's food, and intention to visit the destination for food tourism. A number of important findings were generated. First, of the five food values, "global food" and "attractive food" significantly influenced the respondents' familiarity with Hong Kong food. Second, for the Generation Y group, Hong Kong food values such as "global food," "attractive food," and "realistic restaurants" had strong effects on the viewers' behavioral involvement with Hong Kong food, while no such relationship was found between food value and behavioral involvement with Hong Kong food among the non-Generation Y group. Third, comparison of two generation groups showed that "realistic restaurants" had significantly more influence on behavioral involvement with Hong Kong food in the Generation Y group than in the non-Generation Y group. Overall, the results showed that the efficacy of the video clip in persuading potential tourists to visit the destination differed according to the generation.

KEYWORDS: food, video clip, Hong Kong, Korean, value, promotion, Generation Y

INTRODUCTION

Food tourism has attracted significant research attention in the last decade (Björk &

Kauppinen-Räisänen, 2016; Mkono, Markwell, & Wilson, 2013; Molz, 2007; Smith & Costello, 2009). Hall & Mitchell (2001) gave more rigorous definition about food tourism, such as *"visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel"* (p. 308). However, a more flexible definition of food tourism is tourist activities that are totally or partially related to tasting a place's cuisine or to engaging in activities related to gastronomy (Herrera, 2012; Mak, Lumbers, & Eves, 2012).

For example, the Korea Tourism Organization promoted the country as a culinary destination in collaboration with famous celebrities, including star chefs and movie stars (Kim, Choe, & Lee, 2016). The literature indicates that many DMOs have transformed their major marketing tools to promote the foods of their destinations more effectively. Traditionally, DMOs have fostered food tourism through brochures, radio, and TV advertisements (Frochot, 2003; Hjalager & Corigliano, 2000; Mellinger, 1994; Okumus, Okumus, & McKercher, 2007; Pritchard & Morgan, 1996). However, today, many DMOs attempt to build their brands as culinary destinations by creating video clips and posting them on social media and the Internet (Lim, Chung, & Weaver, 2012; Ontario Culinary Tourism Alliance + Skift, 2015). Although numerous DMOs have created and posted video clips on cyberspace platforms (Roque & Raspo, 2015), little is known about how food tourism video clips affect viewers' familiarity and behavioral involvement with local food and whether the video clips are effective in producing the primary desired outcomes, such as higher levels of viewers' behavioral intention to visit the destination. In particular, little research has explored the different effects of promotional video clips among different generations.

Comments, recommendations, and visual images of actual destinations in social media are considered to influence prospective tourists. Social media has become a major tool for

companies in promoting certain products and communicating with customers as a marketing strategy. Lim et al. (2012) have argued that *"social media has shifted the paradigm of brand creation"* (p. 199). In the past, information on products and advertisements used to be controlled by companies. However, today, a brand can be generated and changed by consumers who share and disseminate information about products via social media. In this regard, many DMOs have realized the value of posting video clips on social media. However, few studies have examined the efficacy of video clips in promoting destinations. As a result, the literature has failed to keep abreast of the industry trends.

The aim of this study is to examine how promotional video clips posted on social media platforms by DMOs affect viewers, particularly with respect to food tourism products. Specifically, this study has seven objectives: (1) to identify the Hong Kong food values perceived by potential tourists; (2) to assess whether the food values featured on video clips influence the viewers' familiarity with Hong Kong food; (3) to investigate whether a tourism destination's food values featured on a video clip affect behavioral involvement with the destination's food; (4) to investigate whether a tourism destination's food values featured on a video clip influence the intention to visit the destination for food tourism; (5) to explore whether familiarity with a destination's food affects the behavioral involvement with the destination's food; (6) to analyze whether familiarity and behavioral involvement with a destination's food affect the intention to visit the destination for food tourism; and (7) to examine whether two structural models differ with respect to samples of Generation Y and non-Generation Y subjects.

Food Tourism in Hong Kong

In this study, Hong Kong was selected as the research site to investigate the effectiveness of food tourism video clips. There are several reasons for selecting Hong Kong

as a culinary tourism destination. First, Hong Kong is a famous gastronomic tourism destination which provides unique and/or multiethnic cuisines, creative chefs, unique marine and agricultural products, and a unique culinary heritage (Horng & Tsai, 2012). Second, Hong Kong was ranked one of the world's best food cities in the 2014 Readers' Choice Awards (Traveler, 2016). The publication of a Michelin guide on Hong Kong has also enhanced the image of Hong Kong as an Asian culinary capital. Third, since 2009, Hong Kong has organized various culinary events, such as the Hong Kong Wine and Dine Festival, and has successfully attracted large numbers of local and international tourists.

The Hong Kong Tourism Board endeavors to promote Hong Kong's image by producing numerous promotional video clips. In 2014, it launched a global branding campaign called "My Time for Hong Kong" to promote the pleasurable and unique experiences that global consumers can have in Hong Kong (Hong Kong Information Services Department, 2015). Promotional video clips produced by the Hong Kong Tourism Board have won a number of renowned international awards, such as the "Marketing-Primary Government Destination" category of the 2015 PATA Gold Award and the "Campaigns" category of the 2015 ASTRID Awards. A number of food tourism video clips have been created and posted in the "My Time for Hong Kong" and "Shop and Dine" categories.

The Hong Kong Tourism Board stated that the promotional video clips were created to reflect authentic Hong Kong culture to consumers and to differentiate the destination from other tourist destinations (Hong Kong Tourism Board, 2016). For example, in one video, the three Michelin star chef Alvin Leung described how to consume all parts of a cow in Hong Kong and introduced real Hong Kong locals. Although the real street and authentic food culture of Hong Kong may be considered unfamiliar to international tourists, it seems that the Hong Kong Tourism Board has not hesitated to show what locals are actually doing in real life.

LITERATURE REVIEW

Video Clips as a Promotional Tool for a Tourism Destination

Given the life cycle of a destination, emerging new competitors, and ongoing advancements in technology, a successful marketing tool to employ is continuing destination promotion (MacKay & Smith, 2006; Morgan & Pritchard, 2000; Pan, 2009; Shani, Chen, Wang, & Hua, 2010). Moreover, the characteristics of tourism products, such as the intangibility of products and the impossibility of prior testing or experience, necessitate ongoing destination promotion. A destination marketer's visual promotional activities provide effective forms of sensory stimulation that can provoke the viewer's imagination, provide virtual experiences, and convey information from experts and tourists (Chiou, Wan, & Lee, 2008; De Vries, Gensler, & Leeflang, 2012; Tussyadiah & Fesenmaier, 2009). These visual promotional tools contribute to creating favorable images and enhancing the intention to revisit (Gartner, 1994; Morgan & Pritchard, 2000; Pan, 2009).

Video clips can be readily posted on YouTube from a personal computer (PC) or other social media devices. Recently, improvements in Internet capacities, such as the speed and the amount of content possible to post, have meant that video clips can be posted to cyberspace and rapidly downloaded. YouTube is commonly used to share information among consumers and as an important marketing tool for destination marketers (Hajli, 2014; Reino & Hay, 2011). Hence, tourism organizations can maximize the effects of promoting their destinations by using new platforms such as YouTube and can decide which media type they should focus on for their destination marketing.

Recent tourism studies have shown that social media influences how tourists plan their trips (Chang & Wu, 2015; Hays, Page, & Buhalis, 2013; Hudson, Roth, Madden, & Hudson, 2015; Miguéns, Baggio, & Costa, 2008; Neff, 2012; Reino & Hay, 2011; Roque & Raposo, 2015; Tussyadiah & Fesenmaier, 2009; Xiang & Gretzel, 2010). For example, Neff (2012)

found that consumers perceive a brand more positively when they watch a company's video clips on YouTube than when they view conventional advertisements such as TV commercials. Roque and Raposo (2015) compared the usefulness of social media tools among 13 DMOs and found that 12 of these DMOs preferred to use YouTube as a promotional tool, although the number of uploaded video clips differed among the DMOs. The maximum number of viewers was observed for an Australian DMO which also had the largest number of followers on YouTube. They also found that YouTube promotions maximized the effects of the DMOs' communication and marketing efforts to different degrees. Reino and Hay (2011) cited the example of Tourism Ireland's GO campaign as a case illustrating the desirability of using YouTube for destination marketing. In this campaign, short films featuring local people from Ireland were posted on YouTube. The locals introduced many Irish attractions that are not well described in the ordinary guidebooks. The local people were considered to have produced trustworthy accounts of authentic places in their hometown.

In terms of food tourism, YouTube video clips can play a greater role than other marketing approaches because food can stimulate sensory effects. For example, DMOs in South Australia produced dozens of food tourism video clips based on the theme of "South Australia's Food and Wine." In the video clips, talented local chefs, food producers, and wine makers shared their food philosophy and linked it to storytelling about the food culture of South Australia. The efforts of these DMOs were successful because Australia moved from tenth to the third place behind France and Italy as one of the most preferred destinations to visit for food tourism.

However, if used incorrectly, video clips can have adverse effects for destination marketers (Reino & Hay, 2011; Zhang, 2015). For example, Reino and Hay (2011) found that outdated and unmanaged video clips on a DMO's website can make the DMO lose credibility and reduce the intention to travel. In a similar manner, Zhang (2015) observed that

controversial and unreliable contents can trigger negative images of a destination in the destination choice process.

In sum, it has become a global pattern for potential tourists to choose their destinations, accommodation, and facilities/services after searching the Internet and viewing video clips that have been uploaded by tourists, businesses, and public agencies. As a result of this trend, video clips of tourism destinations have increasingly been used to promote places, enhance their brand image, and reinforce brand loyalty (Lim et al., 2012; Reino & Hay, 2011; Smith, Fischer, & Yongjian, 2012; Zhang, 2015). Although the use of video clips has become prevalent in the industry, follow-up research is only beginning to explore their effects in light of the growing worldwide trend.

Food Values Featured on Video Clips and Familiarity with the Food

Food has a range of values, such as taste, comfortability, healthiness, exoticness, culture, and beauty (Roseman, 2006). These values can be categorized as utilitarian (e.g., the cost of food, taste of food, food portion, variety of options, and health food options), hedonic (e.g., ethnic food culture, entertainment, escape, exoticness, and ambience of the restaurant), social (e.g., social relations and interaction during meal, prestige, and status distinction by food), and epistemic (e.g., curiosity, novelty, and knowledge about food) (Adongo, Anuga, & Dayour, 2015; Chang et al., 2011; Enrique Bigné, Sánchez, & Andreu, 2009; Fields, 2002; Gyimóthy & Mykletun, 2009; Ha & Jang, 2013).

In particular, ethnic foods have a range of symbolic meanings with respect to culture, tradition, history, and ethnic authenticity. Thus, the values of food can be examined using the symbolic communications model to understand the transfer of meaning between the video clip and the viewer. According to the symbolic communications model, an advertiser strives to foster a “product meaning bundle” by linking modern cultural symbols with the product

(Koernig & Boyd, 2009; Lord & Putrevu, 2009). Values, ideas, meanings, and beliefs are embedded in a product by formulating close links between the product and its symbol (Carlson & Donavan, 2008). The advertiser wants to achieve a unit association through appropriation of the symbol. As a result, the association of the symbolic icon with food elaborates its meaning bundle, which is then transmitted to current or future diners through various means of communication.

In this study, Hong Kong food is examined as a representative ethnic and regional example of Chinese cuisine. The perceptions of diverse Hong Kong food values are elicited from viewers of a YouTube video clip created by the Hong Kong Tourism Board. As shown in previous studies, a person who is exposed to a YouTube promotional video knows the precise characteristics of the product and feels closer to the product (Chang & Wu, 2015; Hudson et al., 2015; Miguéns et al., 2008; Neff, 2012; Xiang & Gretzel, 2010).

Similarly, viewers of video media on Hong Kong food are likely to form an impression because they can learn about the products and become more familiar with the cuisine. This is more probable in this study because the sample respondents had not travelled to Hong Kong before and so had not tasted the authentic cuisine in Hong Kong. Research suggests that the more people learn about Hong Kong food values through watching promotional video clips, the more likely they are to be familiar with Hong Kong food. To test this, the following hypothesis is proposed:

H1: The Hong Kong food values featured in the video clip are likely to positively influence the viewer's familiarity with Hong Kong foods.

Food Values Featured on Video Clips and Behavioral Involvement with the Food

Studies on social media have found that the destination attributes screened on video clips reinforce behavioral involvement with the destination (Tussyadiah & Fesenmaier, 2009; Wu, Wei, & Chen, 2008). For example, Tussyadiah and Fesenmaier (2009) content analyzed

120 YouTube video clips about New York that were created by real tourists and 576 viewers' comments on the video clips. They found that the images presented to viewers generated pleasure and induced people to vividly imagine and become keenly interested in the destination. Wu et al. (2008) found out that Internet advertising content design significantly affected product involvement such as information search efforts and testing the product.

The video clip used in this study shows Hong Kong restaurants in which people are dining, food stands on the street, how the foods are cooked, and commentaries from food experts. The promotional video is expected to stimulate viewers' enduring involvement with Hong Kong foods, such as talking with friends about Hong Kong food, visiting Hong Kong restaurants in the viewer's country, and other related pursuits. Therefore, the second hypothesis is stated as follows:

H2: The Hong Kong food values featured in the video clip are likely to positively influence the viewer's behavioral involvement with Hong Kong foods.

Food Values Featured on Video Clips and the Intention to Visit the Destination for Food Tourism

Studies have shown that memorable and impressive media created by DMOs can educate and motivate viewers and increase their intention to visit the featured place (Pan, 2009; Shani et al., 2010; Tussyadiah & Fesenmaier, 2009). Pan (2009) found that viewers of a New Zealand tourism promotional video who were satisfied and impressed with the video clip were more likely to visit the destination.

Shani et al. (2010) tested the effect of a promotional video on China as a tourism destination. After watching the video clip, the respondents perceived a more positive image of China. Among the destination attributes, "culture and nature tourism" was revealed to be the most influential factor in explaining the respondents' behavioral intention to visit China and to search for information about China as a travel destination. However, "infrastructure and

superstructure" had no effect on people's future behavioral intentions. Similarly, Shao, Li, Morrison, and Wu (2016) showed the effects of a social media micro-film marketing clip created by a DMO in Shaoxing, China. After the micro-film, called "Cherry Blossoms for Love," was diffused through social media, tourist numbers in the destination increased by 175.3% and the perception of the destination changed from traditional and ancient to romantic and stylish. In particular, the diverse attractions and tourism products, such as local wine, that featured on the video were found to increase viewers' intention to visit the place (Shao et al., 2016).

Overall, the literature suggests that effective tourism video clips produced by DMOs create a positive perception of a destination's attributes and are more likely to result in a stronger intention to visit the destination. Therefore, the Hong Kong cuisine depicted in the video clip is likely to enhance the viewers' intention to visit Hong Kong for food tourism. This leads to the following hypothesis:

H3: The Hong Kong food values featured in the video clip are likely to positively influence the viewer's intention to visit Hong Kong for food tourism.

Familiarity with Food, Behavioral Involvement with Food, and the Intention to Visit the Food Destination

Familiarity refers to knowledge gained through exposure to information concerning the service provider (Webb, 2000). A potential tourist can become familiar with a destination by learning about the destination's attributes through education, media, experience, and personal contact (Gursoy, 2011; Sun, Chi, & Xu, 2013; Tan & Wu, 2016). Most tourism destination studies concur that familiarity with a destination affects all destination choice procedures (Chen & Lin, 2012; Elliot & Papadopoulos, 2011; Gursoy & McCleary, 2004; Horng, Liu, Chou, & Tsai, 2012; Lu, Chi, & Liu, 2015; Ozdemir et al., 2012; Prentice, 2004; Sharifpour, Walters, Ritchie, & Winter, 2013; Sun et al., 2013; Tan & Wu, 2016).

For example, Chen and Lin (2012) found that Chinese tourists who were more familiar

with Taiwan had a positive image of the destination and a stronger intention to visit the destination. Similarly, Sun et al. (2012) identified that familiarity with the destination positively affected Chinese domestic tourists' satisfaction and tourists' destination loyalty through their perception of an enhanced image. Moreover, the important roles of the traditional media and online promotions were found to be conducive to raising the levels of destination familiarity among tourists. Tan and Wu (2016) found that information familiarity (degree of exposure to destination brochures, official websites, travel guidebooks, etc.) positively and directly affected Taiwanese tourists' future intention to visit Hong Kong. In addition, educational familiarity (degree of exposure to TV programs, movies, novels, and educational institutions) indirectly but still positively affected Taiwanese tourists' intention to visit Hong Kong (Tan & Wu, 2016). These results are similar to those of Elliot et al. (2011), who found that product familiarity strongly affects destination beliefs and destination receptivity. In other words, tourists who are familiar with a destination's product tend to evaluate the product more favorably and be more willing to travel to that location.

In this study, it is hypothesized that viewers' familiarity with Hong Kong foods is likely to lead them to become more behaviorally involved with these foods. Moreover, because the respondents have never visited Hong Kong before, it is reasonable to assume that the viewers become familiar with Hong Kong foods after watching the short video clip. The level of familiarity may stimulate people's curiosity to search for more information about Hong Kong foods and to become more interested in them. Thus, the following hypotheses are proposed:

H4: Familiarity with Hong Kong food is likely to positively influence behavioral involvement with Hong Kong food.

H5: Familiarity with Hong Kong food is likely to positively influence the intention to visit Hong Kong for food tourism.

Behavioral Involvement with Food and Intention to Visit the Food Destination

Personal involvement refers to the degree to which an individual is engaged in an activity, product, or experience (Prayag & Ryan, 2012; Josiam, Smeaton, & Clements, 1999). The level of involvement influences the intensity or amount of effort and time spent in the decision-making process (Lu et al., 2015; Prayag & Ryan, 2012). For example, Lu et al. (2015) revealed that tourists who had a higher level of involvement in diverse tourism activities were more likely to be satisfied with their trips to historic districts. In a similar vein, the level of involvement with a film was found to be closely correlated with the quality of tourists' experiences and further satisfaction with their tourism experiences on site (Kim, 2012).

A higher level of involvement with a travel product in the context of a travel agency's Internet banner advertising was found to have a significant effect on intention to purchase an air ticket (Wu et al., 2008). Similarly, the quality of visual media content has been shown to determine the level of involvement with a travel product and in turn lead to further behavioral involvement (Lim et al., 2012; Reino & Hay, 2011; Tussyadiah & Fesenmaier, 2009; Zhang, 2015). These results imply that it is important to discover which attributes of tourism video clips are more effective in inducing individuals' behavioral involvement.

In this study, behavioral involvement with Hong Kong food is mainly evaluated by viewers' interest in food, information search efforts, and communication with people who have tasted Hong Kong food or visited a Hong Kong restaurant in their homeland. Research indicates that involvement is positively related to the destination and actual visits; thus, involvement with Hong Kong food is more likely to play an important role in the behavioral intention to visit the destination. This leads to our following hypothesis:

H6: Behavioral involvement with Hong Kong food is likely to positively influence the intention to visit Hong Kong for food tourism.

Preference for Social Media and Food Tourism among Generation Y

Generation Y has been widely recognized as an important tourist market because most

of this generation already have travel experience or intend to travel abroad using the stronger spending power they have compared to other generations (Benckendorff, Moscardo, & Pendergast, 2010; Raunio, 2014). The major traits of Generation Y include more frequent travel, a strong motivation to explore new places, greater use of the Internet to book hotels and purchase tourism products, and an aspiration to receive updates (Na'Desh, 2008). This tech-savvy generation is also well known as the most visually sophisticated of any generation (Benckendorff et al., 2010).

Members of Generation Y like to share their local food experience through social media and to spend a lot of money on good food while travelling (Ontario Culinary Tourism Alliance + Skift, 2015). Destination marketers prefer to target Generation Y when they promote ethnic or regional foods (Ontario Culinary Tourism Alliance + Skift, 2015). For example, because members of Generation Y consider food tourism to be a leisure activity, the potential for the growth of wine tourism is reliant on this generation (Treloar, Hall & Mitchell, 2004).

In sum, because members of Generation Y are more familiar with social media and tend to seek out authentic local culinary experiences, food tourism video clips are expected to have different degrees of influence on the tourist behavior of different generations. As a result, the effectiveness of food tourism video clips in capturing the attention of Generation Y and non-Generation Y viewers is expected to differ.

H7: The two structural equation models differ according to Generation Y and non-Generation Y.

METHODS

Measurement

The aim of this study was to analyze the effects of a video clip on viewer perception. Thus, it was important to choose an appropriate video clip that best corresponded to the study's objectives. Two video clips developed by the Hong Kong Tourism Board in 2015 were

combined to make a three-minute long video. The video clip shows the well-known British Chinese food writer and TV chef Ching-He Huang enjoying crisp pork buns and local noodles for breakfast in a local area frequented by many local people. She also introduces the ingredients of the dishes and describes the taste of the local food. Huang introduces Tim Ho Wan, the most affordable Michelin-starred restaurant in Hong Kong, and a variety of dim sum are shown. Another famous chef, Alvin Leung, then introduces various kinds of local beef dishes. Overall, the video clip shows a wide variety of local Hong Kong foods, from street food to fine dining restaurants. The video clip was originally narrated in English but was subtitled in Korean to help understanding.

On the basis of the literature review, a range of items were chosen to measure the respondents' perceptions of the food values that feature on the video clip, including the sensory and health attributes of Hong Kong food; the exotic, authentic, and vivid features of Hong Kong food; the realistic ambience of Hong Kong restaurants; and the globalized features of Hong Kong food (e.g., Ha & Jang, 2013; Horng & Tsai, 2012; Kim, Kim, Agrusa, & Lee, 2012; Kivela & Crotts, 2006; Roseman, 2006). The items for describing the respondents' familiarity with Hong Kong food after watching the video clip on Hong Kong food tourism and measuring the change in their sense of closeness or friendliness toward Hong Kong food were adapted from previous studies (Chen & Lin, 2012; Horng et al., 2012; Lu et al., 2015).

The items measuring behavioral involvement with Hong Kong food were modified from the original food involvement scale (Bell & Marshall, 2003) and the involvement scale in the food tourism context (Getz et al., 2014). The items to measure intention to visit Hong Kong for food tourism was also adapted from previous studies (Horng et al., 2012; Kim et al., 2012). These scales were measured on a 5-point Likert scale where 1 = "strongly disagree," 3 = "neutral," and 5 = "strongly agree." Gender, age, residential region, occupation, and kinds of Hong Kong foods were measured as categorical data.

Data Collection

A Korean audience was selected to evaluate the video clip because Koreans have constituted one of the three major overseas national tourist groups in Hong Kong since 2010. The questions were pilot tested using 50 Korean residents who liked Hong Kong foods. After analyzing their comments, minor modifications were made to the original questionnaire. Data collection for the main survey was conducted from November 15 to December 5, 2015 using an online survey company with 1.12 million panelists who was mostly living in large cities including Seoul, Busan and Incheon. The main reason for adopting the online survey method was that it allows a targeted sample to be selected and data to be collected rapidly. Since this study should use experimental design such as showing video clip on the survey website, it is most effective. Before completing the online survey, panelists received an email from the company asking whether they would participate in the survey after explaining the qualifications for being included in the sample. The promising panelists who met the qualifications were then asked to respond to two screening questions, and only those who passed the screening process of identifying the qualifications could participate in the survey.

The screening questions used to select the target sample related to age group (Generation Y member aged 20 to 35 years, or a non-Generation Y member aged 36 to 69 years) and having previously visited Hong Kong. Only people who had not travelled to Hong Kong were selected because they were more likely to give accurate assessments of the effects the food promotional video clip developed by the Hong Kong Tourism Board had on their perception of the values of Hong Kong food, familiarity with Hong Kong food, behavioral involvement, and intention to visit Hong Kong for food tourism.

The online survey platform was devised such that prospective respondents answered each question on a questionnaire placed on the Internet website after viewing the short video

clip as requested. Of the 1,003 completed questionnaires, 967 were used for further data analysis after excluding those with insincere responses or multiple missing values.

Data Analysis

First, exploratory factor analysis (EFA) was used to derive the underlying factors and confirmatory factor analysis (CFA) was used to produce the proposed measurement model, which was in turn used to specify whether a latent variable influenced an observed variable (Hair, Anderson, Tatham, & Black, 2009). Structural equation modeling (SEM) was applied to test whether the hypothesized theoretical model was consistent with the collected data for the two generational cohorts.

RESULTS

Demographic Profile and Tourism Activities of the Respondents

The sample was divided into two groups: Generation Y, comprising the respondents aged 20 to 35 years old ($N = 430$), and non-Generation Y, comprising those aged 36 to 69 ($N = 537$). Regarding gender, there were more females (53.7%) than males (46.3%) in the Generation Y group, whereas there were slightly more males (50.3%) than females (49.7%) in the non-Generation Y group. About 82% of the Generation Y respondents were not married, while 79.5% of the non-Generation Y group were married. The Generation Y group mainly consisted of company employees (35.3%), students (30.9%), and people seeking a job (11.6%). The non-Generation Y group mainly comprised company employees (43.6%), followed by housewives (23.8%) and those who owned their own business (11.2%).

Approximately 24% of the Generation Y group had a monthly household income of less than 2 million won (USD1,820), while 25.3% of the non-Generation Y group had a monthly household income of between 3 and 4 million won (between 2,730 and 3,640 USD).

Regarding education, about half of the Generation Y group had graduated from college (53.3%) and around a quarter were college students (27.7%). In contrast, 64.2% of the non-Generation Y group had graduated from university and 23.1% were high school graduates or less. Only 0.9% of the non-Generation Y group were university students.

Regarding the food that respondents would like to taste in Hong Kong if they visited, both the Generation Y group (80.5%) and the non-Generation Y group (78.6%) wanted to taste Hong Kong local food. While only 0.7% of the Generation Y group wanted to taste Korean food, 2.8% of the non-Generation Y group wanted to have Korean food if they visited Hong Kong. In terms of the type of restaurant that the respondents would like to visit, 22.6% of the Generation Y group and 17.5% of the non-Generation Y group wanted to visit a restaurant which is described in the Internet or tour guide as "a must-visit place." The most preferred type of travel mode in the case of the Generation Y group was individual + package tour (31.6%), followed by individual (59.3%) and package tour (9.1%). Meanwhile, the non-Generation Y group most preferred the individual + package tour (46.6%) mode of travel, followed by individual (29.1%) and package tour (24.4%). While 45.3% of the Generation Y group wanted to buy food and snacks, only 25.9% of the non-Generation Y group wanted to do this. Overall, there was a clear difference between the Generation Y and non-Generation Y groups in most of the areas measured.

Factor Analyses and Reliability Tests

As shown in tables 1 and 2, exploratory factor analyses were conducted using principal components analysis and Varimax rotation to identify the underlying dimensions and reduce the number of items for each construct. The results of the factor analysis using 20 items of food values produced five underlying domains where the eigenvalues were greater than 1.0 on the scree plot; these factors were "exotic and fun," "global food," "attractive food," "healthy and

nutritious food," and "realistic restaurants."

The extracted factor structure accounted for 64.17% of the variance. The result of Barlett's test of sphericity was 8,074.82 (p = .000), indicating that one or more factors existed. The KMO measure of sampling adequacy was .89, indicating that it was a useful validation to extract the factor structure. The factor loadings, which measured the correlation between the observed measurements and factors, were greater than Stevens' (2002) criterion (.4). The reliability alphas within the five domains were .84, .81, .80, .84, and .72; thus, the values met the .70 criterion recommended by Nunnally (1978). For this reason, the domains were considered to guarantee the internal consistency of the items in each domain. The mean values for the 20 items ranged from 2.90 to 3.84, whereas the grand means for the five domains were 3.53, 3.22, 3.74, 3.07, and 3.17, respectively.

The results of the factor analysis for familiarity with Hong Kong food, behavioral involvement with Hong Kong food, and intention to visit Hong Kong for food tourism generated a one-factor solution. Each factor explained 74.14%, 66.01%, and 88.75% of the variance, respectively. The factor loadings on all of the items were greater than .77. Because all of the reliability alphas were greater than .82, the one-factor model was considered to be internally consistent for the items on a single factor. The grand means of familiarity with Hong Kong food, behavioral involvement with Hong Kong food, and intention to visit Hong Kong for food tourism were 3.55, 3.46, and 3.61, respectively.

Results of the Confirmatory Factor Analyses and Testing for Measurement Invariance between Generation Y and non-Generation Y

Before conducting the SEM procedures, CFA was used to generate the proposed measurement model, which was in turn used to indicate whether a latent variable influenced an observed variable (Kline, 1998). As shown in Table 3, the CFA results revealed a very supportive level of fit for the overall fit indices with the exception of the chi-square value

($\chi^2(368) = 994.2$, $p = .000$). However, as the chi-square is sensitive to the sample size, other fit indices are substantially more helpful in evaluating the model than the chi-square value (Bollen, 1989). Goodness-of-fit analyses were then conducted for the following indices: goodness-of-fit (GFI) = .94, adjusted goodness-of-fit index (AGFI) = .92, comparative fix index (CFI) = .96, non-normed fit index (NNFI) = .95, root mean residual (RMR) = .02, and root mean square of approximation (RMSEA) = .04.

The composite construct reliability (CCR) values were beyond the cut-off point of 0.7 (Fornell & Larcker, 1981; Hair et al., 2009); thus, each construct exhibited an acceptable level of reliability. Apart from three domains, "exotic and fun," "global food," and "realistic restaurants," the convergent validity on the other domains was supported because the average variance extracted (AVE) values exceeded .5 (Fornell & Larcker, 1981). Since the AVE values on the three domains were a little bit lower or close to .5 (.45, 49, and .40 each) and their CCR values were higher than .7, it was considered that the convergent validity of the construct was still adequate according to Fornell and Larcker's (1981) recommendation. Furthermore, the CFA results supported convergent validity because the factor loadings for all of the instruments were significant at the .05 level (Anderson & Gerbing, 1988). To check the discriminant validity, the AVE for each domain or construct was compared with the squared correlation coefficients for the corresponding inter-constructs. For example, the AVE of "attractive food" (.58) was higher than the squared correlation coefficients (.19, .01, .42, .31, .37) for its corresponding inter-constructs, as shown in Table 4, thereby supporting discriminant validity (Fornell & Larker, 1981).

Table 3 & 4 Here

An investigation of the measurement invariance was undertaken because one of this

study's objectives was to compare the results of the structural equation models for Generation Y and non-Generation Y. The multi-group SEM procedures followed the analytical procedures suggested in previous research (Byrne, 2004; Han, Back, & Barrett, 2009; Kline, 1998; Lee, Tsang, & Pan, 2015; Myers, Calantone, Page Jr, & Taylor, 2000). A measurement invariance test was conducted to check whether the measurement model was equivalent between the two groups. The general method used to assess measurement invariance is the chi-square difference test (Kline, 1998; Myers et al., 2000). If the chi-square difference does not reveal significance in the chi-square values of two models, full metric invariance is supported, indicating that the two groups equally perceived the meanings of the measurement items (Cheung & Rensvold, 2002).

Table 5 shows a non-restricted model and the full metric variance of the model using CFA across the two groups. The chi-square difference between the non-restricted model and the full metric invariance model was 26.63, which was lower than $\chi^2_{.05}(22) = 33.92$. It was evident that the full metric invariance model was supported, and thus the factor loadings across the two groups were assumed to be equivalent in the measurement models.

Table 5 Here

Structural Equation Modeling

After successfully evaluating the proposed measurement model in terms of goodness of fit, reliability, validity, and measurement invariance, a structural equation model with the maximum likelihood method of estimation was used to test the hypotheses. Table 6 and Figure 1 represent the hypothesized structural model and the results of the hypotheses for the two groups.

Table 6 Here

First, for the Generation Y group, the model was not adequate as the chi-square value was statistically significant ($\chi^2(368) = 647.9$, $p = .000$). However, the other overall fit indices were excellent, with GFI = .91, AGFI = .89, CFI = .96, RMR = .03, RMSEA = .04, and NNFI = .95. Of the 18 estimated path coefficients, eight were statistically significant at the .05, .01, or .001 level. The significant relationships were found on the paths of hypothesis 1b ($\Upsilon_{12} = .30$, $t = 2.62$, $p<.01$), hypothesis 1c ($\Upsilon_{13} = .67$, $t = 9.13$, $p<.001$), hypothesis 2b ($\Upsilon_{22} = .36$, $t = 2.62$, $p<.01$), hypothesis 2c ($\Upsilon_{23} = .31$, $t = 2.14$, $p<.05$), hypothesis 2e ($\Upsilon_{25} = .14$, $t = 2.49$, $p<.05$), hypothesis 4 ($\beta_{21} = .37$, $t = 2.08$, $p<.05$), hypothesis 5 ($\beta_{31} = .46$, $t = 2.56$, $p<.05$), and hypothesis 6 ($\beta_{32} = .41$, $t = 4.84$, $p<.001$).

Second, the chi-square value was also statistically significant ($\chi^2(368) = 792.1$, $p = .000$) for the non-Generation Y group. However, the other overall fit indices were acceptable, with GFI = .91, AGFI = .89, CFI = .95, RMR = .02, RMSEA = .05, and NNFI = .94. Of the 18 estimated path coefficients, six were statistically significant at the .05, .01, or .001 level. The significant relationships were found on the paths of hypothesis 1b ($\Upsilon_{12} = .24$, $t = 2.43$, $p<.05$), hypothesis 1c ($\Upsilon_{13} = .61$, $t = 7.29$, $p<.001$), hypothesis 3a ($\Upsilon_{12} = .16$, $t = 2.07$, $p<.05$), hypothesis 4 ($\beta_{21} = .52$, $t = 5.06$, $p<.001$), hypothesis 5 ($\beta_{31} = .26$, $t = 2.80$, $p<.01$), and hypothesis 6 ($\beta_{32} = .47$, $t = 6.70$, $p<.001$). Figure 1 shows the results of the structural modelling analysis.

Figure 1 Here

DISCUSSION AND CONCLUSION

Discussion

The purpose of this study was to identify the effects of one DMO's food tourism video clips on the viewer's perception of the destination's food values, familiarity with the destination's food, behavioral involvement with the destination's food, and intention to visit the destination for food tourism. The Hong Kong Tourism Board was selected as the DMO for this study. The results point to a number of factors that should be taken into account by DMOs when considering the production of food tourism video clips to post on social media. The most important finding was that the food tourism video clip was more effective in generating positive outcomes, such as a higher level of intention to visit Hong Kong for food tourism, for the Generation Y group than for the non-Generation Y group. Also, it was found that not all of the perceptions of Hong Kong food values affected the viewers' behavioral intentions through familiarity and behavioral involvement with the food. Accordingly, DMOs need to identify the specific attributes of food values that may be effective in promoting their culinary destination.

First, the results of the SEM analyses showed that among the five values of Hong Kong food, "global food" and "attractive food" significantly influenced familiarity with Hong Kong food for both groups: that is, viewers who considered Hong Kong food to be global, international, reliable, and authentic enough to appeal to international tourists became more familiar with Hong Kong food. In addition, respondents who considered Hong Kong food to be delicious, attractive, and nicely presented became more familiar with Hong Kong food. Therefore, DMOs should strongly stress how Hong Kong food fits with international standards and how it has already been globalized to satisfy potential culinary tourists.

Also, DMOs need to emphasize the attractiveness of their foods when promoting local food in their video clips. The video clips should be designed to show and emphasize

attractiveness attributes to elicit positive responses to statements such as “I felt that Hong Kong foods were global,” “I felt that Hong Kong food were reliable,” “I felt that Hong Kong foods were attractive,” and “I felt that the appearance of Hong Kong foods was good.” Since the “global food” and “attractive food” attributes contributed to both generational groups becoming familiar with the destination’s food, it is important for DMOs to bear this point in mind.

Second, for the Generation Y group, Hong Kong food values such as “global food,” “attractive food,” and “realistic restaurants” had strong effects on behavioral involvement with Hong Kong food. These findings support the previous studies that indicated that effective YouTube video clips generate a certain level of involvement with the destination product (Reino & Hay, 2011; Tussyadiah & Fesenmaier, 2009). However, interestingly, the results for the non-Generation Y group did not support any relationship between the five values of Hong Kong food and behavioral involvement with Hong Kong food. These results showed that the video clip influenced the behavioral involvement of the two generations in different ways.

The Generation Y group perceived “global food,” “attractive food,” and “realistic restaurants” were more likely to show an interest in Hong Kong food and more willing to engage in activities such as actively searching for information about Hong Kong food on the Internet, dining out in a Hong Kong restaurant, and talking to people who have experienced Hong Kong food. In fact, “realistic restaurants” might be perceived either positively or negatively by viewers because the video clip shows some scenes where people queue for a long time to have a meal in a restaurant and the space of some restaurants appears cramped. Some people might not want to wait for a long time and may not enjoy a crowded environment, while others might actually prefer to go to a busy restaurant rather than an empty one. In this study, it was found that “realistic restaurants” positively affected the behavioral involvement of the Generation Y group. This indicates that local tourism-related agencies and businesses need to develop visual media that vividly portray the everyday lives of locals to differentiate Hong

Kong from other destinations, especially when they target youngsters.

Third, the results show that only the "exotic and fun" value enhanced the intention to visit Hong Kong for food tourism in the case of the non-Generation Y group. This shows that most of the values of Hong Kong food perceived after watching the video clip did not directly influence these viewers' intention to visit Hong Kong for food tourism, but rather, they only influenced these viewers' intention to visit indirectly by increasing their familiarity and behavioral involvement with Hong Kong food. However, it was found that the exotic and funny aspects of the video clip had a direct influence on the non-Generation Y group's intention to visit Hong Kong for food tourism. This result indicates that the purpose of international food tourism is to seek novel food experiences rather than to taste any casual food. Therefore, it implies that promotional video clips that contain unique food materials, authentic features of Hong Kong, exotic food ingredients or colors, and Hong Kong traditions could easily appeal to members of the non-Generation Y group.

Fourth, the path coefficients between familiarity with Hong Kong food and behavioral involvement were significant for both the Generation Y and non-Generation Y groups. The relationship between familiarity with Hong Kong food and intention to visit Hong Kong for food tourism was significantly effective for both groups. This supports the results of previous studies that showed that consumers' familiarity with a tourism product affects their involvement with the product and their willingness to travel to a destination (Chen & Lin, 2012; Elliot et al., 2011; Tan & Wu, 2016). It is believed that one role of video clips is to increase the viewer's familiarity with a product in the food tourism context.

Fifth, behavioral involvement with Hong Kong food was found to be significantly related to the intention to visit the destination for food tourism. This result supports a previous study that showed that a higher level of product involvement is positively related with consumers' purchase intentions (Wu et al., 2008; Xiang & Gretzel, 2010). The result further revealed that

behavioral involvement with the product (Hong Kong food) can not only lead to greater consumption of the product but also enhance the intention to visit the destination for food tourism where the tourist can experience authentic and real local food.

Sixth, the results of invariance tests of paths indicated that "realistic restaurants" had significantly more influence on behavioral involvement with Hong Kong food in the Generation Y group than in the non-Generation Y group. Rather than globalizing Hong Kong food culture, it should be noted that showing the real, local, and true environments of Hong Kong restaurants is important for the Generation Y group to increase their level of behavioral involvement with Hong Kong food. The Generation Y group may prefer to watch local people in a cramped and bustling restaurant rather than tourists enjoying international food in a decent and quiet restaurant. This information can be helpful in developing video clips for future tourists.

Conclusion

The global aspects and the attractiveness of food are the most influential food values in explaining familiarity with Hong Kong food, behavioral involvement with Hong Kong food, and intention to visit Hong Kong for food tourism. This implies that the producers of video clips and audio social media should make every effort to assure consumers that Hong Kong food is trustable and internationally respected. Also, the media need to stimulate hedonic factors such as the packaging, appearance, and color of the foods displayed (Adongo et al., 2015; Chang et al., 2011; Ha & Jang, 2013). If the values depicted on a video clip affect the viewer's familiarity and enduring involvement with the food, the values will strongly enhance the intention to visit the destination for food tourism. Moreover, the results indicate that compared to non-Generation Y members, members of the tech-savvy Generation Y (Na'Desh, 2008; Raunio, 2014) are more attentive to and influenced by the food values that feature on

video clips and thus are more likely to demonstrate their effects in enhancing the intention to visit the food destination for food tourism through behavioral involvement with Hong Kong food.

Academic and Practical Implications

Few studies have examined the effects of promotional video clips on potential tourists' perceptions of destinations or their products. Research is lacking in this area because the effects of social media have only recently begun to emerge. In addition, few studies have investigated the role of video clips as promotional tools for DMOs. This study examined the influence of social media on food tourism. With the rapid advancements in IT devices, social media is playing an increasingly important role in promoting tourism destinations. Thus, future studies need to actively analyze its influence on the mobile or IT generation to keep abreast of industry trends.

To study the efficacy of video clips as a promotional tool, future studies need to apply technology acceptance theories, such as the technology acceptance model (TAM) and the unified theory of acceptance and use of technology (UTAUT1, UTAUT2), which have been primarily researched in the context of the use of websites, applications, and devices in the tourism industry (Kim, Park, & Morrison, 2008; Morosan, 2011; Panagopoulos, Kanellopoulos, Karachanidis, & Konstantinidis, 2011). Moreover, future research needs to examine the efficacy of using video clips as a social media promotional tool with respect to its superiority over the traditional promotional tools, its role in social networking, reviews of consumer-generated comments, persuasiveness, and cost effectiveness.

The results of this study also have a number of practical implications for DMO marketers, local restaurants, souvenir shops, and food processing businesses. Because food incorporates a variety of non-monetary assets, such as culture, history, and tradition, and monetary assets,

including income for farmers, fishermen, and businesses (restaurants, gift shops, food processors), food is an important attraction in tourism destinations (Kim et al., 2016). Thus, destination marketers need to strive to make the most of food in promoting their locations. This study also explored the efficacy of food attractiveness in appealing to potential tourists and drawing them to a destination. Furthermore, because videos are appreciated through the visual and audio senses, it is important to consider the aesthetic elements that stimulate the senses when developing video clips.

As numerous studies have indicated, Generation Y and non-Generation Y display different information search behavior and preferences for tourism attractions (Benckendorff et al., 2010; Na'Desh, 2008; Raunio, 2014). Because the results of the comparison of the generations vary in some SEM paths, DMO marketers should consider making different video clip versions that are targeted toward different markets. For example, because the Generation Y group indicated that realistic restaurant values led to a greater interest in becoming behaviorally involved with Hong Kong food, a social media promotion targeted at Generation Y could be developed to emphasize the image of realistic restaurants. By applying the match-up theory between advertising endorsements and products (Kim, Wang, & Ahn, 2013; Wang, Chou, Su, & Tsai, 2007), well-known film celebrities could be employed to enhance the promotion of food to Generation Y.

Finally, the use of video clips in business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C) communications is a worldwide trend because the clips can be readily and cost-effectively generated and distributed in cyberspace by both marketers and consumers (Reino & Hay, 2011; Wu et al., 2008; Zhang, 2015). Thus, tourism businesses and destination marketers need to actively embrace these new media platforms. In addition, the tourism studies research needs to reflect the new IT trends and satisfy the needs of industry leaders to understand the efficacy of social media as a promotional tool.

Limitations and Suggestions for Future Study

Since this study identified the effects of a video clip representing Hong Kong food on the perceptions of Korean viewers, further research is needed to compare the results of this study with those applied to other national foods or other national tourist groups. The rational is that the effects of food related films can vary according to the national group (Kim et al., 2014; Kim et al., 2012; Su, Huang, Brodowsky & Kim, 2011). Moreover, the perception of the food featured in a visual clip can vary according to the type of food: for example, authentic food or fusion food.

The foods shown in the video clip used for this study were neither very authentic nor very global. Thus, the results of this study need to be compared to identify the distinctive effects of video clips presenting authentic foods and those presenting global foods. Further research is also needed to determine whether the results of this study differ with respect to socio-demographic variables such as gender, income, and college students or not. Future studies need to explore the efficacy of advertising, for example, which design, promotional textural messages and promotional model are effective.

Funding:

The work described in this paper was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. 156045/15B).

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TABLE 1. Factor Analysis for the Perception of Food Values (N = 967)

Domain	Food value perceived after watching the YouTube video clip	Factor Loading	Mean
Exotic and fun (6.63[a]; 33.13[b]; .84[c])	[VL10] I thought Hong Kong foods consisted of unique food materials and ingredients compared to those of other countries.	.73	3.39
	[VL11] I felt the authentic features of Hong Kong foods.	.73	3.50
	[VL7] I felt that Hong Kong foods were exotic.	.68	3.65
	[VL8] I felt that Hong Kong foods were diverse.	.66	3.84
	[VL9] I felt that the colors of Hong Kong foods were flowery.	.65	3.53
	[VL12] I felt the tradition of Hong Kong.	.60	3.40
Global food (2.37[a] ; 11.83 [b]; .81[c])	[VL14] I felt that Hong Kong foods were global.	.78	3.11
	[VL13] I felt that Hong Kong foods had international standards.	.74	3.12
	[VL16] I felt that Hong Kong foods were reliable.	.66	3.25
	[VL15] I felt that Hong Kong foods showcased its authentic culture.	.63	3.38
Attractive food (1.60 [a]; 8.00 [b]; .80[c])	[VL3] I felt that Hong Kong foods were attractive.	.77	3.70
	[VL2] I felt that the appearance of Hong Kong foods was good.	.77	3.68
	[VL1] I felt that Hong Kong foods were tasty.	.74	3.84
Heathy and nutritious food (1.22[a]; 6.09 [b]; .84[c])	[VL5] I felt that Hong Kong foods were healthy.	.83	3.11
	[VL4] I felt that Hong Kong foods were nutritious.	.80	3.14
	[VL6] I felt that Hong Kong foods appeared natural (e.g., ingredients are mainly natural).	.76	2.96
Realistic restaurants (1.03 [a]; 5.13[b]; .72[c])	[VL20] I felt that Hong Kong restaurants were noisy.	.75	3.30
	[VL19] I felt that Hong Kong restaurants were unsanitary and untidy.	.74	2.90
	[VL17] I felt that Hong Kong restaurants were cramped and uncomfortable.	.72	3.07
	[VL18] I felt that Hong Kong restaurants were crowded.	.72	3.40

Note: [a] = eigenvalue; [b] = variance; [c] = reliability alpha.

TABLE 2. Factor Analyses for Familiarity with Hong Kong Food, Behavioral Involvement with Hong Kong Food, and Intention to Visit Hong Kong (N = 967)

Construct	Item	Factor Loading	Mean
Familiarity with Hong Kong food (2.22[a]; 74.14[b]; .82[c])	[FF2] I became friendlier after watching the video clip.	.90	3.56
	[FF1] I became familiar with Hong Kong foods after watching the video clip.	.87	3.56
	[FF3] I felt a positive image of Hong Kong foods after watching the video clip.	.81	3.54
Behavioral involvement with Hong Kong food (3.30[a]; 66.01[b]; .87[c])	[BI4] I'd like to read articles or news items concerning Hong Kong foods on a TV program or the Internet after watching the video clip.	.84	3.31
	[BI3] I'd like to search responses to tasting Hong Kong foods on the Internet after watching the video clip.	.83	3.34
	[BI5] I'd like to talk with people who tasted Hong Kong foods during their trip to Hong Kong after watching the video clip.	.81	3.47
	[BI2] I became interested in the kinds of Hong Kong foods after watching the video clip.	.80	3.63
	[BI1] I'd like to talk with people about the desire to taste Hong Kong foods after watching the video clip.	.77	3.55
Intention to visit Hong Kong (1.78[a]; 88.75[b]; .87[c])	[IVT1] I became interested in traveling to Hong Kong after watching the video clip.	.94	3.57
	[IVT2] I became interested in traveling to Hong Kong for food tourism after watching the video clip.	.94	3.64

Note: [a] = eigenvalue; [b] = variance; [c] = reliability alpha.

TABLE 3. Confirmatory Factor Analysis ($N = 967$)

Domain or Construct	Item	Factor loading	*t*-value	SMC	AVE[b]	CCR[c]
Exotic and fun	VL12	.67	_a	.44	0.45	0.83
	VL11	.73	22.49	.54		
	VL10	.74	18.80	.54		
	VL9	.64	.16.60	.41		
	VL8	.63	16.43	.40		
	V7	.63	16.52	.39		
Global food	VL16	.68	_a	.47	0.49	0.79
	VL15	.71	18.81	.51		
	VL14	.72	18.73	.51		
	VL13	.68	17.83	.46		
Attractive food	VL3	.81	_a	.66	0.58	0.81
	VL2	.75	23.51	.56		
	VL1	.73	22.76	.53		
Healthy and nutritious food	VL6	.72	_a	.52	0.65	0.84
	VL5	.88	24.19	.78		
	VL4	.80	23.01	.64		
Realistic restaurants	VL18	.61	_a	.37	0.40	0.72
	VL19	.64	13.57	.41		
	VL20	.68	13.94	.47		
	VL17	.58	12.87	.34		
Familiarity with Hong Kong food	FF1	.71	_a	.50	0.56	0.79
	FF2	.74	25.57	.55		
	FF3	.80	20.41	.64		

Behavioral involvement with Hong Kong food	BI1	.76	_a	.57	0.55	0.86
	BI2	.78	23.79	.62		
	BI3	.72	21.75	.52		
	BI4	.71	21.34	.51		
	BI5	.72	21.63	.51		
Intention to visit Hong Kong for food tourism	IVT1	.88	_a	.77	0.78	0.87
	IVT2	.89	33.23	.79		
Fit indices	$\chi^2(368) = 994.2$ ($p = .000$), GFI = .94, AGFI = .92, CFI = .96, NNFI = .95, RMR = .02, RMSEA = .04					

[a] In the measurement model, the estimated parameter was fixed at 1.0.
[b] Average variance extracted (AVE)) = $\sum$(standardized loadings)^2/[($\sum$(standardized loadings^2) + $\sum\varepsilon j$], where εj is the measurement error.
[c] Composite construct reliability (CCR) = [($\sum$(standardized loadings)^2/($\sum$standardized loadings)^2 + $\sum\varepsilon j$]
The T-values on all of the items were significant at the .001 level.

TABLE 4. Correlation (Squared Correlation), Mean, and Standard Deviation

	1	2	3	4	5	6	7	8
1 (Exotic and fun)	1.00							
2 (Global food)	.60***(.36)	1.00						
2 (Attractive food)	.53***(.28)	.46***(.21)	1.00					
4 (Healthy and nutritious food)	.44***(.19)	.54***(.29)	.43***(.19)	1.00				
5 (Realistic restaurants)	.13***(.02)	.09***(.01)	-.09***(.01)	-.02(.00)	1.00			
6 (Familiarity with Hong Kong food)	.50***(.25)	.50***(.25)	.65***(.42)	.46***(.21)	-.05(.00)	1.00		
7 (Behavioral involvement with Hong Kong food)	.49***(.24)	.52***(.27)	.56***(.31)	.41***(.16)	.03(.00)	.60***(.35)	1.00	
8 (Intention to visit Hong Kong for food tourism)	.53***(.28)	.49***(.24)	.61***(.37)	.39***(.15)	-.02(.00)	.64***(.41)	.66***(.44)	1.00
Mean	3.55	3.21	3.74	3.07	3.17	3.56	3.46	3.60
Standard deviation	0.56	0.56	0.58	0.60	0.53	0.59	0.62	0.72

Note: *** p<.001.

TABLE 5. Testing for Measurement Invariance across the Generation Y and Non-Generation Y Groups

Model	Generation Y Group and Non-Generation Y Group				
	χ^2 (df)	$\Delta\chi^2$ (df)	CFI	RMSEA	NNFI
Non-restricted model	1440.0 (736)		.95	.03	.94
Full metric invariance model (L(X)Y = IN)	1466.6 (758)	26.6 (22)	.95	.03	.94

Note: Chi-square difference test: if $\Delta\chi^2$ (df) $<\chi^2_{.05}$ (22) = 33.92, the full metric invariance is supported.

TABLE 6. SEM Analysis

Generation Y Group

$\chi^2(368) = 647.9$ ($p = .000$), GFI = .91, AGFI = .89, CFI = .96, RMR = .03, RMSEA = .04, NNFI = .95

Path	Unstandardized coefficient	Standard error	Standardized coefficient	*t*-value	*p*-value	Total effect	Indirect effect	Decision
Hypothesis 1a (γ_{11})	-.02	.10	-.02	-.20	.840	-.02	.00	Reject
Hypothesis 1b (γ_{12})	.36	.14	.30	2.62**	.009	.30	.00	Accept
Hypothesis 1c (γ_{13})	.55	.06	.67	9.13***	.000	.67	.00	Accept
Hypothesis 1d (γ_{14})	.08	.05	.08	1.48	.139	.08	.00	Reject
Hypothesis 1e (γ_{15})	-.09	.06	-.08	-1.55	.122	-.08	.00	Reject
Hypothesis 2a (γ_{21})	-.11	.12	-.10	-.92	.356	-.11	-.01	Reject
Hypothesis 2b (γ_{22})	.52	.20	.36	2.62**	.009	.47	.11	Accept
Hypothesis 2c (γ_{23})	.31	.14	.31	2.14*	.033	.55	.25	Accept
Hypothesis 2d (γ_{24})	-.11	.07	-.10	-1.71	.088	-.07	.03	Reject
Hypothesis 2e (γ_{25})	.19	.08	.14	2.49*	.013	.11	-.03	Accept
Hypothesis 3a (γ_{12})	.18	.12	.15	1.51	.131	.09	-.05	Reject
Hypothesis 3b (γ_{31})	-.11	.20	-.07	-1.05	.296	.26	.33	Reject
Hypothesis 3c (γ_{32})	.02	.15	.02	.16	.872	.55	.53	Reject
Hypothesis 3d (γ_{33})	-.07	.07	-.06	-1.05	.296	-.05	.01	Reject
Hypothesis 3e (γ_{34})	-.07	.08	-.05	-.96	.340	-.04	.01	Reject
Hypothesis 4 ($ß_{21}$)	.45	.22	.37	2.08*	.038	.37	.00	Accept
Hypothesis 5 ($ß_{31}$)	.61	.24	.46	2.56*	.011	.61	.15	Accept
Hypothesis 6 ($ß_{32}$)	.45	.09	.41	4.84***	.000	.41	.00	Accept

Non-Generation Y Group								
$\chi^2(368) = 792.1$ ($p = .000$), GFI = .91, AGFI = .89, CFI = .95, RMR = .02, RMSEA = .05, NNFI = .94								
Path	Unstandardized coefficient	Standard error	Standardized coefficient	*t*-value	*p*-value	Total effect	Indirect effect	Decision
Hypothesis 1a (γ_{11})	-.08	.09	-.08	-.90	.367	-.08	.00	Reject
Hypothesis 1b (γ_{12})	.24	.10	.24	2.43*	.015	.24	.00	Accept
Hypothesis 1c (γ_{13})	.52	.07	.61	7.29***	.000	.61	.00	Accept
Hypothesis 1d (γ_{14})	.14	.08	.13	1.79	.073	.13	.00	Reject
Hypothesis 1e (γ_{15})	.06	.05	.05	1.09	.275	.05	.00	Reject
Hypothesis 2a (γ_{21})	.18	.10	.16	1.81	.070	.12	-.04	Reject
Hypothesis 2b (γ_{22})	.17	.12	.14	1.44	.151	.27	.13	Reject
Hypothesis 2c (γ_{23})	.06	.10	.06	.58	.562	.38	.32	Reject
Hypothesis 2d (γ_{24})	.02	.08	.01	.21	.831	.08	.07	Reject
Hypothesis 2e (γ_{25})	-.08	.06	-.06	-1.35	.176	-.04	.03	Reject
Hypothesis 3a (γ_{12})	.21	.10	.16	2.07*	.039	.20	.03	Accept
Hypothesis 3b (γ_{31})	-.09	.12	-.07	-.82	.414	.12	.19	Reject
Hypothesis 3c (γ_{32})	.19	.10	.16	1.89	.058	.50	.34	Reject
Hypothesis 3d (γ_{33})	-.07	.09	-.05	-.87	.383	.02	.07	Reject
Hypothesis 3e (γ_{34})	.01	.06	.01	.14	.889	.03	.00	Reject
Hypothesis 4 ($ß_{21}$)	.62	.12	.52	5.06***	.000	.52	.00	Accept
Hypothesis 5 ($ß_{31}$)	.37	.13	.26	2.80**	.005	.51	.25	Accept
Hypothesis 6 ($ß_{32}$)	.55	.08	.47	6.70***	.000	.47	.00	Accept

Note: $^{***}p<.001$, $^{**}p<.01$, $^{*}p<.05$.

FIGURE 1. Results of Structural Model Analyses