



The Effect of Individual Innovativeness on Gastronomic Experience and Purchase Intention in the Foods of the Future

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Abstract

With the increase in the world population, there are difficulties in reaching healthy and alternative food products. Today, the production of new generation nutritious and technologically developed foods that will change people's eating habits and that have been created in a laboratory environment has gained momentum. These foods, which are seen as the foods of the future, also express the technological development and complete change of the foods consumed today. These foods are designed considering the changes in human life as a result of technology, and environmental sustainability. In order to adapt to these changes, it is important for people to be open to innovations and to experience them. Innovativeness is expressed as the positive approach that people show towards new goods, services, ideas, etc. For this reason, the food that people experience has an important place in their purchase decision. This study was designed to reveal the impact of individual innovativeness on experience and purchasing in the foods of the future. For this purpose, the data were obtained from Gastronomy and Culinary Arts students, who are the chefs of the future, through purposeful sampling. The obtained data were collected through 284 surveys applied to the participants. Within the scope of the study, the data were analyzed with explanatory factor analysis and multiple regression analysis. In this study, all sub-dimensions of individual innovativeness were considered as independent variables, whereas all sub-dimensions of experience and purchase intention were considered as dependent variables. Based on the findings, it was concluded that individual innovativeness had a significant effect on experience and purchase intention.

Keywords: Food, Experience, New Product, Purchase, Innovativeness

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Introduction

The foods of the future include a number of foods that people have yet to locate in their minds, apart from what they eat today. There are different reasons to focus on these foods. Some of these are new flavors that people are looking for. Some of them are that some foods consumed today cause great harm to humanity and the environment. Especially, important steps are taken in terms of producing an alternative due to the harm caused by the consumption of meat, which is one of the most important protein sources (Parodi et al., 2018). However, there are some question marks in terms of whether these alternatives will be accepted by people. For this reason, the relationship between people's acceptance of innovation and their intention to experience and purchase these foods is a matter of curiosity.

Innovation refers to the positive reactions of legal or natural persons to all changes and developments. It is shown as an important concept for businesses or individuals to survive and adapt in the changing world, because with the effect of technology, big, rapid and important changes are experienced in every field. Due to its wide inclusiveness, innovation has experienced divisions within itself according to certain characteristics. Individual innovativeness, which is one of the most important of these and forms the basis of the study, mostly deals with the approach of individuals to innovation (Hollebeek & Andreassen, 2018). In this concept, especially extroverted individuals play an important role because these people with a high exploratory aspect are more likely to follow and accept innovations. One of the most important stages in understanding and accepting innovations is experience. Experiences are one of the most important factors that guide people in their next step in terms of decision making. In this decision-making process, people may show buying or not buying behavior, especially after experience with a product (Godovych & Tasci, 2020).

It is stated that individuals' innovative features are an important factor that increases experience, and that experience increases the desire for innovation. People's desire to experience new goods or services plays a key role in change and development (Turner et al., 2013). It is possible to say that people's interest in trying some products has been turned into a strategy by marketers, especially when it comes to experiential marketing, which has become a trend recently. While the innovative approach enables businesses to improve their systems, it allows consumers to experience the new and the interesting. It is possible to say that this interaction is used intensively, especially in the tourism activity, which has human in its center (Su, 2011). In addition, Wu & Ho (2014) states that consumers who follow and experience innovations have a purchase intention towards goods or services. From this point of view, it is thought that the foods of the future, created with scientists in order to contribute to sustainability and healthy living of people, will be consumed by innovative individuals. It is likely that these products will be integrated into the individual and then into the society, together with the purchase intention of the individual who experiences it. However, it is possible to talk about some disadvantages of these foods, which are seen as unusual. Since these foods have a very different taste and appearance than the ones people consume today, it is anticipated that while some people will find it interesting, some will abstain. This shows that some foods with intense consumption that harm people and nature today will not change easily.

This study was created on the basis of what the effects of individual innovativeness might be on experience and purchase intention in terms of consuming the foods of the future. In the study, which consists of 3 sections, firstly, a literature review that critically evaluates the relationships between the related variables is given. Then, under the section of methods, the aim, importance, problem and development of the hypotheses of the research are explained and the model is presented. Finally, the analyzes, which will be conducted in order to test the hypotheses formed, are given under the findings and the result is reached.

Conceptual Framework

It is thought that food will be insufficient in the future due to the increase in population in the world and the destructive lifestyles of people. For this reason, scientists are working on products that can be consumed more sustainably and alternatively in the future. In the diets created in this context, it is considered appropriate to minimize animal foods such as cattle and sheep, or even not to consume them at all. Instead, it is recommended to take protein from foods such as insects, seaweed or culture meat (Parodi et al., 2018). Pang et al. (2021), who examine the foods of the future from a structural perspective, state that they are more nutritious, delicious, sustainable and healthy, especially compared to the animal foods consumed today. The use of enzyme technology in these foods significantly affects food textures and nutritional properties. From this point of view, it is reported that the foods of the future play an important role in terms of sustainability in the world and the

positive evolution of human health. In order to develop the foods of the future, the scientific world and the food and beverage sectors need to carry out intensive research and development studies. However, there are some problems in terms of creating, presenting and accepting these products by the consumer. If we consider the emphasis on alternative protein sources, especially taking into account the environment, human health, and animal welfare, it can be said that preparations are being made to introduce new foods such as cultured meat to people. However, in their presentation, it is a big question mark whether the consumer will adopt these foods as much as the foods they consume daily. In addition, new regulations to be made in the legislation and the gaps that will arise are seen as a great difficulty in the entry and consumption of these products (Mancini & Antonioli, 2022). Examining the situation from a similar perspective, Anusha Siddiqui et al. (2022) states that meat lovers are exposed to great pressure by environmentalists. Meat lovers, who cannot easily give up their habits, consume animal products intensively as a source of protein and pleasure. There are significant tensions between this community, which ignores alternative protein sources, and others. However, at this point, it is not possible to state that one side is completely right, because while there is a group that adopts sustainability principles, there is another group that has grown up with certain habits and cannot easily give up on them. Explaining these people why they should consume alternative proteins and giving them time were stated as an important strategy for obtaining positive results.

Within the scope of the study, it is seen that the individual innovativeness of the people who will consume the foods of the future is a concept that should be emphasized. Innovation is an important concept that closely concerns many different people and structures such as researchers, entrepreneurs, users, managers, natural persons, legal persons, governments, and non-governmental organizations. This concept based on information flow supports collaborative idea generation and problem solving (Vagliano et al., 2018). Innovation also encompasses responses to external environmental changes or developments. Especially when evaluated in terms of enterprises, in order to be successful and provide competitive advantage, they need to make arrangements in accordance with these conditions in their structure, process, operation and R&D studies in direct proportion to changing environmental conditions. The fact that these regulations create satisfaction, loyalty and advocacy in consumers contributes to the improvement of the company's position in the market (Subramanian, 1996; Hollebeek & Andreassen, 2018). Studies on innovativeness often focus on business structures. However, although there is no concrete evidence, it is possible to say that individuals play an important role in this sense. In particular, individuals with an exploratory nature quickly comprehend external information and reflect it on their behaviors, and shape the business strategy in the next stage. For this reason, it is stated that increasing the effectiveness of the individual in the organization is of great importance for the business in terms of following the present and future of the market (Enkel et al. 2017). Evaluating individual innovativeness from a different perspective, Wu et al. (2014) defines the concept as an individual's tendency to enjoy thinking stemming from his/her desire to know. It is emphasized that individuals who do not experience pressure in terms of time or task in an environment will tend to think more, and that the benefit they provide to the environment and themselves will thus be more. However, from the perspective of the foods of the future, is it enough for an individual to be innovative in terms of continuous consumption of these foods? If a person has this feature but does not care about sustainability, environment and future generations, there is a possibility that this consumption will remain as a trial. It is thought that there may be a need for social awareness in order to move into the dimension of continuous consumption. Otherwise, there is a possibility that a community that is less likely to accept it, as well as those who are open to innovations, will see it as just an adventure (McClements, 2020). The ultimate goal here is to question the desire of people to make these foods a continuous consumption after the experience, rather than just experiencing them momentarily.

If it is necessary to define the experience, which is another variable of the study, it can be expressed as all the situations that a person learns by living in the face of any institution, organization or event. It is also driven by anthropocentrism, which suggests that people are more than statistics or data. Experiences with goods or services are shaped on the basis of emotions, needs and relationships (Adoreboard, 2019). People experience experience in two ways, individually and collectively. Individual experiences refer to individuals experiencing certain situations or events on their own. Examples of these are activities such as swimming, dancing, and singing. Collective experiences refer to the experiences that people have together with the group. By nature, people have been acting in groups since the hunting-gathering period. Therefore, collective experiences are of great importance. In addition, people can limit their experiences according to their character. While extroverts live their experiences to the fullest, introverts act a little more limitedly. It is not possible to say right or wrong

for both cases here. Both are within the realm of experience (Wu, 2020). While providing a collective gastronomic experience is of great importance in terms of future food consumption, extroverted people can play an important role in introverts' acceptance of the situation. If this process is positive, it is expected that the purchase intention will be formed against the foods of the future in the society.

Purchase intention means that people have a demand to buy a product, and certain plans are made in line with this demand. Purchase intention is the first stage in the realization of purchase behavior towards a product. At this stage, people form a bond by getting an idea about the product, and then perform the buying behavior (Ünűvar et al., 2018). Aware of this situation, marketing managers use purchase intention to make strategic decisions, such as creating new products and improving existing products. In this sense, managers, who first measure whether the product is worth launching to the market, make important decisions about which market and which target audience this product should be presented to. For existing products, they use purchase intentions to predict future demand. These forecasts include decisions about whether to increase production levels and whether there will be any change in sales force and prices (Morwitz et al., 2007).

McClements (2020) states that there are many challenges waiting for people in the world in the coming years. Considering that the most basic needs of people are nutrition, it is possible to say that one of the most important of these difficulties is food supply. However, it is stated that technological applications, such as biotechnology, nanotechnology and artificial intelligence, will offer important solutions in order to overcome these difficulties in the coming years. Recent studies have indicated that some foods may be grown to a suitable extent in the future. Some of these include sugar kelp, filamentous fungi with microprotein, black soldier fly, house fly, mealworms, etc. (Tzachor et al., 2021).

It is stated that in the coming years, human health, like food supply, will be among the endangered situations. Nowadays, when people's consumption of animal food, sugar and fat is at the highest levels, obesity and different diseases related to it are seen. Scientists who think that it is inevitable to experience the foods of the future in the face of these diseases, which are not insignificant, are working intensively on this subject. Post-modern managers, who follow the future, examine the reflections of these studies on people's purchase intention and determine the strategies of their businesses to renew and develop their products and to follow the target market. From this point of view, it is seen that even many fast food brands have started to offer healthy foods recently. For example, some food companies focus on healthy foods in their advertisements, while others produce new packaging for reduced sugars in products (Bacon, 2014). However, as stated above, the rapid implementation of these approaches may not be immediately accepted by consumers. The effect of keeping up with this change may prevent the expected consumption by creating prejudice against the products. For this reason, offering innovative foods as an alternative to general consumption products, as given in the examples, will activate people's desire to experience.

Method

In order for people to continue their lives, they need to meet some physiological needs. The most important of these needs is the need for nutrition. However, nutrition shows some changes according to years and people's living standards. In general, humanity, which is fed with animal food, has recently turned to herbal consumption, taking into account the damage this diet has caused to itself and the environment. Especially when the issue is viewed from a sustainable perspective, it is argued that the diet should change in this direction in the coming years for the good of the world (McClements, 2020).

In this context, considering the foods of the future, people's perspectives towards these foods were evaluated. In this evaluation, it emerged as an important question whether individual innovativeness in the foods of the future has any effect on experience and purchase. In this context, the research problem was shaped within the framework of the following question.

- **Does individuals' innovative tendency towards the foods of the future have any effect on gastronomic experience and purchase intention?**

Within the framework of this question, it was aimed to determine the perspectives of people who adopt innovativeness towards the foods of the future. For this purpose, the survey technique, one of the quantitative research methods, was used. The survey prepared by using the gastronomic experience scale created by Yilmaz (2021), the individual innovativeness scale created by Hurt et al. (2013), and the purchase intention scale created by Richard (2014) were distributed to the participants. It was decided that the population of the study would include all undergraduate and graduate

students studying gastronomy. However, since it was not possible to reach the entire population, purposeful sampling was preferred in the study. While creating this sample, it was thought that it would be appropriate to evaluate the interest and perspective of chefs, who bring together consumers and the foods of the future, first, because the biggest motivation of those who travel for gastronomy is the presentations and food prepared by chefs. 284 Gastronomy and Culinary Arts students were asked to fill out a survey by watching a short video about the foods of the future. Ethics committee decision for analyzes was taken from Social and Human Sciences Ethics Committee, Kocaeli University on 01/12/2021. Sample were students of the Department of Gastronomy and Culinary Arts, Kocaeli University (Turkey). Then, firstly, multiple regression analysis was performed in order to reveal the explanatory factor analysis and causality relationships.

In different academic studies on the foods of the future, no study was found in which individual innovativeness, gastronomic experience and purchase intention were measured. Considering the purposeful sampling used in the study, the fact that the participants consisted only of undergraduate and graduate students studying gastronomy means measuring the perspective of future chefs towards the foods of the future. This situation shows the importance of the study.

Research Model and Hypotheses

The relationships between the variables of the study were first examined in a theoretical context. In this respect, a detailed literature review was conducted. After the relevant variables and evaluations in the literature, two main hypotheses and sub-hypotheses containing the sub-dimensions of the variables were formed in order to test the variables. The evaluations of the studies in the literature and the hypotheses created in line with these evaluations and the research model were given below with their explanations.

Individual innovativeness of people has been shown to be a very important factor in the success or failure of products introduced to the market in recent times. Therefore, studies focus particularly on topics such as demographic variables, individuals' innate innovativeness characteristics, and opinion leadership (Bartles & Reinders, 2010). From another perspective, individual innovativeness is considered one of the most important factors in trying new products. In particular, it is seen that a positive behavior is exhibited and consumption intention is made towards some foods that are seen as sustainable and healthy and have not yet been discovered by people (Govaerts & Olsen, 2022). Individuals with the characteristic of individual innovativeness generally act for escaping from routine, trying new things, etc. It is known that especially during tourism activities, they experience new foods that they have not seen before and have no idea about in order to try new tastes (Dimitrovski & Crespi-Vallbona, 2017).

It is seen that the variables in the conceptual model (Figure 1) determined in this study have important relationships among each other in other areas. From this point of view, the hypotheses given below were formed by relating them to the foods of the future.

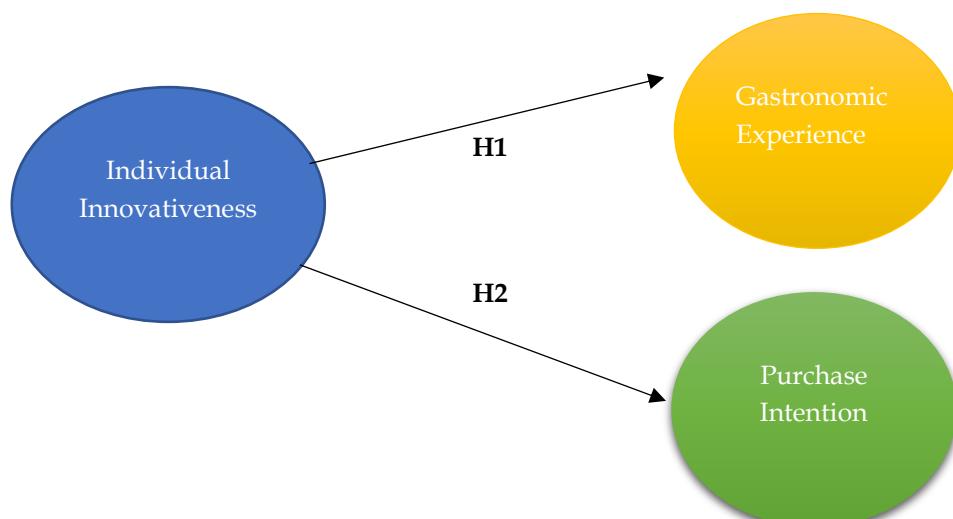


Figure 1: Study Model

Hypothesis 1 (H1): Individuals' innovative tendency towards the foods of the future has a statistically significant effect on gastronomic experience.

Hypothesis 2 (H2): Individuals' innovative tendency towards the foods of the future has a statistically significant effect on purchase intention.

Findings

Explanatory factor analysis results of the scales in the study

The items included in the "Individual Innovativeness", "Gastronomic Experience", and "Purchase" scales used in the study were subjected to exploratory factor analysis, and the items that ensured construct validity based on the analysis results were included in the final scale. The decision on the interpretability of the factor analysis results was made by taking into account the KMO and Bartlett Test results.

In Table 1, the results of the exploratory factor analysis of the Individual Innovativeness Scale can be seen. In this analysis, the items B1, B15, B16, B17, and B18 were identified and removed from the scale, as their factor loading was less than 0.5 or showed overlap. Then, in the repeated factor analysis, the items were grouped under three factors: "Skepticism", "Leadership", and "Innovativeness". These three factors contributed to a total of 54.940% of the variance.

Reliability refers to the degree of repeatability of the measuring instrument. A scale between 0.6-0.8 is considered fairly reliable, while a scale between 0.8-1.00 is considered highly reliable (Altunışık et al., 2005). The rates given in Table 1 are considered reliable because they are above these limits.

Table 1: Explanatory Factor Analysis Results of Individual Innovativeness Scale

Item	Factor Loading			Cronbach Alpha	Explained Variance
	Skepticism	Leadership	Innovativeness		
B7	,781	,096	,028		
B6	,773	,114	-,033		
B10	,761	,115	-,153		
B20	,732	-,058	,075		
B13	,691	,080	-,129		
B4	,624	-,005	,141		
B19	,588	-,054	,075		
B12	,058	,775	,021		
B11	-,020	,762	,205		
B8	,078	,710	,051		
B9	,095	,663	,422		
B14	-,019	,620	,348		
B3	,005	,173	,793		
B2	-,142	,144	,718		
B5	,223	,304	,596		
				,839	24,154
				,783	17,999
				,603	12,787

*Kaiser-Meyer-Olkin Sample Adequacy Criterion: ,820 BartlettTest: ($\chi^2=1340,213$; $df=105$; $p=0.000$; $p<0.05$)

In Table 2, exploratory factor analysis was applied to the Gastronomic Experience Scale. In this analysis, items with a factor loading less than 0.5 and those overlapping were attempted to be identified, but as neither case was observed, all items were retained and the factors were examined. The items within the scale were grouped into 4 factors: "Importance", "Learning", "Habit", and "Access". The total contribution of the 4 identified factors to the variance was 63.09%. The reliability ratios provided for each dimension were acceptable as they were above the limits mentioned above.

Table 2: Explanatory Factor Analysis Results of Gastronomic Experience Scale

Item	Factor Loading				Cronbach Alpha	Explained Variance
	Importan	Learning	Habit	Access		
D1	,875	,158	-,058	,094		
D2	,837	,179	-,123	,171		
D6	,656	,512	,045	,090		
D8	,597	,388	,258	-,021		
D9	,576	,430	,251	,118		
D5	,201	,815	-,003	,172		
D4	,130	,791	,044	,069		
					,849	18,313
					,808	17,907

D7	,250	,790	-,021	,053		
D3	,387	,572	,054	,027		
D13	-,067	-,131	,750	-,120		
D10	,243	,009	,750	-,178		
D17	-,108	,103	,727	,184	,773	16,930
D11	-,011	,103	,672	,193		
D16	,110	,061	,643	,345		
D15	,059	,089	,036	,844		
D14	,107	,022	,450	,606	,610	9,939
D12	,395	,314	,015	,525		

*Kaiser-Meyer-Olkin Sample Adequacy Criterion: ,833, BartlettTest: ($\chi^2=2044,745$; $df=136$; $p=0.000$; $p<0.05$)

Table 3 shows the results of the exploratory factor analysis applied to the Purchase Intention Scale. As a result of the analysis, no statement with a factor loading of less than 0.5 or showing collinearity was found. The statements in the scale were grouped under a single dimension. The total contribution of the identified single factor to the variance was 74.743%. When the determined ratios of purchase factors are evaluated, it can be stated that they had high reliability.

Table 3: Explanatory Factor Analysis Results of Purchase Intention Scale

Item	Factor Loading	Cronbach Alpha	Explained Variance
	Purchase Intention		
S2	,891		
S3	,881		
S1	,820	,825	74,743

*Kaiser-Meyer-Olkin Sample Adequacy Criterion: ,703 BartlettTest: $\chi^2=334.212$; $df=3$; $p=0.000$; $p<0.05$

Regression Findings on the Effects of Individual Innovativeness towards the Foods of the Future on Gastronomic Experience and Purchase Intention

In this section, the results of the regression analyses conducted at a 95% confidence interval to determine the impact of individual innovativeness towards the foods of the future on gastronomic experience and purchase intention are presented.

In the study, it was found that the dimensions of leadership and innovativeness within the scope of individual innovativeness were significantly related to the "importance" factor in the gastronomic experience scale at the level of $p < 0.05$. The dimension of skepticism, on the other hand, was not statistically significant. Based on these findings, it can be said that individual innovativeness generally has a significant contribution to experiencing the foods of the future. As can be seen from the table, an increase of 1 unit in the leadership dimension increases the importance dimension by 0.118 units, while an increase of 1 unit in the innovativeness factor increases it by 0.170 units.

The R² value in the model regarding the impact of individual innovativeness on the "importance" dimension of gastronomic experience was 0.43. According to this value, it is seen that the variables "skepticism", "leadership", and "innovativeness" in the independent variable explained 4% of the variance of the "importance" factor in gastronomic experience.

Table 4: Individual Innovativeness Factors - Gastronomic Experience "Importance" Model Coefficients

Model	β	t	p
1 Constant	-,017	-,282	,778
Individual Innovativeness (Skepticism)	,013	,214	,831
Individual Innovativeness (Leadership)	,118	1,991	,047*
Individual Innovativeness	,170	2,873	,004*

* $p<0.05$ significant; reliability: % 95

In the study, it was observed that there was a significant relationship at the level of $p < 0.05$ between leadership and innovativeness, which are the factors within individual innovativeness, and the "learning" factor in the gastronomic experience scale. However, the dimension of skepticism was not statistically significant. Based on these results, it can be said that the relevant dimensions of individual

innovativeness had a significant contribution to perceptions about the importance of experiencing the foods of the future. As can be seen from the table, a 1-unit increase in the leadership dimension increases the importance dimension by 0.174 units, while a 1-unit increase in the innovativeness dimension increases it by a high rate of 0.348 units.

As for the impact of individual innovativeness on the "learning" dimension of gastronomic experience, it can be stated that the variables of "skepticism", "leadership" and "innovativeness" within the independent variable of individual innovativeness factors explained 15.4% of the variance in the "learning" factor within the gastronomic experience scale.

Table 5: Individual Innovativeness Factors - Gastronomic Experience "Learning" Model Coefficients

Model		β	t	p
1 Constant		,004	,063	,950
Individual (Skepticism)	Innovativeness	,029	,515	,607
Individual (Leadership)	Innovativeness	,174	3,130	,002*
Individual (Innovativeness)	Innovativeness	,348	6,251	,000*

* $p < 0.05$ significant; reliability: % 95

In the study, it was observed that the dimensions of skepticism and leadership within individual innovativeness were significantly related to the "habit" dimension of the gastronomic experience scale at the level of $p < 0.05$. However, the innovativeness dimension was found to be statistically insignificant. When examined from the table, it can be seen that a 1-unit increase in the skepticism factor increases the habit factor by 0.561 units, while a 1-unit increase in the leadership factor increases it by 0.226 units.

The impact of individual innovativeness on the "habit" factor of the gastronomic experience scale was evaluated based on the R2 value. It was observed that the variables of "skepticism", "leadership" and "innovativeness" within the independent variable of the individual innovativeness scale explained 37.3% of the variance in the "habit" factor of the gastronomic experience scale.

Table 6: Individual Innovativeness Factors - Gastronomic Experience "Habit" Model Coefficients

Model		β	t	p
1 Constant		,001	,028	,978
Individual (Skepticism)	Innovativeness	,561	11,780	,000*
Individual (Leadership)	Innovativeness	,226	4,748	,000*
Individual (Innovativeness)	Innovativeness	-,013	-,268	,789

* $p < 0.05$ significant; reliability: %95

In Table 7, it can be seen that the relationship between the innovativeness factor within the individual innovativeness scale and the "access" factor of the gastronomic experience scale was significant at the level of $p < 0.05$. However, it was found that the other dimensions were statistically insignificant. When examined from the table, it can be seen that a 1-unit increase in the innovativeness factor increases the access factor by 0.189 units.

The impact of individual innovativeness on the "access" dimension of the gastronomic experience scale was explained by the variance of the independent variables of the individual innovativeness scale, "skepticism", "leadership", and "innovativeness", by 3.6% for the "access" dimension of the gastronomic experience scale.

Table 7: Individual Innovativeness Factors - Gastronomic Experience "Access" Model Coefficients

Model		β	t	p
1 Constant		-,005	-,082	,934
Individual Innovativeness (Skepticism)		-,008	-,131	,896
Individual Innovativeness (Leadership)		-,027	-,451	,653
Individual (Innovativeness)	Innovativeness	,189	3,151	,002*

* $p < 0.05$ significant; reliability: %95

In Table 8, it is observed that the relationship between the leadership and innovativeness dimensions of the individual innovativeness scale and purchase intention was significant at $p < 0.05$ level. However, the skepticism dimension was found to be not statistically significant. When the table is examined, it can be stated that a 1-unit increase in the leadership dimension increases the purchase intention by 0.154 units, and that a 1-unit increase in the innovativeness dimension increases it by 0.318 units.

When the R² value between these variables is examined, it can be seen that the variables of "skepticism", "leadership", and "innovativeness" in the independent variable position explained 12.5% of the variance in purchase intention.

Table 8. Individual Innovativeness Factors - Purchase Intention Model Coefficients Table

Model		β	t	p
1 Constant		,005	,087	,931
Individual (Skepticism)	Innovativeness	,021	,367	,714
Individual (Leadership)	Innovativeness	,154	2,718	,007*
Individual (Innovativeness)	Innovativeness	,318	5,628	,000*

* $p < 0.05$ significant; reliability: %95

According to the findings, it is possible to say that "Individual Innovativeness" has a significant impact on "Gastronomic Experience" and "Purchase Intention". However, when the interaction between the sub-dimensions is examined, it is seen that some unexpected results arise.

- ✓ The research findings presented above provide the following answer to the question "Does individual innovativeness have any effect on gastronomic experience and purchase intention in the foods of the future?", which was addressed as a problem in the design phase of the study:
- ✓ It was observed that individual innovativeness had an impact on the experience and purchase intention of consumers towards the foods of the future. However, this impact was supported by all dimensions.

When compared to previous studies conducted with similar variables, the results of the current study show similar outcomes. In a study conducted by Dimitrovski & Crespi-Vallbona (2017) measuring visitors' motivation and satisfaction towards a destination, it was concluded that food experience played an important role. Govaerts & Olsen (2022) examined the moderating role of food innovation in seaweed consumption in Norway with a sample size of 426, and it was found that food innovation played a determining role in seaweed consumption. Another study by Bartels & Reinders (2010) aimed to reveal the role of demographic characteristics, domain-specific innovativeness, social representation of new foods, and social identity in the adoption of new organic food products. The study was conducted comparatively in the USA, Germany, and England, and it was stated that social identity was a significant reason for organic food consumption in addition to domain-specific innovativeness.

Conclusion, Discussion and Suggestions

'The foods of the future' is a concept created to respond to the changing behavior of people over the years and more importantly to contribute to the sustainability of the world. In this concept, it is aimed to minimize the products that are consumed today, but harm people and the environment, and to create alternatives, with technology coming to the fore. In this context, alternatives such as meat production in laboratories or meeting protein needs from insects are emphasized in order to prevent meat consumption, which causes greenhouse gases. However, one of the most important issues here will be the reactions of consumers to these alternatives. Thinking within the scope of human health, sustainability and animal welfare, scientists work intensively on the foods of the future. While some of these studies have been finalized, many have not yet been finalized. In particular, it is very important to work on the marketing and acceptance of these foods, which are produced with an emphasis on structures such as nutritional value, vitamins and protein, to the final consumer because if the consumer does not accept this product, it will show that all the studies are sufficient technically but insufficient practically in terms of reaching the goal.

From the perspective of current food consumption, it is believed that animal-based foods are not only an important source of protein but also a significant source of pleasure. It is difficult to expect individuals who enjoy consuming these foods to give them up quickly. Therefore, it is thought to be important for individuals who are likely to accept these foods to experience them. Those who do not possess this characteristic should also be encouraged to accept them gradually, with patience and time, without being pressured. Otherwise, it is anticipated that there may be a decrease in acceptance among a significant portion of society, and it may create a division among people.

Considering all the above, this study focused on the impact of consumers' individual innovativeness on the experience and purchase of the foods of the future. In this context, consumers' perspectives on the model predicted by scientists in the future were measured.

In the study, it was seen that "leadership", one of the sub-dimensions of individual innovativeness, had a significant effect on "importance", one of the sub-dimensions of gastronomic experience. From this point of view, it can be said that individuals who are leaders in a group attach great importance to trying the foods of the future. People who are excited about this issue are also excited to make it in their own kitchen and to consume them. Similarly, the "innovativeness" dimension, which includes individuals who can adopt innovations quickly, also had a significant effect on "importance". It can be pointed out that these people attach great importance to trying foods that are not yet theoretically known and that are unlikely to be consumed. It was determined that "skepticism" among these dimensions did not have a statistically significant effect. It is not possible to say that the desire to consume these foods is at a very important level for people with a hesitant structure because these people find it more appropriate to consume familiar things rather than new things in their daily lives.

In the dimension of "learning", it is also possible to state that individuals with the characteristic of "leadership" are willing to learn new products, tools, and techniques in order to be pioneers for those around them. Therefore, there was a significant interaction between learning about the foods of the future and the leadership dimension. Similarly, the effect of the "innovativeness" dimension was significant. A person with an innovative quality is eager to try foods that s/he thinks will become the new food habit of the world in the future. However, once again, there was no significant effect of the "skepticism" dimension because, as in the above example, it should not be expected that individuals with a hesitant nature would have a high desire to learn about something they know nothing about.

In the dimension of "habit", while "skepticism" and "leadership" were statistically significant, "innovativeness" was statistically insignificant. It is believed that a person with a hesitant structure will be dependent on their habits and will want to act within such a framework. They may prioritize consuming the food they currently consume rather than trying the foods of the future. Leaders, on the other hand, may be willing to try new things, but due to their ability to manage and direct those around them, they may prefer to embrace areas where they can exert more influence. Therefore, it is believed that habits are more likely to pave a smoother path for directing others, which is the reason why they are statistically significant.

The final dimension of the gastronomic experience scale, "access", was found to be statistically significant only in relation to the "innovativeness" dimension. Individuals with an innovative trait tend to have a positive attitude towards quick access to the presented foods. On the other hand, it is anticipated that leaders do not attach great importance to this dimension and will not consider it a problem even if access is difficult, as they are capable of reaching it when they would like. Considering the difficulties that hesitant individuals have in stepping out of their habits, it is considered normal for them not to have a positive attitude towards a new experience that is difficult to access.

Regarding the other dependent variable, which is purchase intention, "leadership" and "innovativeness" had a statistically significant effect, while the "skepticism" variable did not have a significant effect. It can be said that innovators, who are active in trying new things, and leaders, who generally have a positive attitude towards the foods of the future, are willing to buy the foods of the future. However, it is not possible to say that those who are hesitant are motivated enough in purchasing, as it can be understood from the interaction between the sub-dimensions because individuals with this characteristic prefer familiar and easily accessible options rather than new and different ones.

Based on this study, it is suggested that the sector should not be late in introducing the foods of the future to the market. In this study on future chefs, all results, except for some dimensions, show that the use of these products is viewed positively. In addition, when research and development studies are carried out for the foods of the future, both the habituation processes and personality types of the

consumer should be taken into consideration because it is thought that presenting these products in an intense way so that people with low individual innovativeness can accept them may have an adverse effect on the consumer. It is recommended that the public, especially universities and all educational institutions, provide opportunities both in the laboratory and in the application field, for the development of the foods of the future. The main subject of this process is not only the change of food types, but also contributing to sustainability in the world. Based on the results of this study, it is thought that future studies should focus on this subject. In this area, where there is limited research on the attitudes and behaviors of consumers towards the foods of the future, consumers and chefs are still unfamiliar with the foods of the future. In addition to the nutritional values, benefits and harms of these foods, it is recommended to carry out studies that guide the sector in the field of social sciences. In addition, research should be conducted with different methods in order to measure the attitudes of consumers, producers and chefs interested in the field of gastronomy.

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Video Used in Article

Gelecekte Her Gün Yiyeceğimiz 6 Yiyecek (6 Foods We Will Eat Every Day in the Future. Link https://www.youtube.com/watch?v=kf_N0AKp8IQ&t=1s

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